

Q75. Sample source

Base: All Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
HPOL	218 6% CEF	144 30% ACDEF	-	74 14% ACEF	-	-	122 6%	96 8% G	25 6%	45 4%	73 5%	39 13% IJK	36 29% IJKL	70 5%	73 5%	75 18% NO	166 6%	52 7%	103 5%	148 6%	45 3%	173 9% U
Novartis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Survey Router Federated	2370 71% BD	63 13% B	269 67% B	345 65% B	352 85% ABCD	1341 87% ABCD	1355 65%	1015 80% G	372 86% JKLM	797 76% KLM	987 68% LM	163 55% M	51 40%	1169 79% OP	987 68% P	214 51%	1820 69%	550 76% Q	1333 71% T	1641 66%	786 59%	1584 78% U
Client supplied sample	769 23% EF	266 56% ACDEF	131 33% ADEF	114 21% EF	62 15%	196 13%	619 30% H	150 12%	38 9%	212 20% I	385 27% IJ	95 32% IJ	39 31% IJ	250 17%	385 27% N	134 32% NO	647 25% R	122 17%	452 24%	695 28% S	501 38% V	268 13%
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

Q616. COUNTRY

Base: All Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
US	268 8% CDEF	268 57% ACDEF	-	-	-	-	181 9%	87 7%	5 1%	39 4% I	121 8% IJ	57 19% IJK	46 37% IJKL	44 3%	121 8% N	103 24% NO	234 9% R	34 5%	152 8%	234 9% S	148 11% V	120 6%
CANADA	103 3% CDEF	103 22% ACDEF	-	-	-	-	63 3%	40 3%	19 4% K	26 2%	33 2%	19 6% JK	6 5%	45 3%	33 2%	25 6% NO	74 3%	29 4%	59 3%	76 3%	33 2%	70 3%
MEXICO	102 3% CDEF	102 22% ACDEF	-	-	-	-	66 3%	36 3%	16 4%	31 3%	47 3%	6 2%	2 2%	47 3%	47 3%	8 2%	79 3%	23 3%	47 2%	82 3% S	37 3%	65 3%
ITALY	54 2% BCEF	-	-	54 10% ABCEF	-	-	40 2%	14 1%	6 1%	14 1%	28 2%	4 1%	2 2%	20 1%	28 2%	6 1%	45 2%	9 1%	27 1%	46 2%	35 3% V	19 1%
TURKEY	50 1% BCEF	-	-	50 9% ABCEF	-	-	35 2%	15 1%	13 3% JKL	15 1%	20 1%	2 1%	-	28 2% P	20 1%	2 1%	43 2%	7 1%	22 1%	41 2%	19 1%	31 2%
SPAIN	50 1% BCEF	-	-	50 9% ABCEF	-	-	25 1%	25 2%	6 1%	7 1%	28 2% J	6 2% J	3 2% J	13 1%	28 2% N	9 2% N	38 1%	12 2%	20 1%	35 1%	20 2%	30 1%
POLAND	53 2% BCEF	-	-	53 10% ABCEF	-	-	26 1%	27 2% G	8 2%	14 1%	23 2%	8 3%	-	22 1%	23 2%	8 2%	39 1%	14 2%	28 1%	33 1%	19 1%	34 2%
UK	100 3% BCEF	-	-	100 19% ABCEF	-	-	61 3%	39 3%	4 1%	16 2%	46 3% IJ	21 7% IJK	13 10% IJK	20 1%	46 3% N	34 8% NO	79 3%	21 3%	51 3%	68 3%	39 3%	61 3%
FRANCE	101 3% BCEF	-	-	101 19% ABCEF	-	-	66 3%	35 3%	12 3%	25 2%	47 3%	12 4%	5 4%	37 2%	47 3%	17 4%	83 3%	18 2%	52 3%	67 3%	50 4% V	51 3%
GERMANY	125 4% BCEF	-	-	125 23% ABCEF	-	-	75 4%	50 4%	15 3%	29 3%	59 4%	15 5% J	7 6%	44 3%	59 4%	22 5% N	103 4%	22 3%	82 4% T	69 3%	42 3%	83 4%
CHINA	550 16% BCDE	-	-	-	-	550 36% ABCDE	284 14%	266 21% G	66 15% LM	237 22% IKLM	229 16% LM	13 4%	5 4%	303 20% OP	229 16% P	18 4%	496 19% R	54 7%	378 20% T	356 14%	252 19% V	298 15%
VIETNAM	52 2% BCDE	-	-	-	-	52 3% ABCDE	31 1%	21 2%	23 5% JKLM	15 1% L	14 1%	-	-	38 3% OP	14 1% P	-	34 1%	18 2% Q	43 2% T	25 1%	25 2%	27 1%
PHILIPPINES	102 3% BCDE	-	-	-	-	102 7% ABCDE	44 2%	58 5% G	18 4% L	41 4% L	38 3%	4 1%	1 1%	59 4% OP	38 3%	5 1%	67 3%	35 5% Q	53 3%	83 3%	31 2%	71 4%
JAPAN	176 5% BCDE	-	-	-	-	176 11% ABCDE	127 6% H	49 4%	8 2%	30 3%	89 6% IJ	34 11% IJK	15 12% IJK	38 3%	89 6% N	49 12% NO	133 5%	43 6%	106 6% T	91 4%	40 3%	136 5% U
SOUTH KOREA	101 3% BCDE	-	-	-	-	101 7% ABCDE	66 3%	35 3%	12 3%	26 2%	56 4% M	7 2%	-	38 3%	56 4% NP	7 2%	88 3% R	13 2%	66 3% T	65 3%	48 4%	53 3%
RUSSIA	130 4% BCDE	-	-	-	-	130 8% ABCDE	83 4%	47 4%	11 3%	53 5% IM	55 4%	10 3%	1 1%	64 4%	55 4%	11 3%	108 4%	22 3%	90 5% T	89 4%	63 5% V	67 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  
Overlap formulae used.

Q616. COUNTRY

28 Aug 2015  
Table 2

Base: All Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
INDIA	325 10%	-	-	-	-	325 21%	172 8%	153 12%	56 13%	110 10%	138 10%	20 7%	1 1%	166 11%	138 10%	21 5%	248 9%	77 11%	146 8%	269 11%	100 8%	225 11%
	BCDE					ABCDE		G	KLM	M	M	M		P	P					S	U	
INDONESIA	101 3%	-	-	-	-	101 7%	69 3%	32 3%	13 3%	42 4%	45 3%	1 1%	-	55 4%	45 3%	1 1%	73 3%	28 4%	74 4%	79 3%	41 3%	60 3%
	BCDE					ABCDE		L	LM	LM	LM			P	P					S		
NIGERIA	207 6%	-	-	-	207 50%	-	166 8%	41 3%	25 6%	107 10%	72 5%	3 1%	-	132 9%	72 5%	3 1%	126 5%	81 11%	98 5%	184 7%	55 4%	152 8%
	BCDF				ABCD		H		LM	IKLM	LM			OP	P				Q	S	U	
SOUTH AFRICA	101 3%	-	-	-	101 24%	-	63 3%	38 3%	13 3%	24 2%	43 3%	15 5%	6 5%	37 2%	43 3%	21 5%	73 3%	28 4%	46 2%	82 3%	27 2%	74 4%
	BCDF				ABCD							J				NO				S	U	
EGYPT	106 3%	-	-	-	106 26%	-	97 5%	9 1%	24 6%	45 4%	34 2%	2 1%	1 1%	69 5%	34 2%	3 1%	68 3%	38 5%	48 3%	82 3%	46 3%	60 3%
	BCDF				ABCD		H		KLM	KL				OP	P				Q	S		
COLOMBIA	125 4%	-	125 31%	-	-	-	86 4%	39 3%	13 3%	35 3%	58 4%	14 5%	5 4%	48 3%	58 4%	19 4%	92 3%	33 5%	58 3%	110 4%	58 4%	67 3%
	BDEF		ABDEF																	S		
ARGENTINA	100 3%	-	100 25%	-	-	-	62 3%	38 3%	11 3%	21 2%	56 4%	8 3%	4 3%	32 2%	56 4%	12 3%	73 3%	27 4%	57 3%	79 3%	36 3%	64 3%
	BDEF		ABDEF						J						N					S		
BRAZIL	175 5%	-	175 44%	-	-	-	108 5%	67 5%	38 9%	52 5%	66 5%	16 5%	3 2%	90 6%	66 5%	19 4%	137 5%	38 5%	85 5%	139 6%	68 5%	107 5%
	BDEF		ABDEF						JKM											S		
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

Q620. LANGUAGE

Base: All Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
AMERICAN ENGLISH	380 11% CDF	291 62% ACDEF	-	26 5% CF	36 9% CDF	27 2% C	277 13% H	103 8% I	8 2% I	70 7% I	172 12% IJ	76 26% IJK	54 43% IJKL	78 5% I	172 12% N	130 31% NO	330 13% R	50 7% R	217 11% S	338 14% S	221 17% V	159 8% V
SPAIN_SPANISH	50 1% BCEF	-	-	50 9% ABCEF	-	-	25 1% I	25 2% I	6 1% I	7 1% I	28 2% J	6 2% J	3 2% J	13 1% I	28 2% N	9 2% N	38 1% R	12 2% R	20 1% S	35 1% S	20 2% V	30 1% V
PORTUGUESE (BRAZIL)	175 5% BDEF	-	175 44% ABDEF	-	-	-	108 5% I	67 5% I	38 9% JKM	52 5% J	66 5% J	16 5% J	3 2% J	90 6% I	66 5% N	19 4% N	137 5% R	38 5% R	85 5% S	139 6% S	68 5% V	107 5% V
SIMPLIFIED CHINESE	550 16% BCDE	-	-	-	-	550 36% ABCDE	284 14% G	266 21% G	66 15% LM	237 22% IKLM	229 16% LM	13 4% I	5 4% I	303 20% OP	229 16% P	18 4% P	496 19% R	54 7% R	378 20% T	356 14% T	252 15% V	298 15% V
FRENCH (FRANCE)	101 3% BCEF	-	-	101 19% ABCEF	-	-	66 3% I	35 3% I	12 3% I	25 2% I	47 3% J	12 4% J	5 4% J	37 2% I	47 3% I	17 4% I	83 3% R	18 2% R	52 3% S	67 3% S	50 4% V	51 3% V
GERMAN	125 4% BCEF	-	-	125 23% ABCEF	-	-	75 4% I	50 4% I	15 3% I	29 3% I	59 4% J	15 5% J	7 6% J	44 3% I	59 4% I	22 5% N	103 4% R	22 3% R	82 4% T	69 3% T	42 3% V	83 4% V
ITALIAN	54 2% BCEF	-	-	54 10% ABCEF	-	-	40 2% I	14 1% I	6 1% I	14 1% I	28 2% J	4 1% J	2 2% J	20 1% I	28 2% N	6 1% N	45 2% R	9 1% R	27 1% S	46 2% S	35 3% V	19 1% V
JAPANESE	176 5% BCDE	-	-	-	-	176 11% ABCDE	127 6% H	49 4% H	8 2% I	30 3% I	89 6% IJ	34 11% IJK	15 12% IJK	38 3% I	89 6% N	49 12% NO	133 5% R	43 6% R	106 6% T	91 4% T	40 3% V	136 7% U
KOREAN	101 3% BCDE	-	-	-	-	101 7% ABCDE	66 3% I	35 3% I	12 3% I	26 2% I	56 4% M	7 2% I	-	38 3% I	56 4% NP	7 2% I	88 3% R	13 2% R	66 3% T	65 3% T	48 4% V	53 3% V
RUSSIAN	130 4% BCDE	-	-	-	-	130 8% ABCDE	83 4% I	47 4% I	11 3% I	53 5% IM	55 4% I	10 3% I	1 1% I	64 4% I	55 4% I	11 3% I	108 4% R	22 3% R	90 5% T	89 4% T	63 5% V	67 3% V
ARABIC	106 3% BCDF	-	-	-	106 26% ABCDF	-	97 5% H	9 1% H	24 6% KLM	45 4% KL	34 2% I	2 1% I	1 1% I	69 5% OP	34 2% P	3 1% P	68 3% R	38 5% Q	48 3% S	82 3% S	46 3% V	60 3% V
VIETNAMESE	52 2% BCDE	-	-	-	-	52 3% ABCDE	31 1% I	21 2% I	23 5% JKLM	15 1% L	14 1% I	-	-	38 3% OP	14 1% P	-	34 1% R	18 2% Q	43 2% T	25 1% T	25 2% V	27 1% V
TAGALOG	102 3% BCDE	-	-	-	-	102 7% ABCDE	44 2% G	58 5% G	18 4% L	41 4% L	38 3% I	4 1% I	1 1% I	59 4% OP	38 3% Q	5 1% Q	67 3% R	35 5% Q	53 3% S	83 3% S	31 2% V	71 4% V
TURKISH	50 1% BCEF	-	-	50 9% ABCEF	-	-	35 2% I	15 1% I	13 3% JKL	15 1% I	20 1% I	2 1% I	-	28 2% P	20 1% I	2 1% I	43 2% R	7 1% R	22 1% S	41 2% S	19 1% V	31 2% V
POLISH	53 2% BCEF	-	-	53 10% ABCEF	-	-	26 1% I	27 2% G	8 2% I	14 1% I	23 2% I	8 3% I	-	22 1% I	23 2% I	8 2% I	39 1% R	14 2% R	28 1% S	33 1% S	19 1% V	34 2% V
LATAM_SPANISH	327 10% DEF	102 22% ADEF	225 56% ABDEF	-	-	-	214 10% I	113 9% I	40 9% I	87 8% I	161 11% J	28 9% I	11 9% I	127 9% I	161 11% N	39 9% I	244 9% R	83 11% R	162 9% S	271 11% S	131 10% V	196 10% V

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

Q620. LANGUAGE

Base: All Respondents

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
BRITISH ENGLISH	724 22% BCDF	80 17% C	-	74 14% C	272 66% ABCD	298 19% CD	429 20% G	295 23% G	114 26% KLM	252 24% KM	281 19% LM	59 20% LM	18 14% LM	366 25% OP	281 19% P	77 18% P	504 19% P	220 30% Q	335 18% Q	575 23% S	181 14% U	543 27% U
BAHASA	101 3% BCDE	-	-	-	-	101 7% ABCDE	69 3% LM	32 3% LM	13 3% L	42 4% LM	45 3% LM	1 0% LM	-	55 4% P	45 3% P	1 0% P	73 3% P	28 4% P	74 4% P	79 3% P	41 3% P	60 3% P
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

Base: All Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Argentina	100 3% BDEF	-	100 25% ABDEF	-	-	-	62 3%	38 3%	11 3%	21 2%	56 4% J	8 3%	4 3%	32 2%	56 4% N	12 3%	73 3%	27 4%	57 3%	79 3%	36 3%	64 3%
Brazil	175 5% BDEF	-	175 44% ABDEF	-	-	-	108 5%	67 5%	38 9% JKM	52 5%	66 5%	16 5%	3 2%	90 6%	66 5%	19 4%	137 5%	38 5%	85 5%	139 6% S	68 5%	107 5%
Canada	103 3% CDEF	103 22% ACDEF	-	-	-	-	63 3%	40 3%	19 4% K	26 2%	33 2%	19 6% JK	6 5%	45 3%	33 2%	25 6% NO	74 3%	29 4%	59 3%	76 3%	33 2%	70 3%
China	550 16% BCDE	-	-	-	-	550 36% ABCDE	284 14%	266 15% G	66 15% LM	237 22% IKLM	229 16% LM	13 4%	5 4%	303 20% OP	229 16% P	18 4%	496 19% R	54 7%	378 20% T	356 14%	252 19% V	298 15%
Colombia	125 4% BDEF	-	125 31% ABDEF	-	-	-	86 4%	39 3%	13 3%	35 3%	58 4%	14 5%	5 4%	48 3%	58 4%	19 4%	92 3%	33 5%	58 3%	110 4% S	58 4%	67 3%
Egypt	106 3% BCDF	-	-	-	106 28% ABCDF	-	97 5% H	9 1%	24 6% KLM	45 4% KL	34 2%	2 1%	1 1%	69 5% OP	34 2% P	3 1%	68 3%	38 5% Q	48 3%	82 3% S	46 3%	60 3%
France	101 3% BCEF	-	-	101 19% ABCEF	-	-	66 3%	35 3%	12 3%	25 2%	47 3%	12 4%	5 4%	37 2%	47 3%	17 4%	83 3%	18 2%	52 3%	67 3%	50 4% V	51 3%
Germany	125 4% BCEF	-	-	125 23% ABCEF	-	-	75 4%	50 4%	15 3%	29 3%	59 4%	15 5% J	7 6%	44 3%	59 4%	22 5% N	103 4%	22 3%	82 4% T	69 3%	42 3%	83 4%
India	325 10% BCDE	-	-	-	-	325 21% ABCDE	172 8%	153 12% G	56 13% KLM	110 10% M	138 10% M	20 7% M	1 1%	166 11% P	138 10% P	21 5%	248 9%	77 11%	146 8%	269 11% S	100 8%	225 11% U
Indonesia	101 3% BCDE	-	-	-	-	101 7% ABCDE	69 3%	32 3%	13 3% L	42 4% LM	45 3% LM	1 *	-	55 4% P	45 3% P	1 *	73 3%	28 4%	74 4%	79 3%	41 3%	60 3%
Italy	54 2% BCEF	-	-	54 10% ABCEF	-	-	40 2%	14 1%	6 1%	14 1%	28 2%	4 1%	2 2%	20 1%	28 2%	6 1%	45 2%	9 1%	27 1%	46 2%	35 3% V	19 1%
Japan	176 5% BCDE	-	-	-	-	176 11% ABCDE	127 6% H	49 4%	8 2%	30 3%	89 6% IJK	34 11% IJK	15 12% IJK	38 3%	89 6% N	49 12% NO	133 5%	43 6%	106 6% T	91 4%	40 3%	136 7% U
Mexico	102 3% CDEF	102 22% ACDEF	-	-	-	-	66 3%	36 3%	16 4%	31 3%	47 3%	6 2%	2 2%	47 3%	47 3%	8 2%	79 3%	23 3%	47 2%	82 3% S	37 3%	65 3%
Nigeria	207 6% BCDF	-	-	-	207 50% ABCDF	-	166 8% H	41 3%	25 6% LM	107 10% IKLM	72 5% LM	3 1%	-	132 9% OP	72 5% P	3 1%	126 5%	81 11% Q	98 5%	184 7% S	55 4%	152 8% U
Philippines	102 3% BCDE	-	-	-	-	102 7% ABCDE	44 2%	58 5% G	18 4% L	41 4% L	38 3%	4 1%	1 1%	59 4% OP	38 3%	5 1%	67 3%	35 5% Q	53 3%	83 3%	31 2%	71 4%
Poland	53 2% BCEF	-	-	53 10% ABCEF	-	-	26 1%	27 2% G	8 2%	14 1%	23 2%	8 3%	-	22 1%	23 2%	8 2%	39 1%	14 2%	28 1%	33 1%	19 1%	34 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  
Overlap formulae used.

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

Base: All Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
South Africa	101 3% BCDF	-	-	-	101 24% ABCD	-	63 3%	38 3%	13 3%	24 2%	43 3%	15 5% J	6 5%	37 2%	43 3%	21 5% NO	73 3%	28 4%	46 2%	82 3% S	27 2%	74 4% U
Russian Federation	130 4% BCDE	-	-	-	-	130 8% ABCDE	83 4%	47 4%	11 3%	53 5% IM	55 4%	10 3%	1 1%	64 4%	55 4%	11 3%	108 4%	22 3%	90 5% T	89 4%	63 5% V	67 3%
South Korea	101 3% BCDE	-	-	-	-	101 7% ABCDE	66 3%	35 3%	12 3%	26 2%	56 4% M	7 2%	-	38 3%	56 4% NP	7 2%	88 3% R	13 2%	66 3% T	65 3%	48 4%	53 3%
Spain	50 1% BCEF	-	-	50 9% ABCEF	-	-	25 1%	25 2%	6 1%	7 1%	28 2% J	6 2% J	3 2% J	13 1%	28 2% N	9 2% N	38 1%	12 2%	20 1%	35 1%	20 2%	30 1%
Turkey	50 1% BCEF	-	-	50 9% ABCEF	-	-	35 2%	15 1%	13 3% JKL	15 1%	20 1%	2 1%	-	28 2% P	20 1%	2 1%	43 2%	7 1%	22 1%	41 2%	19 1%	31 2%
United Kingdom	100 3% BCEF	-	-	100 19% ABCEF	-	-	61 3%	39 3%	4 1%	16 2%	46 3% IJ	21 7% IJK	13 10% IJK	20 1%	46 3% N	34 8% NO	79 3%	21 3%	51 3%	68 3%	39 3%	61 3%
United States	268 8% CDEF	268 57% ACDEF	-	-	-	-	181 9%	87 7%	5 1%	39 4% I	121 8% IJ	57 19% IJK	46 37% IJKL	44 3%	121 8% N	103 24% NO	234 9% R	34 5%	152 8%	234 9% S	148 11% V	120 6%
Vietnam	52 2% BCDE	-	-	-	-	52 3% ABCDE	31 1%	21 2%	23 5% JKLM	15 1% L	14 1%	-	-	38 3% OP	14 1% P	-	34 1%	18 2% Q	43 2% T	25 1%	25 2%	27 1%
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

Base: All Respondents

Q268. Are you...?

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Male	2096 62% F	310 66% F	256 64% F	328 62% ABCDF	326 79% ABCDF	876 57% ABCDF	2096 100% H	-	241 55% I	656 62% I	882 61% IJK	219 74% IJK	98 78% IJK	897 60% IJK	882 61% IJK	317 75% NO	1702 65% R	394 54% R	1167 62% S	1608 65% S	893 67% V	1203 59% V
Female	1261 38% E	163 34% E	144 36% E	205 38% E	88 21% ABCE	661 43% ABCE	-	1261 100% G	194 45% JKLM	398 38% LM	563 39% LM	78 26% LM	28 22% LM	592 40% P	563 39% P	106 25% P	931 35% Q	330 46% Q	721 38% T	876 35% T	439 33% U	822 41% U
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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



Q280. Respondent Age.

28 Aug 2015  
Table 6

Base: All Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
18 - 19	53 2%	10 2%	10 3%	8 2%	6 1%	19 1%	32 2%	21 2%	53 12% JKLM	-	-	-	-	53 4% OP	-	-	29 1%	24 3% Q	34 2% T	31 1%	19 1%	34 2%
20 - 24	382 11% B	30 6%	52 13% B	56 11% B	56 14% B	188 12% B	209 10%	173 14% G	382 88% JKLM	-	-	-	-	382 26% OP	-	-	260 10%	122 17% Q	223 12% T	258 10%	135 10%	247 12%
25 - 29	522 16% BD	43 9%	62 16% B	63 12%	84 20% ABD	270 18% ABD	321 15%	201 16%	-	522 50% IKLM	-	-	-	522 35% OP	-	-	404 15%	118 16%	307 16%	389 16%	218 16%	304 15%
30 - 34	532 16% BCD	53 11%	46 12%	57 11%	92 22% ABCD	284 18% ABCD	335 16%	197 16%	-	532 50% IKLM	-	-	-	532 36% OP	-	-	423 16%	109 15%	321 17%	385 15%	219 16%	313 15%
35 - 39	505 15% B	48 10%	65 16% B	66 12%	75 18% BD	251 16% BD	315 15%	190 15%	-	-	505 35% IJLM	-	-	-	505 35% NP	-	409 16%	96 13%	266 14%	396 16% S	190 14%	315 16%
40 - 44	371 11% E	47 10%	50 13% E	70 13% E	32 8%	172 11% E	238 11%	133 11%	-	-	371 26% IJLM	-	-	-	371 26% NP	-	306 12% R	65 9%	212 11%	284 11%	148 11%	223 11%
45 - 49	324 10% E	51 11% E	31 8%	57 11% E	22 5%	163 11% E	173 8%	151 12% G	-	-	324 22% IJLM	-	-	-	324 22% NP	-	265 10%	59 8%	186 10%	252 10%	152 11% V	172 8%
50 - 54	245 7% EF	55 12% AEF	34 9% EF	58 11% AEF	20 5%	78 5%	156 7%	89 7%	-	-	245 17% IJLM	-	-	-	245 17% NP	-	199 8%	46 6%	133 7%	183 7%	107 8%	138 7%
55 - 59	183 5% EF	38 8% AEF	31 8% AEF	42 8% AEF	14 3%	58 4%	129 6% H	54 4%	-	-	-	183 62% IJKM	-	-	-	183 43% NO	143 5%	40 6%	88 5%	133 5%	62 5%	121 6%
60 - 64	114 3% CEF	44 9% ACDEF	7 2% AEF	26 5% ACEF	6 1%	31 2%	90 4% H	24 2%	-	-	-	114 38% IJKM	-	-	-	114 27% NO	94 4%	20 3%	62 3%	86 3%	43 3%	71 4%
65 and over	126 4% EF	54 11% ACDEF	12 3% F	30 6% AEF	7 2%	23 1%	98 5% H	28 2%	-	-	-	-	126 100% IJKL	-	-	126 30% NO	101 4%	25 3%	56 3%	87 4%	39 3%	87 4% U
MEAN	38.4 EF	45.3 ACDEF	37.9 EF	41.3 ACEF	34.8	36.3 E	39.2 H	37.0	22.0	29.4 I	42.9 IJ	58.8 IJK	69.6 IJKL	27.3	42.9 N	62.0 NO	38.9 R	36.6	37.7	38.6 S	38.4	38.4
STD. DEV.	12.67	15.19	12.39	13.45	10.71	11.00	13.09	11.82	1.69	2.85	5.69	2.89	4.23	4.25	5.69	5.98	12.48	13.18	12.38	12.40	12.20	12.97
STD. ERR.	0.22	0.70	0.62	0.58	0.53	0.28	0.29	0.33	0.08	0.09	0.15	0.17	0.38	0.11	0.15	0.29	0.24	0.49	0.28	0.25	0.33	0.29
MEDIAN	36	45	37	41	33	35	37	35	22	30	42	58	69	28	42	61	37	34	35	37	36	36
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

Q605. Have you ever registered a domain name?

Base: All Respondents

																	Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Region					Gender		Age					Age									
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Yes	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

Q610. What was your role in the domain registration decision?  
Base: Has Registered A Domain Name

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
I was the primary decision maker	2633 78% E	387 82% CE	302 76% E	430 81% E	267 64% E	1247 81% ACE	1702 81% H	931 74% H	289 66% I	827 78% I	1179 82% I	237 80% I	101 80% I	1116 75% I	1179 82% N	338 80% N	2633 100% R	-	1555 82% T	1926 78% V	1099 83% V	1534 76% V
It was a shared decision between myself and others	724 22% F	86 18% F	98 25% BF	103 19% ABCD	147 36% BCDF	290 19% ACE	394 19% H	330 26% G	146 34% JKLM	227 22% I	266 18% I	60 20% I	25 20% I	373 25% OP	266 18% N	85 20% N	-	724 100% Q	333 18% S	558 22% S	233 17% U	491 24% U
I had no say in the decision	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

Q625. For which purpose did you register the domain name?

Base: Has Registered A Domain Name

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Consumer: Domain names registered for personal use, (i.e., a blog, family site, clubs, volunteer/advocacy work, hobbies, photography, recipes, etc.)	1888 56% CE	258 55% E	200 50%	282 53% E	192 46% ABCDE	956 62%	1167 56%	721 57%	257 59% LM	628 60% KLM	797 55% M	150 51%	56 44%	885 59% OP	797 55% P	206 49%	1555 59% R	333 46%	1888 100% T	1039 42%	798 60% V	1090 54%
Commercial: Business (Small)	1633 49% DF	308 65% ADEF	239 60% ADF	230 43%	238 57% ADF	618 40%	1097 52% H	536 43%	135 31%	506 48% I	766 53% IJ	162 55% IJ	64 51% I	641 43%	766 53% N	226 53% N	1293 49%	340 47%	744 39%	1633 66% S	764 57% V	869 43%
Commercial: Nonprofit	585 17% F	110 23% ADF	75 19% F	94 18%	82 20% F	224 15%	399 19% H	186 15%	72 17%	178 17%	278 19% LM	42 14%	15 12%	250 17%	278 19% P	57 13%	468 18%	117 16%	353 19%	585 24% S	336 25% V	249 12%
Commercial: Academic/Education	533 16% D	66 14%	85 21% ABDF	54 10%	90 22% ABDF	238 15% D	343 16%	190 15%	100 23% JKLM	182 17% KL	206 14%	31 10%	14 11%	282 19% OP	206 14%	45 11%	394 15%	139 19% Q	293 16%	533 21% S	296 22% V	237 12%
Commercial: Business (Large)	439 13% D	60 13% D	66 17% AD	40 8%	66 16% D	207 13% D	301 14% H	138 11%	37 9%	157 15% ILM	221 15% ILM	19 6%	5 4%	194 13% P	221 15% P	24 6%	361 14% R	78 11%	228 12%	439 18% S	279 21% V	160 8%
Commercial: Investments	396 12% BD	30 6%	51 13% BD	36 7% ABCD	78 19% ABCD	201 13% ABD	274 13% H	122 10%	59 14% LM	153 15% KLM	160 11% LM	20 7%	4 3%	212 14% OP	160 11% P	24 6%	321 12%	75 10%	236 13%	396 16% S	231 17% V	165 8%
Commercial: Business (Multinational)	328 10%	39 8%	36 9%	47 9%	46 11%	160 10%	214 10%	114 9%	33 8%	97 9%	169 12% IJLM	23 8%	6 5%	130 9%	169 12% NP	29 7%	270 10%	58 8%	175 9%	328 13% S	202 15% V	126 6%
Commercial: Government	174 5%	21 4%	22 6%	34 6% E	14 3%	83 5%	115 5%	59 5%	21 5%	52 5%	90 6% LM	9 3%	2 2%	73 5% P	90 6% P	11 3%	137 5%	37 5%	100 5%	174 7% S	110 8% V	64 3%
Advertising/Marketing	6 *	1 *	-	-	4 1% ACDF	1 *	3 *	3 *	-	2 *	2 *	2 1%	-	2 *	2 *	2 *	4 *	2 *	4 *	2 *	1 *	5 *
Association	3 *	-	-	3 1% AF	-	-	2 *	1 *	-	-	-	1 *	2 2% K	-	-	3 1% NO	2 *	1 *	-	-	-	3 *
Business use (Unspec. size)	3 *	1 *	1 *	-	-	1 *	1 *	2 *	-	1 *	-	-	2 2% IJKL	1 *	-	2 *	2 *	1 *	1 *	1 *	-	3 *
Project development	3 *	-	-	1 *	-	2 *	2 *	1 *	1 *	-	1 *	1 *	-	1 *	1 *	1 *	3 *	-	1 *	2 *	2 *	1 *
Selling/Reselling	3 *	1 *	1 *	-	-	1 *	2 *	1 *	1 *	-	2 *	-	-	1 *	2 *	-	3 *	-	1 *	2 *	2 *	1 *
Entrepreneurship	2 *	1 *	1 *	-	-	-	1 *	1 *	-	-	2 *	-	-	-	2 *	-	2 *	-	-	-	1 *	1 *
Healthcare	2 *	-	1 *	-	-	1 *	1 *	1 *	-	1 *	1 *	-	-	1 *	1 *	-	1 *	1 *	1 *	-	1 *	1 *

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

Q625. For which purpose did you register the domain name?  
Base: Has Registered A Domain Name

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Clients	2	-	1	1	-	-	2	-	-	-	-	1	1	-	-	2	2	-	2	2	2	-
												K	JK			NO						
Communications	2	-	-	-	2	-	2	-	1	1	-	-	-	2	-	-	1	1	-	-	-	2
					AF																	
Other	14	1	3	5	2	3	13	1	1	2	8	1	2	3	8	3	11	3	5	5	4	10
	F		1%	1%			1%				1%		2%		1%	1%						
None	1	-	-	1	-	-	-	1	-	1	-	-	-	1	-	-	1	-	-	-	1	-
Decline to answer	3	1	-	2	-	-	3	-	1	-	-	-	2	1	-	2	1	2	-	-	1	2
				AF									JKL			O						
Sigma	6020	898	782	830	814	2696	3942	2078	719	1961	2703	462	175	2680	2703	637	4832	1188	4032	5141	3031	2989
	179%	190%	196%	156%	197%	175%	188%	165%	165%	186%	187%	156%	139%	180%	187%	151%	184%	164%	214%	207%	228%	148%

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

Q630. In what TLD(s) have you registered domain names?

Base: Has Registered A Domain Name

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
.com	2414 72% D	398 84% ACDEF	300 75% D	283 53% ADF	325 79% ADF	1108 72% D	1530 73% H	884 70% H	288 66% H	769 73% IL	1078 75% IL	194 65% H	85 67% H	1057 71% P	1078 75% NP	279 66% H	1924 73% R	490 68% H	1425 75% H	1882 76% H	1104 83% V	1310 65% H
.net	1055 31% DE	198 42% ACDEF	126 32% E	143 27% H	103 25% H	485 32% DE	711 34% H	344 27% H	116 27% H	324 31% H	492 34% I	89 30% H	34 27% H	440 30% H	492 34% N	123 29% H	864 33% R	191 26% H	712 38% H	888 36% H	656 49% V	399 20% H
.org	785 23% F	190 40% ACDEF	90 23% F	129 24% F	98 24% F	278 18% H	548 26% H	237 19% H	72 17% H	238 23% I	370 26% H	73 25% H	32 25% H	310 21% H	370 26% N	105 25% H	641 24% R	144 20% H	512 27% H	697 28% H	504 38% V	281 14% H
.info	431 13% CE	89 19% ACDEF	36 9% H	75 14% CE	38 9% H	193 13% C	286 14% H	145 11% H	32 7% H	116 11% H	233 16% IJM	43 14% IM	7 6% H	148 10% H	233 16% NP	50 12% H	369 14% R	62 9% H	300 16% H	396 16% H	327 25% V	104 5% H
.cn	268 8% BCDE	- - -	- - -	2 - -	- - -	266 17% ABCDE	132 6% H	136 11% G	28 6% L	114 11% IKLM	119 8% LM	4 1% H	3 2% H	142 10% P	119 8% P	7 2% H	243 9% R	25 3% H	208 11% T	191 8% H	164 12% V	104 5% H
.biz	248 7% CF	66 14% ACDEF	13 3% H	48 9% CEF	22 5% H	99 6% C	175 8% H	73 6% H	15 3% H	62 6% H	137 9% IJ	21 7% I	13 10% I	77 5% H	137 9% N	34 8% N	207 8% R	41 6% H	165 9% H	233 9% H	187 14% V	61 3% H
.mobi	167 5% C	30 6% C	13 3% H	26 5% H	25 6% H	73 5% H	110 5% H	57 5% H	23 5% H	54 5% H	72 5% H	13 4% H	5 4% H	77 5% H	72 5% H	18 4% H	138 5% H	29 4% H	108 6% H	156 6% H	117 9% V	50 2% H
.in	162 5% BCDE	1 - -	1 - -	1 - -	- - -	159 10% ABCDE	79 4% H	83 7% G	27 6% LM	55 5% LM	74 5% LM	6 2% H	- - -	82 6% P	74 5% P	6 1% H	129 5% H	33 5% H	86 5% H	143 6% S	72 5% H	90 4% H
.br	103 3% BDEF	- - -	103 26% ABDEF	- - -	- - -	- - -	63 3% H	40 3% H	16 4% H	35 3% H	38 3% H	11 4% H	3 2% H	51 3% H	38 3% H	14 3% H	82 3% H	21 3% H	54 3% H	86 3% H	53 4% V	50 2% H
.co	102 3% DF	10 2% F	66 17% ABDEF	9 2% F	7 2% F	10 1% H	75 4% H	27 2% H	5 1% H	30 3% I	56 4% I	7 2% H	4 3% H	35 2% H	56 4% N	11 3% H	82 3% H	20 3% H	59 3% H	95 4% H	66 5% V	36 2% H
.ru	99 3% BCDE	- - -	- - -	- - -	- - -	99 6% ABCDE	66 3% H	33 3% H	7 2% H	42 4% I	42 3% H	7 2% H	1 1% H	49 3% H	42 3% H	8 2% H	80 3% H	19 3% H	70 4% T	72 3% H	53 4% V	46 2% H
.asia	99 3% CE	13 3% E	5 1% H	15 3% E	1 - -	65 4% ACE	59 3% H	40 3% H	11 3% H	32 3% H	45 3% H	10 3% H	1 1% H	43 3% H	45 3% H	11 3% H	85 3% H	14 2% H	66 3% H	96 4% H	68 5% V	31 2% H
.de	99 3% BCEF	- - -	- - -	99 19% ABCEF	- - -	- - -	63 3% H	36 3% H	10 2% H	23 2% H	48 3% H	14 5% J	4 3% H	33 2% H	48 3% H	18 4% N	85 3% H	14 2% H	64 3% T	59 2% H	34 3% H	65 3% H
.tel	90 3% E	7 1% H	11 3% H	12 2% H	4 1% H	56 4% ABE	51 2% H	39 3% H	8 2% H	36 3% H	40 3% H	4 1% H	2 2% H	44 3% H	40 3% H	6 1% H	78 3% H	12 2% H	68 4% H	76 3% H	54 4% V	36 2% H
.jp	89 3% BCDE	- - -	- - -	- - -	- - -	89 6% ABCDE	59 3% H	30 2% H	5 1% H	17 2% H	40 3% H	19 6% IJK	8 6% IJK	22 1% H	40 3% N	27 6% NO	67 3% H	22 3% H	56 3% T	50 2% H	26 2% U	63 3% U
.pro	83 2% E	11 2% E	5 1% E	14 3% E	- - -	53 3% ACE	49 2% H	34 3% H	8 2% H	35 3% H	35 2% H	4 1% H	1 1% H	43 3% P	35 2% H	5 1% H	71 3% H	12 2% H	62 3% H	78 3% H	62 5% V	21 1% H

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

Q630. In what TLD(s) have you registered domain names?

Base: Has Registered A Domain Name

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
.coop	70 2% E	6 1%	7 2%	12 2% E	2 3% AE	43 3%	37 2%	33 3%	7 2%	26 2%	33 2%	2 1%	2 2%	33 2%	33 2%	4 1%	62 2% R	8 1%	49 3%	61 2%	50 4% V	20 1%
.uk	69 2% BCEF	3 1% F	-	66 12% ABCEF	-	-	42 2%	27 2%	4 1%	11 1%	33 2% J	12 4% IJ	9 7% IJK	15 1%	33 2% N	21 5% NO	51 2%	18 2%	33 2%	55 2%	33 2%	36 2%
.za	69 2% BCDF	-	-	-	69 17% ABCDF	-	48 2%	21 2%	6 1%	16 2%	32 2%	11 4% IJ	4 3%	22 1%	32 2%	15 4% N	50 2%	19 3%	30 2%	62 2% S	25 2%	44 2%
.ca	67 2% CDEF	66 14% ACDEF	1	-	-	-	43 2%	24 2%	9 2%	16 2%	23 2%	13 4% JK	6 5% JK	25 2%	23 2%	19 4% NO	49 2%	18 2%	40 2%	53 2%	24 2%	43 2%
.fr	61 2% BCEF	-	-	61 11% ABCEF	-	-	42 2%	19 2%	7 2%	20 2%	24 2%	7 2%	3 2%	27 2%	24 2%	10 2%	49 2%	12 2%	36 2%	44 2%	41 3% V	20 1%
.ng	60 2% BCDF	-	-	-	60 14% ABCDF	-	55 3% H	5	5 1%	33 3% IKLM	21 1%	1	-	38 3% OP	21 1% P	1	38 1%	22 3% Q	35 2%	58 2%	28 2%	32 2%
.us	56 2% CDEF	52 11% ACDEF	1	1	-	2	44 2% H	12 1%	-	4	36 2% IJ	13 4% IJ	3 2% IJ	4	36 2% N	16 4% N	50 2% R	6 1%	40 2%	52 2%	53 4% V	3
.ar	54 2% BDEF	-	54 14% ABDEF	-	-	-	37 2%	17 1%	2	11 1%	35 2% IJ	3 1%	3 2% I	13 1%	35 2% N	6 1%	38 1%	16 2%	33 2%	46 2%	27 2%	27 1%
.kr	53 2% BCDE	-	-	-	-	53 3% ABCDE	39 2%	14 1%	3 1%	10 1%	35 2% IJ	5 2%	-	13 1%	35 2% N	5 1%	47 2%	6 1%	31 2%	42 2%	30 2% V	23 1%
.mx	52 2% CDEF	51 11% ACDEF	1	-	-	-	36 2%	16 1%	7 2%	14 1%	27 2%	2 1%	2 2%	21 1%	27 2%	4 1%	38 1%	14 2%	22 1%	47 2% S	31 2% V	21 1%
.it	38 1% BCEF	1	-	37 7% ABCEF	-	-	28 1%	10 1%	6 1%	11 1%	17 1%	3 1%	1 1%	17 1%	17 1%	4 1%	33 1%	5 1%	20 1%	37 1%	31 2% V	7
.pl	38 1% BCEF	-	-	38 7% ABCEF	-	-	19 1%	19 2%	7 2%	10 1%	14 1%	7 2% K	-	17 1%	14 1%	7 2%	29 1%	9 1%	22 1%	23 1%	13 1%	25 1%
.ph	36 1% BCDE	-	-	-	-	36 2% ABCDE	13 1% G	23 2% G	9 2% L	12 1%	14 1%	1	-	21 1% P	14 1%	1	23 1% Q	13 2% Q	23 1%	33 1%	12 1%	24 1%
.id	35 1% BCDE	-	-	-	-	35 2% ABCDE	20 1%	15 1%	5 1%	14 1% L	16 1%	-	-	19 1% P	16 1% P	-	22 1%	13 2% Q	27 1%	29 1%	16 1%	19 1%
.es	34 1% BEF	-	6 2% BEF	28 5% ABCEF	-	-	21 1%	13 1%	2	5	23 2% J	3 1%	1 1%	7	23 2% N	4 1%	30 1%	4 1%	17 1%	29 1%	25 2% V	9
.vn	29 1% BD	-	-	-	-	29 2% ABCDE	17 1%	12 1%	10 2% JKL	9 1%	10 1%	-	-	19 1% P	10 1%	-	16 1%	13 2% Q	22 1%	19 1%	15 1%	14 1%
.eg	21 1% F	-	-	-	21 5% ABCDF	-	19 1% H	2	7 2% K	10 1% K	2	1	1 1%	17 1% O	2	2	11	10 1% Q	11 1%	18 1%	12 1%	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  
Overlap formulae used.

Q630. In what TLD(s) have you registered domain names?

Base: Has Registered A Domain Name

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
.eu	18 1%	1	1	14 3%	1	1	12 1%	6	1	1	12 1%	2 1%	2 2%	2	12 1%	4 1%	16 1%	2	13 1%	11	13 1%	5
.me	14	2	5 1%	3 1%	-	4	10	4	2	2	8 1%	2 1%	-	4	8 1%	2	14 1%	-	10 1%	9	8 1%	6
.tr	12 F	-	-	12 2%	-	-	7	5	2	4	6	-	-	6	6	-	12	-	7	10	7 1%	5
.tv	11 F	3 1%	2 1%	3 1%	3 1%	-	9	2	-	1	8 1%	2 1%	-	1	8 1%	2	10	1	9	11	9 1%	2
.rf	9	-	-	-	-	9 1%	8	1	-	5	4	-	-	5	4	-	5	4 1%	8	9	7 1%	2
.io	6	3 1%	1	1	-	1	5	1	1	3	2	-	-	4	2	-	6	-	4	5	5	1
.be	4	-	-	2	-	2	3	1	-	1	1	2 1%	-	1	1	2	4	-	4	4	3	1
.guru	4	3 1%	-	-	-	1	4	-	-	1	2	1	-	1	2	1	4	-	3	4	4	-
.club	4	2	-	1	-	1	3	1	-	2	1	1	-	2	1	1	4	-	3	4	4	-
.to	3	2	-	-	-	1	3	-	-	-	2	-	1 1%	-	2	1	3	-	2	2	2	1
.fm	3	1	1	-	1	-	1	2	-	2	1	-	-	2	1	-	3	-	1	3	2	1
.tk	3	-	1	-	-	2	3	-	-	3	-	-	-	3	-	-	3	-	2	2	1	2
.care	2	2	-	-	-	-	2	-	-	1	-	-	1 1%	1	-	1	1	1	1	2	1	1
.cc	2	1	-	-	1	-	2	-	-	-	1	-	1 1%	-	1	1	2	-	1	2	2	-
.cl	2	1	1	-	-	-	1	1	-	1	1	-	-	1	1	-	2	-	2	2	2	-
New tld's/gtld's	2	1	-	-	-	1	2	-	-	-	2	-	-	-	2	-	2	-	2	2	1	1
.nl	2	-	-	2	-	-	-	2	-	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 - U/V  
Overlap formulae used.



Q630. In what TLD(s) have you registered domain names?

Base: Has Registered A Domain Name

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
.nyc	2	2	-	-	-	-	1	1	-	2	-	-	-	2	-	-	2	-	1	1	1	1
		AF																				
.photo	2	2	-	-	-	-	1	1	-	-	1	-	1%	-	1	1	2	-	2	2	1	1
		AF											JK									
.Photography	2	1	-	-	1	-	1	1	-	-	1	1	-	-	1	1	2	-	2	2	2	-
.rock	2	1	-	1	-	-	2	-	-	-	-	1	1%	-	-	2	2	-	2	2	1	1
												K	JK			NO						
tips	2	1	-	1	-	-	2	-	-	-	-	1	1%	-	-	2	2	-	2	2	1	1
												K	JK			NO						
.audio	2	1	-	-	-	1	2	-	-	2	-	-	-	2	-	-	2	-	2	2	1	1
.email	2	2	-	-	-	-	2	-	-	-	1	-	1%	-	1	1	2	-	2	2	1	1
		AF											JK									
.today	2	1	-	-	-	1	2	-	-	-	1	-	1%	-	1	1	2	-	2	2	1	1
													JK									
Travel	2	-	2%	-	-	-	2	-	-	-	2	-	-	-	2	-	2	-	-	2	2	-
			AF																			
.au	2	1	-	-	-	1	2	-	-	1	1	-	-	1	1	-	2	-	1	2	2	-
.blogspot	2	1	-	-	1	-	2	-	-	1	1	-	-	1	1	-	1	1	2	1	-	2
.su	2	-	-	-	-	2	2	-	-	-	2	-	-	-	2	-	2	-	2	2	2	-
edu	2	2	-	-	-	-	1	1	-	1	1	-	-	1	1	-	2	-	1	2	1	1
		AF																				
.Company name	2	-	1	1	-	-	1	1	-	-	1	1	-	-	1	1	2	-	1	2	1	1
Other	49 1% F	18 4% AEF	7 2% F	12 2% F	5 1%	7	40 2% H	9 1%	3 1%	11 1%	22 2%	9 3% IJ	4 3% IJ	14 1%	22 2%	13 3% NO	44 2%	5 1%	32 2%	40 2%	35 3% V	14 1%
None	1	-	-	1	-	-	1	-	-	-	-	-	1 1% JK	-	-	1	1	-	-	-	-	1
Not Sure	1	-	-	-	-	1	1	-	-	-	-	-	1 1% JK	-	-	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  
Overlap formulae used.

Q630. In what TLD(s) have you registered domain names?  
Base: Has Registered A Domain Name

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Decline to answer	1	-	-	-	-	1	-	1	-	-	1	-	-	-	1	-	1	-	-	1	-	1
Sigma	7317 218%	1247 264%	861 215%	1153 216%	788 190%	3268 213%	4756 227%	2561 203%	776 178%	2261 215%	3400 235%	626 211%	254 202%	3037 204%	3400 235%	880 208%	5946 226%	1371 189%	4633 245%	6057 244%	4138 311%	3179 157%

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

Q635. How many domains have you registered?

Base: Has Registered A Domain Name

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
1-5	2678 80% BC	275 58% B	300 75% B	428 80% B	350 85% ABC	1325 86% ABCD	1570 75% G	1108 88% G	404 93% JKLM	857 81% K	1089 75% I	227 76% I	101 80% I	1261 85% OP	1089 75% I	328 78% I	2059 78% I	619 85% Q	1444 76% T	1842 74% T	803 60% U	1875 93% U
6-10	243 7% D	48 10% ADEF	37 9% DE	24 5% D	23 6% D	111 7% D	171 8% H	72 6% H	19 4% H	82 8% I	117 8% I	19 6% I	6 5% I	101 7% I	117 8% I	25 6% I	201 8% I	42 6% I	158 8% I	224 9% I	158 12% V	85 4% V
11-25	177 5% F	53 11% ACDEF	24 6% F	33 6% F	18 4% F	49 3% F	132 6% H	45 4% H	8 2% H	56 5% I	89 6% I	18 6% I	6 5% I	64 4% I	89 6% N	24 6% I	148 6% I	29 4% I	114 6% I	167 7% I	141 11% V	36 2% V
26-50	101 3% F	33 7% ADEF	25 6% ADEF	16 3% F	7 2% F	20 1% F	84 4% H	17 1% H	1 0% H	28 3% I	57 4% I	11 4% I	4 3% I	29 2% I	57 4% N	15 4% I	87 3% I	14 2% I	67 4% I	99 4% I	91 7% V	10 1% V
51-75	28 1% F	10 2% AF	4 1% F	6 1% F	4 1% F	4 0% F	26 1% H	2 0% H	- 0% H	5 1% I	14 1% I	7 2% IJK	2 2% I	5 0% I	14 1% N	9 2% N	24 1% I	4 1% I	19 1% I	27 1% I	25 2% V	3 0% V
76-99	16 0% F	5 1% F	3 1% F	2 0% F	2 0% F	4 0% F	15 1% H	1 0% H	- 0% H	6 1% I	6 0% I	3 1% I	1 1% I	6 0% I	6 0% I	4 1% I	15 1% I	1 0% I	11 1% I	15 1% I	13 1% V	3 0% V
100 or more	114 3% CF	49 10% ACDEF	7 2% F	24 5% CF	10 2% F	24 2% F	98 5% H	16 1% H	3 1% H	20 2% I	73 5% IJ	12 4% IJ	6 5% IJ	23 2% I	73 5% N	18 4% N	99 4% R	15 2% I	75 4% I	110 4% I	101 8% V	13 1% V
MEAN	12.8 EF	31.0 ACDEF	12.5 F	16.4 EF	8.5 F	7.1 F	16.6 H	6.3 H	4.2 H	8.2 I	17.7 IJ	15.4 IJ	17.1 IJ	7.1 I	17.7 N	15.9 N	13.9 R	8.7 I	15.2 I	16.2 I	26.4 V	3.8 V
STD. DEV.	47.09	74.73	47.30	60.11	29.80	30.22	54.99	28.48	22.05	28.76	59.33	51.53	56.42	27.03	59.33	52.97	49.80	35.27	53.45	53.90	69.99	15.91
STD. ERR.	0.81	3.44	2.37	2.60	1.46	0.77	1.20	0.80	1.06	0.89	1.56	2.99	5.03	0.70	1.56	2.58	0.97	1.31	1.23	1.08	1.92	0.35
MEDIAN	2	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	3	4	2
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

Q640. Have you ever registered duplicate domain names?

Base: Has Registered A Domain Name

	Demographics																Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	Region					Gender		Age					Age			Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+						
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Yes	1332 40% E	218 46% AEF	162 41% E	224 42% E	128 31% E	600 39% E	893 43% H	439 35% H	154 35% I	437 41% IM	597 41% IM	105 35% L	39 31% M	591 40% P	597 41% P	144 34% P	1099 42% R	233 32% R	798 42% S	1122 45% S	1332 100% V	-
No	2025 60% B	255 54% B	238 60% B	309 58% ABCDEF	286 69% E	937 61% B	1203 57% H	822 65% G	281 65% JK	617 59% J	848 59% K	192 65% L	87 69% M	898 60% N	848 59% O	279 66% NO	1534 58% Q	491 68% Q	1090 58% T	1362 55% U	-	2025 100% U
Not Sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

Q655. COUNTRY QUOTAS

Base: All Qualified

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
US	268 8% CDEF	268 57% ACDEF	-	-	-	-	181 9%	87 7%	5 1%	39 4% I	121 8% IJ	57 19% IJK	46 37% IJKL	44 3%	121 8% N	103 24% NO	234 9% R	34 5%	152 8%	234 9% S	148 11% V	120 6%
CANADA	103 3% CDEF	103 22% ACDEF	-	-	-	-	63 3%	40 3%	19 4% K	26 2%	33 2%	19 6% JK	6 5%	45 3%	33 2%	25 6% NO	74 3%	29 4%	59 3%	76 3%	33 2%	70 3%
MEXICO	102 3% CDEF	102 22% ACDEF	-	-	-	-	66 3%	36 3%	16 4%	31 3%	47 3%	6 2%	2 2%	47 3%	47 3%	8 2%	79 3%	23 3%	47 2%	82 3% S	37 3%	65 3%
ITALY	54 2% BCEF	-	-	54 10% ABCEF	-	-	40 2%	14 1%	6 1%	14 1%	28 2%	4 1%	2 2%	20 1%	28 2%	6 1%	45 2%	9 1%	27 1%	46 2%	35 3% V	19 1%
TURKEY	50 1% BCEF	-	-	50 9% ABCEF	-	-	35 2%	15 1%	13 3% JKL	15 1%	20 1%	2 1%	-	28 2% P	20 1%	2 1%	43 2%	7 1%	22 1%	41 2%	19 1%	31 2%
SPAIN	50 1% BCEF	-	-	50 9% ABCEF	-	-	25 1%	25 2%	6 1%	7 1%	28 2% J	6 2% J	3 2% J	13 1%	28 2% N	9 2% N	38 1%	12 2%	20 1%	35 1%	20 2%	30 1%
POLAND	53 2% BCEF	-	-	53 10% ABCEF	-	-	26 1%	27 2% G	8 2%	14 1%	23 2%	8 3%	-	22 1%	23 2%	8 2%	39 1%	14 2%	28 1%	33 1%	19 1%	34 2%
UNITED KINGDOM	100 3% BCEF	-	-	100 19% ABCEF	-	-	61 3%	39 3%	4 1%	16 2%	46 3% IJ	21 7% IJK	13 10% IJK	20 1%	46 3% N	34 8% NO	79 3%	21 3%	51 3%	68 3%	39 3%	61 3%
FRANCE	101 3% BCEF	-	-	101 19% ABCEF	-	-	66 3%	35 3%	12 3%	25 2%	47 3%	12 4%	5 4%	37 2%	47 3%	17 4%	83 3%	18 2%	52 3%	67 3%	50 4% V	51 3%
GERMANY	125 4% BCEF	-	-	125 23% ABCEF	-	-	75 4%	50 4%	15 3%	29 3%	59 4%	15 5% J	7 6%	44 3%	59 4%	22 5% N	103 4%	22 3%	82 4% T	69 3%	42 3%	83 4%
CHINA	550 16% BCDE	-	-	-	-	550 36% ABCDE	284 14%	266 21% G	66 15% LM	237 22% IKLM	229 16% LM	13 4%	5 4%	303 20% OP	229 16% P	18 4%	496 19% R	54 7%	378 20% T	356 14%	252 19% V	298 15%
VIETNAM	52 2% BCDE	-	-	-	-	52 3% ABCDE	31 1%	21 2%	23 5% JKLM	15 1% L	14 1%	-	-	38 3% OP	14 1% P	-	34 1%	18 2% Q	43 2% T	25 1%	25 2%	27 1%
PHILIPPINES	102 3% BCDE	-	-	-	-	102 7% ABCDE	44 2%	58 5% G	18 4% L	41 4% L	38 3%	4 1%	1 1%	59 4% OP	38 3%	5 1%	67 3%	35 5% Q	53 3%	83 3%	31 2%	71 4%
JAPAN	176 5% BCDE	-	-	-	-	176 11% ABCDE	127 6% H	49 4%	8 2%	30 3%	89 6% IJ	34 11% IJK	15 12% IJK	38 3%	89 6% N	49 12% NO	133 5%	43 6%	106 6% T	91 4%	40 3%	136 7% U
SOUTH KOREA	101 3% BCDE	-	-	-	-	101 7% ABCDE	66 3%	35 3%	12 3%	26 2%	56 4% M	7 2%	-	38 3%	56 4% NP	7 2%	88 3% R	13 2%	66 3% T	65 3%	48 4%	53 3%
RUSSIA	130 4% BCDE	-	-	-	-	130 8% ABCDE	83 4%	47 4%	11 3%	53 5% IM	55 4%	10 3%	1 1%	64 4%	55 4%	11 3%	108 4%	22 3%	90 5% T	89 4%	63 5% V	67 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  
Overlap formulae used.

Q655. COUNTRY QUOTAS

Base: All Qualified

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
INIDA	325 10%	-	-	-	-	325 21%	172 8%	153 12%	56 13%	110 10%	138 10%	20 7%	1	166 11%	138 10%	21 5%	248 9%	77 11%	146 8%	269 11%	100 8%	225 11%
INDONESIA	101 3%	-	-	-	-	101 7%	69 3%	32 3%	13 3%	42 4%	45 3%	1	-	55 4%	45 3%	1	73 3%	28 4%	74 4%	79 3%	41 3%	60 3%
NIGERIA	207 6%	-	-	-	207 50%	-	166 8%	41 3%	25 6%	107 10%	72 5%	3	-	132 9%	72 5%	3 1%	126 5%	81 11%	98 5%	184 7%	55 4%	152 8%
SOUTH AFRICA	101 3%	-	-	-	101 24%	-	63 3%	38 3%	13 3%	24 2%	43 3%	15 5%	6 5%	37 2%	43 3%	21 5%	73 3%	28 4%	46 2%	82 3%	27 2%	74 4%
EGYPT	106 3%	-	-	-	106 26%	-	97 5%	9 1%	24 6%	45 4%	34 2%	2	1	69 5%	34 2%	3 1%	68 3%	38 5%	48 3%	82 3%	46 3%	60 3%
COLOMBIA	125 4%	-	125 31%	-	-	-	86 4%	39 3%	13 3%	35 3%	58 4%	14 5%	5 4%	48 3%	58 4%	19 4%	92 3%	33 5%	58 3%	110 4%	58 4%	67 3%
ARGENTINA	100 3%	-	100 25%	-	-	-	62 3%	38 3%	11 3%	21 2%	56 4%	8 3%	4 3%	32 2%	56 4%	12 3%	73 3%	27 4%	57 3%	79 3%	36 3%	64 3%
BRAZIL	175 5%	-	175 44%	-	-	-	108 5%	67 5%	38 9%	52 5%	66 5%	16 5%	3 2%	90 6%	66 5%	19 4%	137 5%	38 5%	85 5%	139 6%	68 5%	107 5%
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
.com	2964 88% F	445 94% ACDF	350 88%	465 87%	377 91% F	1327 86%	1862 89%	1102 87%	361 83%	907 86%	1307 90% IJ	274 92% IJ	115 91% I	1268 85%	1307 90% N	389 92% N	2330 88%	634 88%	1722 91% T	2195 88%	1136 85%	1828 90% U
.net	2682 80% F	433 92% ACDEF	321 80% F	439 82% F	337 81% F	1152 75%	1697 81% H	985 78%	329 76%	826 78%	1175 81% I	250 84% IJ	102 81%	1155 78%	1175 81% N	352 83% N	2102 80%	580 80%	1565 83% T	2003 81%	1006 76%	1676 83% U
.org	2519 75% F	430 91% ACDEF	320 80% AF	434 81% AF	344 83% AF	991 64%	1623 77% H	896 71%	296 68%	775 74% I	1109 77% I	242 81% IJ	97 77%	1071 72%	1109 77% N	339 80% N	1973 75%	546 75%	1446 77%	1917 77%	936 70%	1583 78% U
.info	1911 57% F	329 70% ACDEF	226 57% F	336 63% ACF	250 60% F	770 50%	1291 62% H	620 49%	226 52%	594 56%	848 59% I	180 61% IM	63 50%	820 55%	848 59% N	243 57%	1527 58% R	384 53%	1158 61%	1478 60%	785 59%	1126 56%
.biz	1556 46% CF	320 68% ACDEF	128 32%	284 53% ACF	221 53% ACF	603 39% C	1089 52% H	467 37%	123 28%	472 45%	740 51% IJ	155 52% IJ	66 52%	595 40%	740 51% N	221 52% N	1279 49% R	277 38%	929 49%	1224 49%	664 50% V	892 44%
.mobi	991 30% CF	191 40% ACDF	86 22%	152 29% CF	192 46% ACDF	370 24%	714 34% H	277 22%	124 29% M	335 32% M	433 30% M	80 27% M	19 15%	459 31% P	433 30% P	99 23%	805 31% R	186 26%	650 34% T	795 32%	496 37%	495 24%
.asia	640 19% CE	102 22% CE	44 11%	94 18% CE	53 13% ACDE	347 23% H	454 22% H	186 15%	61 14%	226 21% ILM	295 20% IM	46 15%	12 10%	287 19% P	295 20% P	58 14%	544 21% R	96 13%	431 23% T	516 21%	331 25% V	309 15%
.tel	596 18% CE	93 20% CE	50 13%	115 22% ACE	47 11% CE	291 19% CE	394 19% H	202 16%	69 16%	209 20% LM	264 18% M	41 14%	13 10%	278 19% P	264 18% P	54 13%	499 19% R	97 13%	387 20%	471 19%	304 23% V	292 14%
.pro	547 16% CE	86 18% CE	36 9%	102 19% CE	40 10% ACE	283 18% ACE	359 17% H	188 15%	55 13% M	208 20% IKLM	238 16% M	39 13% M	7 6%	263 18% P	238 16% P	46 11%	461 18% R	86 12%	359 19%	434 17%	292 22% V	255 13%
.cn	433 13% BCDE	-	-	-	-	433 28% ABCDE	222 11% H	211 17% G	50 11% LM	190 18% IKLM	181 13% LM	8 3%	4 3%	240 16% OP	181 13% P	12 3%	391 15% R	42 6%	307 16% T	285 11%	193 14% V	240 12%
.coop	370 11% E	51 11% E	51 13% E	79 15% AEF	21 5% AEF	168 11% E	225 11% H	145 11%	32 7%	114 11% I	184 13% I	31 10%	9 7%	146 10% P	184 13% N	40 9%	312 12% R	58 8%	256 14% T	286 12%	198 15% V	172 8%
.in	255 8% BCDE	-	-	-	-	255 17% ABCDE	134 6% H	121 10% G	39 9% M	88 8% M	109 8% M	18 6% M	1 1%	127 9% P	109 8% P	19 4%	201 8%	54 7%	122 6%	212 9% S	71 5%	184 9% U
.us	225 7% CDEF	225 48% ACDEF	-	-	-	-	152 7% H	73 6%	4 1%	32 3% I	101 7% IJ	51 17% IJK	37 29% IJKL	36 2%	101 7% N	88 21% NO	198 8% R	27 4%	135 7%	196 8%	128 10% V	97 5%
.ng	168 5% BCDF	-	-	-	168 41% ABCDF	-	133 6% H	35 3%	17 4% LM	92 9% IKLM	56 4% LM	3 1%	-	109 7% OP	56 4% P	3 1%	103 4%	65 9% Q	84 4%	152 6% S	42 3%	126 6% U
.jp	160 5% BCDE	-	-	-	-	160 10% ABCDE	113 5% H	47 4%	8 2%	25 2%	82 6% IJ	31 10% IJK	14 11% IJK	33 2%	82 6% N	45 11% NO	122 5%	38 5%	97 5% T	83 3%	32 2%	128 6% U
.br	144 4% BDEF	-	144 36% ABDEF	-	-	-	87 4% H	57 5%	31 7% JKLM	41 4%	61 4%	9 3%	2 2%	72 5% P	61 4%	11 3%	115 4%	29 4%	72 4%	117 5% S	53 4%	91 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  
Overlap formulae used.

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

Base: All Qualified Respondents

	Total Regi- strants (A)	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	Primary decision maker (Q)	Shared decision maker (R)	Consumer (S)	Commer- cial (T)	Yes (U)	No (V)
		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
.ru	114 3%	-	-	-	-	114 7%	75 4%	39 3%	9 2%	47 4%	49 3%	8 3%	1 1%	56 4%	49 3%	9 2%	95 4%	19 3%	78 4%	82 3%	55 4%	59 3%
.de	113 3%	-	-	113 21%	-	-	70 3%	43 3%	14 3%	23 2%	55 4%	15 5%	6 5%	37 2%	55 4%	21 5%	93 4%	20 3%	74 4%	64 3%	34 3%	79 4%
.co	108 3%	-	108 27%	-	-	-	75 4%	33 3%	12 3%	32 3%	52 4%	8 3%	4 3%	44 3%	52 4%	12 3%	82 3%	26 4%	54 3%	95 4%	52 4%	56 3%
.mx	96 3%	96 20%	-	-	-	-	65 3%	31 2%	14 3%	28 3%	46 3%	6 2%	2 2%	42 3%	46 3%	8 2%	75 3%	21 3%	43 2%	79 3%	34 3%	62 3%
.ca	95 3%	95 20%	-	-	-	-	59 3%	36 3%	17 4%	22 2%	31 2%	19 6%	6 5%	39 3%	31 2%	25 6%	68 3%	27 4%	58 3%	69 3%	29 2%	66 3%
.za	94 3%	-	-	-	94 23%	-	58 3%	36 3%	13 3%	20 2%	40 3%	15 5%	6 5%	33 2%	40 3%	21 5%	68 3%	26 4%	45 2%	76 3%	26 2%	68 3%
.id	91 3%	-	-	-	-	91 6%	60 3%	31 2%	11 3%	38 4%	41 3%	1 *	-	49 3%	41 3%	1 *	65 2%	26 4%	67 4%	72 3%	34 3%	57 3%
.ar	89 3%	-	89 22%	-	-	-	57 3%	32 3%	7 2%	20 2%	52 4%	6 2%	4 3%	27 2%	52 4%	10 2%	62 2%	27 4%	53 3%	70 3%	33 2%	56 3%
.uk	88 3%	-	-	88 17%	-	-	54 3%	34 3%	3 1%	14 1%	41 3%	18 6%	12 10%	17 1%	41 3%	30 7%	68 3%	20 3%	47 2%	58 2%	34 3%	54 3%
.fr	86 3%	-	-	86 16%	-	-	61 3%	25 2%	9 2%	20 2%	42 3%	11 4%	4 3%	29 2%	42 3%	15 4%	68 3%	18 2%	48 3%	55 2%	41 3%	45 2%
.eg	81 2%	-	-	-	81 20%	-	75 4%	6 4%	17 4%	36 3%	25 2%	2 1%	1 1%	53 4%	25 2%	3 1%	50 2%	31 4%	40 2%	60 2%	33 2%	48 2%
.kr	78 2%	-	-	-	-	78 5%	53 3%	25 2%	10 2%	19 2%	45 3%	4 1%	-	29 2%	45 3%	4 1%	68 3%	10 1%	54 3%	49 2%	39 3%	39 2%
.ph	78 2%	-	-	-	-	78 5%	32 2%	46 4%	16 4%	29 3%	29 2%	3 1%	1 1%	45 3%	29 2%	4 1%	51 2%	27 4%	42 2%	67 3%	21 2%	57 3%
.it	53 2%	-	-	53 10%	-	-	39 2%	14 1%	6 1%	14 1%	27 2%	4 1%	2 2%	20 1%	27 2%	6 1%	44 2%	9 1%	26 1%	46 2%	35 3%	18 1%
.pl	45 1%	-	-	45 8%	-	-	21 1%	24 2%	8 2%	14 1%	16 1%	7 2%	-	22 1%	16 1%	7 2%	32 1%	13 2%	26 1%	26 1%	15 1%	30 1%
.es	44 1%	-	-	44 8%	-	-	23 1%	21 2%	6 1%	6 1%	26 2%	4 1%	2 2%	12 1%	26 2%	6 1%	34 1%	10 1%	20 1%	29 1%	18 1%	26 1%
.vn	39 1%	-	-	-	-	39 3%	26 1%	13 1%	17 4%	12 1%	10 1%	-	-	29 2%	10 1%	-	27 1%	12 2%	34 2%	20 1%	20 2%	19 1%

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



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

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
.tr	37 1%	-	-	37 7%	-	-	25 1%	12 1%	8 2%	10 1%	17 1%	2 1%	-	18 1%	17 1%	2 1%	33 1%	4 1%	18 1%	28 1%	9 1%	28 1%
BCEF				ABCEF																		
I am not aware of any of these	33 1%	1 1%	2 1%	4 1%	8 2%	18 1%	23 1%	10 1%	7 2%	7 1%	13 1%	4 1%	2 2%	14 1%	13 1%	6 1%	22 1%	11 2%	12 1%	24 1%	4 1%	29 1%
Not Sure	4 1%	-	-	1 1%	-	3 1%	2 1%	2 1%	2 1%	1 1%	1 1%	-	-	3 1%	1 1%	-	3 1%	1 1%	2 1%	2 1%	1 1%	3 1%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	17627 525%	2897 612%	1955 489%	2971 557%	2233 539%	7571 493%	11502 549%	6125 486%	2031 467%	5546 526%	7841 543%	1595 537%	614 487%	7577 509%	7841 543%	2209 522%	14070 534%	3557 491%	10561 559%	13435 541%	7234 543%	10393 513%

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

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

28 Aug 2015  
Table 15

Base: Heard Of Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3320	472	398	528	406	1516	2071	1249	426	1046	1431	293	124	1472	1431	417	2608	712	1874	2458	1327	1993
.com	2879 87% F	438 93% ACDF	343 86%	452 86% ACDF	371 91% ACDF	1275 84% ACDF	1820 88% H	1059 85%	347 81%	887 85%	1270 89% IJ	267 91% IJ	108 87%	1234 84%	1270 89% N	375 90% N	2269 87%	610 86%	1679 90% T	2136 87%	1107 83%	1772 89% U
.net	2359 71% F	398 84% ACDEF	282 71% F	385 73% F	308 76% AF	986 65% ACDF	1535 74% H	824 66%	282 66%	736 70% IJ	1038 73% I	210 72%	93 75%	1018 69%	1038 73% N	303 73% N	1873 72%	486 68%	1402 75% T	1779 72%	915 69%	1444 72% U
.org	2244 68% F	410 87% ACDEF	295 74% AF	389 74% AF	322 79% ADF	828 55% ACDF	1482 72% H	762 61%	261 61%	689 66%	991 69% I	211 72% IJ	92 74% I	950 65%	991 69% N	303 73% N	1769 68%	475 67%	1297 69%	1724 70%	854 64%	1390 70% U
.info	1364 41% F	207 44% F	157 39%	260 49% ACF	183 45% F	557 37% ACDF	938 45% H	426 34%	146 34%	450 43% IM	617 43% IM	113 39%	38 31%	596 40%	617 43% P	151 36%	1108 42% R	256 36%	866 46% T	1059 43%	598 45% V	766 38%
.biz	947 29% CF	169 36% ACF	77 19%	178 34% ACF	148 36% ACF	375 25% C	690 33% H	257 21%	74 17%	307 29%	457 32% IL	76 26%	33 27%	381 26%	457 32% NP	109 26%	794 30% R	153 21%	588 31%	759 31%	427 32% V	520 26%
.mobi	501 15% CDF	77 16% C	36 9%	65 12% ABCD	124 31% H	199 13% C	372 18% H	129 10%	73 17% LM	190 18% KL	207 14% LM	23 8%	8 6%	263 18% OP	207 14% P	31 7%	405 16%	96 13%	343 18% T	406 17%	250 19% V	251 13%
.cn	395 12% BCDE	-	-	-	-	395 26% ABCDE	207 10%	188 15% G	45 11% LM	177 17% IKLM	162 11% LM	7 2%	4 3%	222 15% OP	162 11% P	11 3%	356 14% R	39 5%	283 15% T	260 11%	181 14% V	214 11%
.asia	256 8% BCDE	19 4%	18 5%	28 5%	19 5% ABCDE	172 11% ABCDE	173 8%	83 7%	28 7%	103 10% ILM	111 8% L	10 3%	4 3%	131 9% P	111 8% P	14 3%	220 8% R	36 5%	186 10%	221 9%	129 10% V	127 6%
.tel	234 7% B	19 4%	22 6%	36 7%	20 5% ABCE	137 9% ABCE	142 7%	92 7%	33 8% L	94 9% KL	92 6% L	10 3%	5 4%	127 9% OP	92 6% P	15 4%	205 8% R	29 4%	160 9%	187 8%	112 8% V	122 6%
.pro	232 7% BCE	20 4%	16 4%	40 8% BCE	13 3% ABCE	143 9% ABCE	140 7%	92 7%	19 4%	100 10% IKLM	104 7% ILM	7 2%	2 2%	119 8% P	104 7% P	9 2%	196 8% R	36 5%	160 9%	191 8%	121 9% V	111 6%
.in	224 7% BCDE	-	-	-	-	224 15% ABCDE	115 6%	109 9% G	33 8% M	75 7% M	98 7% M	18 6% M	-	108 7% P	98 7% P	18 4%	181 7%	43 6%	111 6%	185 8% S	61 5%	163 8% U
.ng	163 5% BCDF	-	-	-	163 40% ABCD	-	132 6% H	31 2%	17 4% LM	89 9% IKLM	54 4% LM	3 1%	-	106 7% OP	54 4% P	3 1%	102 4%	61 9% Q	82 4%	148 6% S	41 3%	122 6% U
.us	157 5% CDEF	157 33% ACDEF	-	-	-	-	104 5%	53 4%	3 1%	24 2% I	71 5% IJ	32 11% IJK	27 22% IJKL	27 2%	71 5% N	59 14% NO	138 5% R	19 3%	102 5%	133 5%	88 7% V	69 3%
.coop	153 5% E	15 3% E	22 6% E	28 5% E	3 1% ABE	85 6% ABE	78 4%	75 6% G	12 3%	50 5% L	84 6% ILM	5 2%	2 2%	62 4% P	84 6% NP	7 2%	134 5% R	19 3%	115 6% T	120 5%	86 6% V	67 3%
.jp	148 4% BCDE	-	-	-	-	148 10% ABCDE	105 5% H	43 3%	7 2%	23 2% IJ	74 5% IJK	30 10% IJK	14 11% IJK	30 2%	74 5% N	44 11% NO	115 4%	33 5%	88 5% T	78 3%	30 2%	118 6% U
.br	137 4% BDEF	-	137 34% ABDEF	-	-	-	84 4%	53 4%	31 7% JKLM	39 4%	58 4%	7 2%	2 2%	70 5% P	58 4%	9 2%	108 4%	29 4%	69 4%	113 5% S	52 4%	85 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  
Overlap formulae used.

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

28 Aug 2015  
Table 15

Base: Heard Of Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3320	472	398	528	406	1516	2071	1249	426	1046	1431	293	124	1472	1431	417	2608	712	1874	2458	1327	1993
.de	112 3%	-	-	112 21%	-	-	69 3%	43 3%	14 3%	23 2%	54 4%	15 5%	6 5%	37 3%	54 4%	21 5% N	92 4%	20 3%	73 4% T	64 3%	34 3%	78 4% U
	BCEF			ABCEF							J	J										
.ru	109 3%	-	-	-	-	109 7%	72 3%	37 3%	9 2%	45 4% I	47 3%	7 2%	1 1%	54 4%	47 3%	8 2%	90 3%	19 3%	75 4%	79 3%	53 4%	56 3%
	BCDE					ABCDE																
.co	104 3%	-	104 26%	-	-	-	72 3%	32 3%	11 3%	30 3%	51 4%	8 3%	4 3%	41 3%	51 4%	12 3%	79 3%	25 4%	52 3%	93 4% S	50 4%	54 3%
	BDEF		ABDEF																			
.za	93 3%	-	-	-	93 23%	-	57 3%	36 3%	13 3%	20 2%	40 3%	14 5% J	6 5% J	33 2%	40 3%	20 5% NO	67 3%	26 4%	45 2%	75 3%	26 2%	67 3% U
	BCDF				ABCDF																	
.mx	93 3%	93 20%	-	-	-	-	62 3%	31 2%	13 3%	28 3%	44 3%	6 2%	2 2%	41 3%	44 3%	8 2%	73 3%	20 3%	43 2%	76 3% S	32 2%	61 3%
	CDEF	ACDEF																				
.ca	89 3%	89 19%	-	-	-	-	54 3%	35 3%	17 4% JK	20 2%	29 2%	18 6% JK	5 4%	37 3%	29 2%	23 6% NO	64 2%	25 4%	54 3%	63 3%	26 2%	63 3% U
	CDEF	ACDEF																				
.ar	80 2%	-	80 20%	-	-	-	52 3%	28 2%	7 2%	20 2%	45 3%	5 2%	3 2%	27 2%	45 3% N	8 2%	54 2%	26 4% Q	49 3%	66 3%	30 2%	50 3%
	BDEF		ABDEF																			
.uk	79 2%	-	-	79 15%	-	-	49 2%	30 2%	3 1%	13 1%	35 2% IJ	18 6% IJK	10 8% IJK	16 1%	35 2% N	28 7% NO	59 2%	20 3%	40 2%	52 2%	27 2%	52 3%
	BCEF			ABCEF								IJK	IJK									
.fr	77 2%	-	-	77 15%	-	-	54 3%	23 2%	8 2%	19 2%	37 3%	9 3%	4 3%	27 2%	37 3%	13 3%	60 2%	17 2%	46 2%	47 2%	37 3%	40 2%
	BCEF			ABCEF																		
.kr	76 2%	-	-	-	-	76 5%	53 3%	23 2%	10 2%	19 2%	43 3%	4 1%	-	29 2%	43 3% P	4 1%	67 3% P	9 1%	53 3% T	48 2%	37 3%	39 2%
	BCDE					ABCDE																
.id	75 2%	-	-	-	-	75 5%	50 2%	25 2%	10 2% L	30 3% L	34 2% L	1 1%	-	40 3% P	34 2% P	1 1%	52 2%	23 3% Q	57 3%	60 2%	27 2%	48 2%
	BCDE					ABCDE																
.eg	73 2%	-	-	-	73 18%	-	67 3% H	6 1%	16 4% KLM	33 3% KLM	23 2%	1 1%	-	49 3% OP	23 2% P	1 1%	46 2%	27 4% Q	36 2%	54 2%	30 2%	43 2%
	BCDF				ABCDF																	
.ph	71 2%	-	-	-	-	71 5%	29 1%	42 3% G	14 3%	27 3%	26 2%	3 1%	1 1%	41 3% P	26 2%	4 1%	45 2%	26 4% Q	38 2%	61 2%	19 1%	52 3% U
	BCDE					ABCDE																
.it	53 2%	-	-	53 10%	-	-	39 2%	14 1%	6 1%	14 1%	27 2%	4 1%	2 2%	20 1%	27 2%	6 1%	44 2%	9 1%	26 1%	46 2%	35 3% V	18 1%
	BCEF			ABCEF																		
.pl	45 1%	-	-	45 9%	-	-	21 1%	24 2% G	8 2%	14 1%	16 1%	7 2%	-	22 1%	16 1%	7 2%	32 1%	13 2%	26 1%	26 1%	15 1%	30 2%
	BCEF			ABCEF																		
.es	44 1%	-	-	44 8%	-	-	23 1%	21 2%	6 1%	6 1%	26 2% J	4 1%	2 2%	12 1%	26 2% N	6 1%	34 1%	10 1%	20 1%	29 1%	18 1%	26 1%
	BCEF			ABCEF																		
.vn	38 1%	-	-	-	-	38 3%	26 1%	12 1%	17 4% JKLM	12 1%	9 1%	-	-	29 2% OP	9 1%	-	26 1%	12 2%	33 2% T	20 1%	19 1%	19 1%
	BCDE					ABCDE																

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

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

Base: Heard Of Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3320	472	398	528	406	1516	2071	1249	426	1046	1431	293	124	1472	1431	417	2608	712	1874	2458	1327	1993
.tr	36 1%	-	-	36 7%	-	-	24 1%	12 1%	8 2%	10 1%	16 1%	2 1%	-	18 1%	16 1%	2 1%	32 1%	4 1%	18 1%	27 1%	9 1%	27 1%
BCEF				ABCEF																		
None of these above	34 1%	4 1%	1 1%	5 1%	3 1%	21 1%	19 1%	15 1%	4 1%	8 1%	18 1%	3 1%	1 1%	12 1%	18 1%	4 1%	21 1%	13 2% Q	16 1%	22 1%	10 1%	24 1%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	13774 415%	2115 448%	1590 399%	2312 438%	1843 454%	5914 390%	9009 435%	4765 382%	1605 377%	4424 423%	6108 427%	1158 395%	479 386%	6029 410%	6108 427%	1637 393%	11010 422%	2764 388%	8331 445%	10507 427%	5586 421%	8188 411%

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

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

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
.vn	49 94%	-	-	-	-	49 94%	30 97%	19 90%	22 96%	13 87%	14 100%	-	-	35 92%	14 100%	-	33 97%	16 89%	42 98%	23 92%	23 92%	26 96%
.id	95 94%	-	-	-	-	95 94%	64 93%	31 97%	13 100%	37 88%	44 98%	1 100%	-	50 91%	44 98%	1 100%	68 93%	27 96%	70 95%	73 92%	39 95%	56 93%
.za	94 93%	-	-	-	94 93%	-	58 92%	36 95%	13 100%	22 92%	39 91%	15 100%	5 83%	35 95%	39 91%	20 95%	67 92%	27 96%	42 91%	78 95%	26 96%	68 92%
.cn	510 93%	-	-	-	-	510 93%	258 91%	252 95%	60 91%	223 94%	214 93%	9 69%	4 80%	283 93%	214 93%	13 72%	466 94% R	44 81%	353 93%	337 95%	232 92%	278 93%
.de	113 90%	-	-	113 90%	-	-	69 92%	44 88%	13 87%	25 86%	54 92%	15 100%	6 86%	38 86%	54 92%	21 95%	94 91%	19 86%	76 93%	61 88%	36 86%	77 93%
.ca	93 90%	93 90%	-	-	-	-	57 90%	36 90%	16 84%	23 88%	29 88%	19 100%	6 100%	39 87%	29 88%	25 100%	66 89%	27 93%	58 98% T	67 88%	30 91%	63 90%
.ru	117 90%	-	-	-	-	117 90%	78 94% H	39 83%	9 82%	49 92%	50 91%	8 80%	1 100%	58 91%	50 91%	9 82%	96 89%	21 95%	80 89%	83 93%	57 90%	60 90%
.ng	184 89%	-	-	-	184 89%	-	146 88%	38 93%	21 84%	96 90%	64 89%	3 100%	-	117 89%	64 89%	3 100%	114 90%	70 86%	90 92%	162 88%	49 89%	135 89%
.com	2983 89% CD	441 93% ACD	328 82%	452 85%	372 90% CD	1390 90% ACD	1855 89%	1128 89%	376 86%	937 89%	1294 90%	264 89%	112 89%	1313 88%	1294 90%	376 89%	2348 89%	635 88%	1717 91% T	2202 89%	1183 89%	1800 89%
.pl	47 89%	-	-	47 89%	-	-	23 88%	24 89%	7 88%	13 93%	22 96%	5 63%	-	20 91%	22 96%	5 63%	37 95%	10 71%	24 86%	31 94%	18 95%	29 85%
.mx	90 88%	90 88%	-	-	-	-	61 92%	29 81%	13 81%	26 84%	44 94%	5 83%	2 100%	39 83%	44 94%	7 88%	70 89%	20 87%	46 98% T	71 87%	33 89%	57 88%
.kr	89 88%	-	-	-	-	89 88%	57 86%	32 91%	10 83%	23 88%	50 89%	6 86%	-	33 87%	50 89%	6 86%	77 88%	12 92%	58 88%	58 89%	41 85%	48 91%
.eg	92 87%	-	-	-	92 87%	-	83 86%	9 100%	22 92%	36 80%	31 91%	2 100%	1 100%	58 84%	31 91%	3 100%	57 84%	35 92%	43 90%	72 88%	41 89%	51 85%
.in	282 87%	-	-	-	-	282 87%	147 85%	135 88%	48 86%	92 84%	124 90%	18 90%	-	140 84%	124 90%	18 86%	217 88%	65 84%	132 90%	230 86%	90 90%	192 85%
.it	46 85%	-	-	46 85%	-	-	34 85%	12 86%	3 50%	14 100%	24 86%	3 75%	2 100%	17 85%	24 86%	5 83%	37 82%	9 100%	23 85%	38 83%	29 83%	17 89%
.tr	42 84%	-	-	42 84%	-	-	29 83%	13 87%	10 77%	14 93%	16 80%	2 100%	-	24 86%	16 80%	2 100%	36 84%	6 86%	20 91%	33 80%	14 74%	28 90%

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

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

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
.jp	147 84%	-	-	-	-	147 84%	104 82%	43 88%	4 50%	27 90%	75 84%	30 88%	11 73%	31 82%	75 84%	41 84%	110 83%	37 86%	88 83%	79 87%	33 83%	114 84%
.br	146 83%	-	146 83%	-	-	-	91 84%	55 82%	33 87%	41 79%	56 85%	13 81%	3 100%	74 82%	56 85%	16 84%	112 82%	34 89%	68 80%	119 86%	53 78%	93 87%
.net	2769 82% CD	408 86% ACD	314 79%	412 77%	345 83% D	1290 84% ACD	1729 82%	1040 82%	350 80%	865 82%	1211 84% M	246 83%	97 77%	1215 82%	1211 84%	343 81%	2184 83%	585 81%	1615 86% T	2061 83%	1104 83%	1665 82%
.uk	82 82%	-	-	82 82%	-	-	53 87%	29 74%	4 100%	13 81%	33 72%	19 90%	13 100%	17 85%	33 72%	32 94% O	64 81%	18 86%	41 80%	53 78%	33 85%	49 80%
.ar	82 82%	-	82 82%	-	-	-	49 79%	33 87%	9 82%	19 90%	47 84%	4 50%	3 75%	28 88%	47 84%	7 58%	57 78%	25 93%	46 81%	66 84%	31 86%	51 80%
.org	2710 81% DF	422 89% ACDF	328 82% F	413 77%	357 86% ADF	1190 77%	1702 81%	1008 80%	334 77%	863 82% IM	1178 82% I	241 81%	94 75%	1197 80%	1178 82%	335 79%	2151 82% R	559 77%	1550 82%	2060 83%	1094 82%	1616 80%
.ph	80 78%	-	-	-	-	80 78%	36 82%	44 76%	12 67%	32 78%	32 84%	3 75%	1 100%	44 75%	32 84%	4 80%	55 82%	25 71%	43 81%	65 78%	24 77%	56 79%
.es	39 78%	-	-	39 78%	-	-	18 72%	21 84%	5 83%	6 86%	21 75%	6 100%	1 33%	11 85%	21 75%	7 78%	29 76%	10 83%	19 95%	25 71%	14 70%	25 83%
.co	97 78%	-	97 78%	-	-	-	66 77%	31 79%	10 77%	23 66%	47 81%	13 93%	4 80%	33 69%	47 81%	17 89%	69 75%	28 85%	49 84%	85 77%	44 76%	53 79%
.fr	78 77%	-	-	78 77%	-	-	51 77%	27 77%	10 83%	15 60%	39 83%	11 92%	3 60%	25 68%	39 83%	14 82%	65 78%	13 72%	40 77%	52 78%	40 80%	38 75%
.info	2197 65% B	267 56%	267 67% B	346 65% B	288 70% B	1029 67% B	1352 65%	845 67%	289 66% LM	723 69% LM	961 67% LM	172 58% M	52 41%	1012 68% P	961 67% P	224 53%	1747 66% R	450 62%	1277 68%	1685 68%	926 70% V	1271 63%
.us	154 57%	154 57%	-	-	-	-	104 57%	50 57%	3 60%	23 59%	72 60%	34 60%	22 48%	26 59%	72 60%	56 54%	135 58%	19 56%	94 62%	132 56%	87 59%	67 56%
.biz	1704 51% BCD	220 47% C	151 38%	235 44%	231 56% ABCD	867 56% ABCD	1037 49%	667 53%	169 39%	555 53% IM	797 55% ILM	142 48% IM	41 33%	724 49%	797 55% NP	183 43%	1386 53% R	318 44%	967 51%	1339 54% S	740 56% V	964 48%
.mobi	1425 42% BCD	140 30%	149 37% B	167 31%	217 52% ABCD	752 49% ABCD	852 41%	573 45% G	181 42% LM	505 48% IKLM	617 43% LM	99 33% M	23 18%	686 46% P	617 43% P	122 29%	1160 44% R	265 37%	836 44%	1104 44%	630 47% V	795 39%
.pro	1199 36% BCDE	96 20%	122 31% B	160 30% B	113 27% B	708 46% ABCDE	670 32%	529 42% G	147 34% LM	417 40% ILM	543 38% LM	76 26% M	16 13%	564 38% P	543 38% P	92 22%	993 38% R	206 28%	688 36%	929 37%	516 39% V	683 34%
.tel	1171 35% BDE	84 18%	124 31% B	149 28% B	118 29% B	696 45% ABCDE	635 30%	536 43% G	146 34% LM	404 38% LM	532 37% LM	76 26% M	13 10%	550 37% P	532 37% P	89 21%	960 36% R	211 29%	675 36%	893 36%	490 37%	681 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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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

28 Aug 2015  
Table 16

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
.asia	1151 34% BCDE	76 16% B	101 25% B	138 26% B	102 25% B	734 48% ABCDE	631 30% G	520 41% G	129 30% LM	422 40% ILM	526 36% ILM	61 21% M	13 10% P	551 37% P	526 36% P	74 17% R	947 36% R	204 28% R	657 35% R	883 36% V	484 36% V	667 33%
.coop	1059 32% BDE	75 16% BE	124 31% BE	136 26% B	89 21% B	635 41% ABCDE	568 27% G	491 39% G	124 29% LM	364 35% ILM	494 34% ILM	63 21% M	14 11% P	488 33% P	494 34% P	77 18% R	885 34% R	174 24% R	604 32% R	823 33% R	463 35% V	596 29%

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

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

28 Aug 2015  
Table 17

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
.asia	1579 47% F	306 65% ACDEF	213 53% AF	289 54% AF	221 53% AF	550 36% H	1077 51% H	502 40% JK	233 54% JK	467 44% H	640 44% H	158 53% JK	81 64% IJKL	700 47% H	640 44% H	239 57% NO	1217 46% H	362 50% H	878 47% H	1178 47% H	653 49% H	926 46% H
.coop	1578 47% F	281 59% ACDF	191 48% F	271 51% F	229 55% ACF	606 39% H	1074 51% H	504 40% JK	236 54% JK	486 46% H	639 44% H	147 49% H	70 56% JK	722 48% O	639 44% H	217 51% O	1207 46% H	371 51% Q	874 46% H	1159 47% H	634 48% H	944 47% H
.tel	1508 45% F	276 58% ACDEF	187 47% F	256 48% F	211 51% AF	578 38% H	1036 49% H	472 37% JK	223 51% JK	468 44% H	606 42% H	140 47% H	71 56% JK	691 46% O	606 42% H	211 50% O	1151 44% H	357 49% Q	835 44% H	1117 45% H	605 45% H	903 45% H
.pro	1456 43% F	263 56% ACDF	191 48% F	251 47% F	205 50% AF	546 36% H	994 47% H	462 37% JK	215 49% JK	442 42% H	591 41% H	137 46% H	71 56% JK	657 44% H	591 41% H	208 49% O	1112 42% H	344 48% Q	808 43% H	1068 43% H	577 43% H	879 43% H
.mobi	1339 40% EF	243 51% AEF	179 45% AEF	253 47% AEF	141 34% H	523 34% H	903 43% H	436 35% H	184 42% H	396 38% H	560 39% H	129 43% H	70 56% IJKL	580 39% H	560 39% H	199 47% NO	1030 39% H	309 43% H	738 39% H	979 39% H	520 39% H	819 40% H
.biz	1157 34% F	182 38% AF	181 45% ABEF	209 39% AF	139 34% H	446 29% H	781 37% H	376 30% JKL	198 46% K	366 35% K	441 31% H	99 33% H	53 42% K	564 38% O	441 31% H	152 36% O	875 33% H	282 39% Q	646 34% H	828 33% H	448 34% H	709 35% H
.us	78 29% F	78 29% F	-	-	-	-	57 31% H	21 24% H	2 40% H	15 38% H	32 26% H	16 28% H	13 28% H	17 39% H	32 26% H	29 28% H	70 30% H	8 24% H	44 29% H	68 29% H	44 30% H	34 28% H
.info	792 24% F	142 30% ACDEF	95 24% H	127 24% H	94 23% H	334 22% H	539 26% H	253 20% H	108 25% H	244 23% H	315 22% H	77 26% H	48 38% IJKL	352 24% H	315 22% H	125 30% NO	603 23% H	189 26% H	417 22% H	559 23% H	303 23% H	489 24% H
.fr	19 19% F	-	-	19 19% H	-	-	12 18% H	7 20% H	2 17% H	7 28% H	7 15% H	1 8% H	2 40% H	9 24% H	7 15% H	3 18% H	16 19% H	3 17% H	10 19% H	13 19% H	9 18% H	10 20% H
.co	21 17% F	-	21 17% H	-	-	-	15 17% H	6 15% H	1 8% H	9 26% H	10 17% H	-	1 20% H	10 21% H	10 17% H	1 5% H	18 20% H	3 9% H	5 9% H	20 18% S	10 17% H	11 16% H
.br	24 14% F	-	24 14% H	-	-	-	14 13% H	10 15% H	5 13% H	8 15% H	9 14% H	2 13% H	-	13 14% H	9 14% H	2 11% H	20 15% H	4 11% H	15 18% H	15 11% H	14 21% V	10 9% H
.ar	13 13% F	-	13 13% H	-	-	-	10 16% H	3 8% H	1 9% H	2 10% H	6 11% H	3 38% H	1 25% H	3 9% H	6 11% H	4 33% H	11 15% H	2 7% H	8 14% H	10 13% H	4 11% H	9 14% H
.org	434 13% BE	35 7% H	58 15% BE	84 16% ABE	38 9% H	219 14% ABE	278 13% H	156 12% H	70 16% K	132 13% H	175 12% H	36 12% H	21 17% H	202 14% H	175 12% H	57 13% H	320 12% H	114 16% Q	222 12% H	293 12% H	173 13% H	261 13% H
.tr	6 12% F	-	-	6 12% H	-	-	4 11% H	2 13% H	2 15% H	1 7% H	3 15% H	-	-	3 11% H	3 15% H	-	5 12% H	1 14% H	2 9% H	6 15% H	4 21% H	2 6% H
.net	384 11% F	49 10% H	63 16% ABEF	83 16% ABEF	42 10% H	147 10% H	253 12% H	131 10% H	60 14% K	132 13% H	148 10% H	27 9% H	17 13% H	192 13% O	148 10% H	44 10% H	296 11% H	88 12% H	164 9% H	292 12% S	172 13% V	212 10% H
.es	5 10% F	-	-	5 10% H	-	-	3 12% H	2 8% H	-	1 14% H	4 14% H	-	-	1 8% H	4 14% H	-	4 11% H	1 8% H	1 5% H	5 14% H	3 15% H	2 7% H

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



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

28 Aug 2015  
Table 17

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
.ph	10 10%	-	-	-	-	10 10%	5 11%	5 9%	2 11%	3 7%	4 11%	1 25%	-	5 8%	4 11%	1 20%	6 9%	4 11%	3 6%	7 8%	5 16%	5 7%
.jp	17 10%	-	-	-	-	17 10%	13 10%	4 8%	2 25%	3 10%	8 9%	3 9%	1 7%	5 13%	8 9%	4 8%	13 10%	4 9%	10 9%	9 10%	6 15%	11 8%
.eg	10 9%	-	-	-	10 9%	-	10 10%	-	1 4%	6 13%	3 9%	-	-	7 10%	3 9%	-	7 10%	3 8%	4 8%	8 10%	3 7%	7 12%
.it	5 9%	-	-	5 9%	-	-	4 10%	1 7%	3 50%	-	1 4%	25%	-	3 15%	1 4%	1 17%	5 11%	-	1 4%	5 11%	4 11%	1 5%
.in	30 9%	-	-	-	-	30 9%	16 9%	14 9%	5 9%	13 12%	10 7%	1 5%	1 100%	18 11%	10 7%	2 10%	22 9%	8 10%	12 8%	27 10%	9 9%	21 9%
.mx	9 9%	9 9%	-	-	-	-	3 5%	6 17% G	19%	5 16% K	1 2%	-	-	8 17% O	1 2%	-	7 9%	2 9%	1 2%	8 10%	4 11%	5 8%
.uk	8 8%	-	-	8 8%	-	-	3 5%	5 13%	-	2 13%	5 11%	1 5%	-	2 10%	5 11%	1 3%	6 8%	2 10%	5 10%	8 12%	3 8%	5 8%
.kr	8 8%	-	-	-	-	8 8%	6 9%	2 6%	-	2 8%	5 9%	1 14%	-	2 5%	5 9%	1 14%	8 9%	-	4 6%	6 9%	5 10%	3 6%
.pl	4 8%	-	-	4 8%	-	-	1 4%	3 11%	-	1 7%	1 4%	2 25%	-	1 5%	1 4%	2 25%	1 3%	3 21%	2 7%	2 6%	1 5%	3 9%
.com	219 7% BF	19 4%	51 13% ABEF	53 10% ABEF	21 5%	75 5%	143 7%	76 6%	33 8%	71 7%	90 6%	16 5%	9 7%	104 7%	90 6%	25 6%	165 6%	54 7%	91 5%	169 7% S	98 7%	121 6%
.ng	13 6%	-	-	-	13 6%	-	11 7%	2 5%	1 4%	5 5%	7 10%	-	-	6 5%	7 10%	-	6 5%	7 9%	4 4%	13 7%	5 9%	8 5%
.ca	6 6%	6 6%	-	-	-	-	4 6%	2 5%	-	3 12%	3 9%	-	-	3 7%	3 9%	-	5 7%	1 3%	-	6 8% S	2 6%	4 6%
.de	7 6%	-	-	7 6%	-	-	4 5%	3 6%	-	3 10%	3 5%	-	1 14%	3 7%	3 5%	1 5%	5 5%	2 9%	3 4%	4 6%	3 7%	4 5%
.id	4 4%	-	-	-	-	4 4%	4 6%	-	-	4 10% K	-	-	-	4 7%	-	-	3 4%	1 4%	4 5%	4 5%	1 2%	3 5%
.za	4 4%	-	-	-	4 4%	-	4 6%	-	-	1 4%	3 7%	-	-	1 3%	3 7%	-	3 4%	1 4%	2 4%	3 4%	1 4%	3 4%
.cn	18 3%	-	-	-	-	18 3%	12 4%	6 2%	3 5%	6 3%	8 3%	-	1 20%	9 3%	8 3%	1 6%	14 3%	4 7%	11 3%	11 3%	13 5% V	5 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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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

28 Aug 2015  
Table 17

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

																	Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Region					Gender		Age					Age									
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
.ru	4 3%	-	-	-	-	4 3%	2 2%	2 4%	1 9%	1 2%	2 4%	-	-	2 3%	2 4%	-	3 3%	1 5%	2 2%	2 2%	3 5%	1 1%
.vn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
																	(Q)	(R)				
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Respondent 3 or 4	3226 96% CD	462 98% CD	367 92%	502 94%	403 97% CD	1492 97% ACD	2011 96%	1215 96%	418 96%	1023 97% LM	1387 96%	280 94%	118 94%	1441 97% P	1387 96%	398 94%	2528 96%	698 96%	1826 97%	2391 96%	1282 96%	1944 96%

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

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

28 Aug 2015  
Table 19

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	1704 51% BCD	220 47% C	151 38%	235 44%	231 56% ABCD	867 56% ABCD	1037 49%	667 53%	169 39%	555 53% IM	797 55% ILM	142 48% IM	41 33%	724 49%	797 55% NP	183 43%	1386 53% R	318 44%	967 51%	1339 54% S	740 56% V	964 48%
Very likely	734 22% BCD	71 15%	65 16%	99 19%	128 31% ABCD	371 24% ABCD	456 22%	278 22%	52 12%	223 21% IM	386 27% IJLM	62 21% IM	11 9%	275 18%	386 27% NP	73 17%	618 23% R	116 16%	433 23%	586 24%	338 25% V	396 20%
Somewhat likely	970 29% C	149 32% CDE	86 22%	136 26%	103 25%	496 32% ACDE	581 28%	389 31%	117 27%	332 31%	411 28%	80 27%	30 24%	449 30%	411 28%	110 26%	768 29%	202 28%	534 28%	753 30% S	402 30%	568 28%
BOTTOM 2 BOX (NET)	1157 34% F	182 38% AF	181 45% ABEF	209 39% AF	139 34%	446 29%	781 37% H	376 30%	198 46% JKL	366 35% K	441 31%	99 33%	53 42% K	564 38% O	441 31%	152 36% O	875 33%	282 39% Q	646 34%	828 33%	448 34%	709 35%
Somewhat unlikely	612 18% F	96 20%	82 21%	104 20%	73 18%	257 17%	421 20% H	191 15%	115 26% JKLM	192 18%	243 17%	40 13%	22 17%	307 21% OP	243 17%	62 15%	466 18%	146 20%	357 19%	435 18%	234 18%	378 19%
Very unlikely	545 16% F	86 18% F	99 25% ABEF	105 20% AF	66 16%	189 12%	360 17%	185 15%	83 19% K	174 17%	198 14%	59 20% K	31 25% JK	257 17% O	198 14%	90 21% O	409 16%	136 19% Q	289 15%	393 16%	214 16%	331 16%
Not sure	496 15% E	71 15%	68 17% E	89 17% E	44 11%	224 15% E	278 13%	218 17% G	68 16%	133 13%	207 14%	56 19% JK	32 25% IJK	201 13%	207 14%	88 21% NO	372 14%	124 17% Q	275 15% T	317 13%	144 11%	352 17% U
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

28 Aug 2015  
Table 20

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	2983 89% CD	441 93% ACD	328 82%	452 85%	372 90% CD	1390 90% ACD	1855 89%	1128 89%	376 86%	937 89%	1294 90%	264 89%	112 89%	1313 88%	1294 90%	376 89%	2348 89%	635 88%	1717 91% T	2202 89%	1183 89%	1800 89%
Very likely	2717 81% D	426 90% ACDF	313 78%	397 74%	359 87% ACDF	1222 80% D	1705 81%	1012 80%	336 77%	847 80%	1189 82% IM	251 85% IM	94 75%	1183 79%	1189 82%	345 82%	2134 81%	583 81%	1576 83% T	2015 81%	1077 81%	1640 81%
Somewhat likely	266 8% BCE	15 3%	15 4%	55 10% ABCE	13 3%	168 11% ABCE	150 7%	116 9% G	40 9% L	90 9% L	105 7%	13 4%	18 14% JKL	130 9%	105 7%	31 7%	214 8%	52 7%	141 7%	187 8%	106 8%	160 8%
BOTTOM 2 BOX (NET)	219 7% BF	19 4%	51 13% ABEF	53 10% ABEF	21 5%	75 5%	143 7%	76 6%	33 8%	71 7%	90 6%	16 5%	9 7%	104 7%	90 6%	25 6%	165 6%	54 7%	91 5%	169 7% S	98 7%	121 6%
Somewhat unlikely	64 2%	5 1%	5 1% ABCEF	26 5%	4 1%	24 2%	38 2%	26 2%	10 2%	23 2%	23 2%	6 2%	2 2%	33 2%	23 2%	8 2%	46 2%	18 2%	21 1%	48 2% S	33 2% V	31 2%
Very unlikely	155 5% F	14 3%	46 12% ABDEF	27 5%	17 4%	51 3%	105 5%	50 4%	23 5%	48 5%	67 5%	10 3%	7 6%	71 5%	67 5%	17 4%	119 5%	36 5%	70 4%	121 5% S	65 5%	90 4%
Not sure	155 5% B	13 3%	21 5%	28 5% B	21 5%	72 5%	98 5%	57 5%	26 6%	46 4%	61 4%	17 6%	5 4%	72 5%	61 4%	22 5%	120 5%	35 5%	80 4%	113 5%	51 4%	104 5%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

28 Aug 2015  
Table 21

3. .info

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	2197 65% B	267 56%	267 67% B	346 65% B	288 70% B	1029 67% B	1352 65%	845 67%	289 66% LM	723 69% LM	961 67% LM	172 58% M	52 41%	1012 68% P	961 67% P	224 53%	1747 66% R	450 62%	1277 68%	1685 68%	926 70% V	1271 63%
Very likely	1146 34% B	114 24%	147 37% B	184 35% B	172 42% ABDF	529 34% B	696 33%	450 36%	142 33% M	367 35% M	525 36% M	96 32% M	16 13%	509 34% P	525 36% P	112 26%	928 35% R	218 30%	661 35%	904 36%	507 38% V	639 32%
Somewhat likely	1051 31%	153 32%	120 30%	162 30%	116 28%	500 33%	656 31%	395 31%	147 34% L	356 34% L	436 30%	76 26%	36 29%	503 34% OP	436 30%	112 26%	819 31%	232 32%	616 33%	781 31%	419 31%	632 31%
BOTTOM 2 BOX (NET)	792 24% F	142 30% ACDEF	95 24%	127 24%	94 23%	334 22%	539 26% H	253 20%	108 25%	244 23%	315 22%	77 26%	48 38% IJKL	352 24%	315 22%	125 30% NO	603 23%	189 26%	417 22%	559 23%	303 23%	489 24%
Somewhat unlikely	429 13%	79 17% ACEF	43 11%	66 12%	49 12%	192 12%	286 14%	143 11%	64 15%	140 13%	165 11%	42 14%	18 14%	204 14%	165 11%	60 14%	330 13%	99 14%	233 12%	292 12%	156 12%	273 13%
Very unlikely	363 11% F	63 13% F	52 13% F	61 11%	45 11%	142 9%	253 12% H	110 9%	44 10%	104 10%	150 10%	35 12%	30 24% IJKL	148 10%	150 10%	65 15% NO	273 10%	90 12%	184 10%	267 11%	147 11%	216 11%
Not sure	368 11% E	64 14% E	38 10%	60 11%	32 8%	174 11% E	205 10%	163 13% G	38 9%	87 8%	169 12% J	48 16% IJK	26 21% IJK	125 8%	169 12% N	74 17% NO	283 11%	85 12%	194 10%	240 10%	103 8%	265 13% U
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

28 Aug 2015  
Table 22

Base: All Qualified Respondents

	Total Regi- strants  (A)	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	Primary decision maker (Q)	Shared decision maker (R)	Consumer (S)	Commer- cial (T)	Yes (U)	No (V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	1425 42% BCD	140 30%	149 37% B	167 31% ABCD	217 52% ABCD	752 49% ABCD	852 41%	573 45% G	181 42% LM	505 48% IKLM	617 43% LM	99 33% M	23 18%	686 46% P	617 43% P	122 29%	1160 44% R	265 37%	836 44%	1104 44%	630 47% V	795 39%
Very likely	585 17% BD	51 11%	64 16% B	65 12% ABCD	114 28% ABCD	291 19% ABD	352 17%	233 18%	64 15% M	222 21% IKLM	256 18% LM	36 12% M	7 6%	286 19% P	256 18% P	43 10%	489 19% R	96 13%	344 18%	464 19%	275 21% V	310 15%
Somewhat likely	840 25% BD	89 19%	85 21%	102 19% BD	103 25% BD	461 30% ABCDE	500 24%	340 27% G	117 27% M	283 27% LM	361 25% M	63 21% M	16 13%	400 27% P	361 25% P	79 19%	671 25%	169 23%	492 26%	640 26%	355 27%	485 24%
BOTTOM 2 BOX (NET)	1339 40% EF	243 51% AEF	179 45% AEF	253 47% AEF	141 34% AEF	523 34% AEF	903 43% H	436 35%	184 42%	396 38%	560 39%	129 43%	70 56% IJKL	580 39%	560 39%	199 47% NO	1030 39%	309 43%	738 39%	979 39%	520 39%	819 40%
Somewhat unlikely	614 18%	95 20%	70 18%	116 22% AF	70 17% AF	263 17% AF	411 20% H	203 16%	97 22% LM	193 18% M	267 18% M	47 16% M	10 8%	290 19% P	267 18% P	57 13%	466 18%	148 20%	358 19%	439 18%	229 17%	385 19%
Very unlikely	725 22% EF	148 31% AEF	109 27% AEF	137 26% AEF	71 17% AEF	260 17% AEF	492 23% H	233 18%	87 20%	203 19%	293 20%	82 28% IJK	60 48% IJKL	290 19%	293 20%	142 34% NO	564 21%	161 22%	380 20%	540 22%	291 22%	434 21%
Not sure	593 18% E	90 19% E	72 18%	113 21% AEF	56 14% AEF	262 17% AEF	341 16%	252 20% G	70 16%	153 15%	268 19% J	69 23% IJ	33 26% IJK	223 15%	268 19% N	102 24% NO	443 17%	150 21% Q	314 17%	401 16%	182 14%	411 20% U
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

28 Aug 2015  
Table 23

Base: All Qualified Respondents

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	2769 82% CD	408 86% ACD	314 79%	412 77%	345 83% D	1290 84% ACD	1729 82%	1040 82%	350 80%	865 82%	1211 84% M	246 83%	97 77%	1215 82%	1211 84%	343 81%	2184 83%	585 81%	1615 86% T	2061 83%	1104 83%	1665 82%
Very likely	2027 60% CD	297 63% CD	220 55%	288 54%	278 67% ACDF	944 61% CD	1284 61%	743 59%	247 57%	630 60%	907 63% I	175 59%	68 54%	877 59%	907 63% NP	243 57%	1618 61% R	409 56%	1218 65% T	1524 61%	844 63% V	1183 58%
Somewhat likely	742 22% E	111 23% E	94 24% E	124 23% E	67 16%	346 23% E	445 21%	297 24%	103 24%	235 22%	304 21%	71 24%	29 23%	338 23%	304 21%	100 24%	566 21%	176 24%	397 21%	537 22%	260 20%	482 24% U
BOTTOM 2 BOX (NET)	384 11% F	49 10%	63 16% ABEF	83 16% ABEF	42 10%	147 10%	253 12%	131 10%	60 14% K	132 13%	148 10%	27 9%	17 13%	192 13% O	148 10%	44 10%	296 11%	88 12%	164 9%	292 12% S	172 13% V	212 10%
Somewhat unlikely	211 6%	27 6%	22 6% ABCE	54 10% ABCE	21 5%	87 6%	141 7%	70 6%	41 9% KLM	71 7%	83 6%	12 4%	4 3%	112 8% P	83 6%	16 4%	161 6%	50 7%	92 5%	162 7% S	96 7%	115 6%
Very unlikely	173 5% F	22 5%	41 10% ABDEF	29 5%	21 5%	60 4%	112 5%	61 5%	19 4%	61 6%	65 4%	15 5%	13 10% IJKL	80 5%	65 4%	28 7%	135 5%	38 5%	72 4%	130 5% S	76 6%	97 5%
Not sure	204 6% B	16 3%	23 6%	38 7% B	27 7% B	100 7% B	114 5%	90 7% G	25 6%	57 5%	86 6%	24 8%	12 10%	82 6%	86 6%	36 9% N	153 6%	51 7%	109 6%	131 5%	56 4%	148 7% U
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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



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

28 Aug 2015  
Table 24

6. .org

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	2710 81% DF	422 89% ACDF	328 82% F	413 77% F	357 86% ADF	1190 77% F	1702 81% F	1008 80% F	334 77% F	863 82% IM	1178 82% I	241 81% F	94 75% F	1197 80% F	1178 82% F	335 79% F	2151 82% R	559 77% F	1550 82% F	2060 83% F	1094 82% F	1616 80% F
Very likely	1928 57% F	345 73% ACDF	267 67% ADF	296 56% F	282 68% ADF	738 48% F	1241 59% H	687 54% F	226 52% F	605 57% F	851 59% I	183 62% IM	63 50% F	831 56% F	851 59% F	246 58% F	1530 58% F	398 55% F	1118 59% F	1496 60% F	789 59% F	1139 56% F
Somewhat likely	782 23% BCE	77 16% F	61 15% F	117 22% BC	75 18% F	452 29% ABCDE	461 22% F	321 25% G	108 25% F	258 24% F	327 23% F	58 20% F	31 25% F	366 25% F	327 23% F	89 21% F	621 24% F	161 22% F	432 23% F	564 23% F	305 23% F	477 24% F
BOTTOM 2 BOX (NET)	434 13% BE	35 7% F	58 15% BE	84 16% ABE	38 9% F	219 14% ABE	278 13% F	156 12% F	70 16% K	132 13% F	175 12% F	36 12% F	21 17% F	202 14% F	175 12% F	57 13% F	320 12% F	114 16% Q	222 12% F	293 12% F	173 13% F	261 13% F
Somewhat unlikely	218 6% BCE	17 4% F	15 4% F	44 8% BCE	14 3% F	128 8% ABCE	134 6% F	84 7% F	41 9% JK	67 6% F	84 6% F	19 6% F	7 6% F	108 7% F	84 6% F	26 6% F	160 6% F	58 8% F	123 7% F	139 6% F	80 6% F	138 7% F
Very unlikely	216 6% B	18 4% F	43 11% ABEF	40 8% B	24 6% F	91 6% F	144 7% F	72 6% F	29 7% F	65 6% F	91 6% F	17 6% F	14 11% JK	94 6% F	91 6% F	31 7% F	160 6% F	56 8% F	99 5% F	154 6% F	93 7% F	123 6% F
Not sure	213 6% BC	16 3% F	14 4% F	36 7% BC	19 5% F	128 8% ABCE	116 6% F	97 8% G	31 7% F	59 6% F	92 6% F	20 7% F	11 9% F	90 6% F	92 6% F	31 7% F	162 6% F	51 7% F	116 6% F	131 5% F	65 5% F	148 7% U
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

28 Aug 2015  
Table 25

7. .tel

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	1171 35% BDE	84 18%	124 31% B	149 28% B	118 29% B	696 45% ABCDE	635 30%	536 43% G	146 34% LM	404 38% LM	532 37% LM	76 26% M	13 10%	550 37% P	532 37% P	89 21%	960 36% R	211 29%	675 36%	893 36%	490 37%	681 34%
Very likely	458 14% BD	25 5%	50 13% B	56 11% B	47 11% B	280 18% ABCDE	241 11%	217 17% G	59 14% LM	163 15% LM	207 14% LM	26 9% M	3 2%	222 15% P	207 14% P	29 7%	395 15% R	63 9%	265 14%	353 14%	219 16% V	239 12%
Somewhat likely	713 21% BDE	59 12%	74 19% B	93 17% B	71 17% B	416 27% ABCDE	394 19%	319 25% G	87 20% M	241 23% LM	325 22% LM	50 17% M	10 8%	328 22% P	325 22% P	60 14%	565 21%	148 20%	410 22%	540 22%	271 20%	442 22%
BOTTOM 2 BOX (NET)	1508 45% F	276 58% ACDEF	187 47% F	256 48% F	211 51% AF	578 38% F	1036 49% H	472 37%	223 51% JK	468 44%	606 42%	140 47%	71 56% JK	691 46% O	606 42%	211 50% O	1151 44%	357 49% Q	835 44%	1117 45%	605 45%	903 45%
Somewhat unlikely	655 20%	89 19%	70 18%	116 22%	90 22%	290 19%	429 20%	226 18%	116 27% JKLM	221 21% KM	249 17%	55 19%	14 11%	337 23% OP	249 17%	69 16%	495 19%	160 22% Q	356 19%	482 19%	239 18%	416 21%
Very unlikely	853 25% F	187 40% ACDEF	117 29% F	140 26% F	121 29% F	288 19% F	607 29% H	246 20%	107 25%	247 23%	357 25%	85 29%	57 45% IJKL	354 24%	357 25%	142 34% NO	656 25%	197 27%	479 25%	635 26%	366 27% V	487 24%
Not sure	678 20% F	113 24% AF	89 22% F	128 24% AF	85 21%	263 17%	425 20%	253 20%	66 15%	182 17%	307 21% IJ	81 27% IJK	42 33% IJK	248 17%	307 21% N	123 29% NO	522 20%	156 22%	378 20%	474 19%	237 18%	441 22% U
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

Base: All Qualified Respondents

	Total Regi- strants  (A)	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	Primary decision maker (Q)	Shared decision maker (R)	Consumer (S)	Commer- cial (T)	Yes (U)	No (V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	1151 34% BCDE	76 16%	101 25% B	138 26% B	102 25% B	734 48% ABCDE	631 30%	520 41% G	129 30% LM	422 40% ILM	526 36% ILM	61 21% M	13 10%	551 37% P	526 36% P	74 17%	947 36% R	204 28%	657 35%	883 36%	484 36% V	667 33%
Very likely	437 13% BDE	23 5%	40 10% B	51 10% B	36 9% B	287 19% ABCDE	244 12%	193 15% G	42 10% M	163 15% ILM	206 14% ILM	21 7%	5 4%	205 14% P	206 14% P	26 6%	377 14% R	60 8%	260 14%	352 14%	215 16% V	222 11%
Somewhat likely	714 21% BCDE	53 11%	61 15%	87 16% B	66 16% B	447 29% ABCDE	387 18%	327 26% G	87 20% LM	259 25% LM	320 22% LM	40 13% M	8 6%	346 23% P	320 22% P	48 11%	570 22%	144 20%	397 21%	531 21%	269 20%	445 22%
BOTTOM 2 BOX (NET)	1579 47% F ACDEF	306 65% ACDEF	213 53% AF	289 54% AF	221 53% AF	550 36% H	1077 51% H	502 40%	233 54% JK	467 44%	640 44%	158 53% JK	81 64% IJKL	700 47%	640 44%	239 57% NO	1217 46%	362 50%	878 47%	1178 47%	653 49%	926 46%
Somewhat unlikely	596 18%	78 16%	64 16%	104 20%	77 19%	273 18% H	398 19% H	198 16% JKLM	104 24% M	194 18% M	236 16%	48 16%	14 11%	298 20% OP	236 16%	62 15%	457 17%	139 19%	352 19%	431 17%	241 18%	355 18%
Very unlikely	983 29% F ACDEF	228 48% ACDEF	149 37% AF	185 35% AF	144 35% AF	277 18% H	679 32% H	304 24%	129 30%	273 26%	404 28%	110 37% IJK	67 53% IJKL	402 27%	404 28%	177 42% NO	760 29%	223 31%	526 28%	747 30% S	412 31%	571 28%
Not sure	627 19% F	91 19%	86 22% F	106 20%	91 22% F	253 16% H	388 19%	239 19%	73 17%	165 16%	279 19% J	78 26% IJK	32 25% IJ	238 16%	279 19% N	110 26% NO	469 18%	158 22% Q	353 19% T	423 17%	195 15%	432 21% U
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

28 Aug 2015  
Table 27

9. .pro

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	1199 36% BCDE	96 20%	122 31% B	160 30% B	113 27% B	708 46% ABCDE	670 32%	529 42% G	147 34% LM	417 40% ILM	543 38% LM	76 26% M	16 13%	564 38% P	543 38% P	92 22%	993 38% R	206 28%	688 36%	929 37%	516 39% V	683 34%
Very likely	476 14% BDE	21 4%	51 13% B	61 11% B	36 9% B	307 20% ABCDE	257 12%	219 17% G	58 13% LM	182 17% LM	213 15% LM	21 7% M	2 2%	240 16% P	213 15% P	23 5%	416 16% R	60 8%	275 15%	382 15%	236 18% V	240 12%
Somewhat likely	723 22% BC	75 16%	71 18%	99 19%	77 19%	401 26% ABCDE	413 20%	310 25% G	89 20% M	235 22% M	330 23% M	55 19%	14 11%	324 22% P	330 23% P	69 16%	577 22%	146 20%	413 22%	547 22%	280 21%	443 22%
BOTTOM 2 BOX (NET)	1456 43% F	263 56% ACDF	191 48% F	251 47% F	205 50% AF	546 36% H	994 47% H	462 37%	215 49% JK	442 42%	591 41%	137 46%	71 56% JK	657 44%	591 41%	208 49% O	1112 42%	344 48% Q	808 43%	1068 43%	577 43%	879 43%
Somewhat unlikely	624 19%	81 17%	67 17%	116 22% A	79 19%	281 18% H	429 20% H	195 15%	102 23% KLM	202 19% M	258 18% M	50 17%	12 10%	304 20% P	258 18%	62 15%	480 18%	144 20%	356 19%	444 18%	242 18%	382 19%
Very unlikely	832 25% F	182 38% ACDEF	124 31% AF	135 25% F	126 30% AF	265 17% H	565 27% H	267 21%	113 26%	240 23%	333 23%	87 29% JK	59 47% IJKL	353 24%	333 23%	146 35% NO	632 24%	200 28% Q	452 24%	624 25%	335 25%	497 25%
Not sure	702 21% F	114 24% F	87 22%	122 23% F	96 23% F	283 18% H	432 21%	270 21%	73 17%	195 19%	311 22% I	84 28% IJK	39 31% IJK	268 18%	311 22% N	123 29% NO	528 20%	174 24% Q	392 21%	487 20%	239 18%	463 23% U
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

28 Aug 2015  
Table 28

Base: All Qualified Respondents

	Total Regi- strants (A)	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	Primary decision maker (Q)	Shared decision maker (R)	Consumer (S)	Commer- cial (T)	Yes (U)	No (V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	1059 32% BDE	75 16% BE	124 31% BE	136 26% B	89 21% B	635 41% ABCDE	568 27% G	491 39% G	124 29% LM	364 35% ILM	494 34% ILM	63 21% M	14 11% P	488 33% P	494 34% P	77 18% R	885 34% R	174 24% R	604 32% R	823 33% R	463 35% V	596 29% V
Very likely	397 12% BDE	21 4% BE	58 15% BDE	47 9% B	29 7% B	242 16% ABDE	196 9% G	201 16% G	39 9% M	141 13% ILM	195 13% ILM	19 6% P	3 2% P	180 12% P	195 13% P	22 5% R	350 13% R	47 6% R	224 12% R	316 13% R	203 15% V	194 10% V
Somewhat likely	662 20% BE	54 11% BE	66 17% B	89 17% B	60 14% B	393 26% ABCDE	372 18% G	290 23% G	85 20% M	223 21% LM	299 21% LM	44 15% P	11 9% P	308 21% P	299 21% P	55 13% R	535 20% R	127 18% R	380 20% R	507 20% R	260 20% R	402 20% R
BOTTOM 2 BOX (NET)	1578 47% F	281 59% ACDF	191 48% F	271 51% F	229 55% ACF	606 39% ACF	1074 51% H	504 40% H	236 54% JK	486 46% JK	639 44% JK	147 49% JK	70 56% JK	722 48% O	639 44% O	217 51% O	1207 46% O	371 51% Q	874 46% Q	1159 47% Q	634 48% Q	944 47% Q
Somewhat unlikely	607 18% F	82 17% ACDF	66 17% F	117 22% ACF	76 18% ACF	266 17% ACF	391 19% H	216 17% H	110 25% JKLM	187 18% JK	247 17% JK	49 16% P	14 11% P	297 20% OP	247 17% OP	63 15% R	465 18% R	142 20% R	339 18% R	437 18% R	222 17% R	385 19% R
Very unlikely	971 29% F	199 42% ACDF	125 31% F	154 29% F	153 37% ADF	340 22% ADF	683 33% H	288 23% H	126 29% I	299 28% I	392 27% I	98 33% K	56 44% IJKL	425 29% IJK	392 27% IJK	154 36% NO	742 28% NO	229 32% NO	535 28% NO	722 29% NO	412 31% V	559 28% V
Not sure	720 21% F	117 25% F	85 21% F	126 24% F	96 23% F	296 19% F	454 22% H	266 21% H	75 17% I	204 19% I	312 22% I	87 29% IJK	42 33% IJK	279 19% IJK	312 22% IJK	129 30% NO	541 21% NO	179 25% Q	410 22% Q	502 20% Q	235 18% U	485 24% U
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

28 Aug 2015  
Table 29

11. .cn

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	550	**	**	**	**	550	284	266	66*	237	229	13**	5**	303	229	18**	496	54*	378	356	252	298
TOP 2 BOX (NET)	510 93%	-	-	-	-	510 93%	258 91%	252 95%	60 91%	223 94%	214 93%	9 69%	4 80%	283 93%	214 93%	13 72%	466 94% R	44 81%	353 93%	337 95%	232 92%	278 93%
Very likely	410 75%	-	-	-	-	410 75%	207 73%	203 76%	46 70%	185 78%	168 73%	8 62%	3 60%	231 76%	168 73%	11 61%	375 76%	35 65%	291 77%	271 76%	191 76%	219 73%
Somewhat likely	100 18%	-	-	-	-	100 18%	51 18%	49 18%	14 21%	38 16%	46 20%	1 8%	1 20%	52 17%	46 20%	2 11%	91 18%	9 17%	62 16%	66 19%	41 16%	59 20%
BOTTOM 2 BOX (NET)	18 3%	-	-	-	-	18 3%	12 4%	6 2%	3 5%	6 3%	8 3%	-	1 20%	9 3%	8 3%	1 6%	14 3%	4 7%	11 3%	11 3%	13 5% V	5 2%
Somewhat unlikely	8 1%	-	-	-	-	8 1%	5 2%	3 1%	-	5 2%	3 1%	-	-	5 2%	3 1%	-	6 1%	2 4%	5 1%	5 1%	5 2%	3 1%
Very unlikely	10 2%	-	-	-	-	10 2%	7 2%	3 1%	3 5% J	1*	5 2%	-	1 20%	4 1%	5 2%	1 6%	8 2%	2 4%	6 2%	6 2%	8 3% V	2 1%
Not sure	22 4%	-	-	-	-	22 4%	14 5%	8 3%	3 5%	8 3%	7 3%	4 31%	-	11 4%	7 3%	4 22%	16 3%	6 11% Q	14 4%	8 2%	7 3%	15 5%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	550 100%	-	-	-	-	550 100%	284 100%	266 100%	66 100%	237 100%	229 100%	13 100%	5 100%	303 100%	229 100%	18 100%	496 100%	54 100%	378 100%	356 100%	252 100%	298 100%

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

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

28 Aug 2015  
Table 30

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	52*	-**	-**	-**	-**	52*	31*	21**	23**	15**	14**	-**	-**	38*	14**	-**	34*	18**	43*	25**	25**	27**
TOP 2 BOX (NET)	49 94%	-	-	-	-	49 94%	30 97%	19 90%	22 96%	13 87%	14 100%	-	-	35 92%	14 100%	-	33 97%	16 89%	42 98%	23 92%	23 92%	26 96%
Very likely	41 79%	-	-	-	-	41 79%	26 84%	15 71%	19 83%	13 87%	9 64%	-	-	32 84%	9 64%	-	27 79%	14 78%	34 79%	21 84%	18 72%	23 85%
Somewhat likely	8 15%	-	-	-	-	8 15%	4 13%	4 19%	3 13%	-	5 36%	-	-	3 8%	5 36%	-	6 18%	2 11%	8 19%	2 8%	5 20%	3 11%
BOTTOM 2 BOX (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	3 6%	-	-	-	-	3 6%	1 3%	2 10%	1 4%	2 13%	-	-	-	3 8%	-	-	1 3%	2 11%	1 2%	2 8%	2 8%	1 4%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	52 100%	-	-	-	-	52 100%	31 100%	21 100%	23 100%	15 100%	14 100%	-	-	38 100%	14 100%	-	34 100%	18 100%	43 100%	25 100%	25 100%	27 100%

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

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

28 Aug 2015  
Table 31

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	102	-**	-**	-**	-**	102	44*	58*	18**	41*	38*	4**	1**	59*	38*	5**	67*	35*	53*	83*	31*	71*
TOP 2 BOX (NET)	80 78%	-	-	-	-	80 78%	36 82%	44 76%	12 67%	32 78%	32 84%	3 75%	1 100%	44 75%	32 84%	4 80%	55 82%	25 71%	43 81%	65 78%	24 77%	56 79%
Very likely	64 63%	-	-	-	-	64 63%	27 61%	37 64%	11 61%	28 68%	22 58%	2 50%	1 100%	39 66%	22 58%	3 60%	46 69%	18 51%	35 66%	52 63%	19 61%	45 63%
Somewhat likely	16 16%	-	-	-	-	16 16%	9 20%	7 12%	1 6%	4 10%	10 26%	1 25%	-	5 8%	10 26% N	1 20%	9 13%	7 20%	8 15%	13 16%	5 16%	11 15%
BOTTOM 2 BOX (NET)	10 10%	-	-	-	-	10 10%	5 11%	5 9%	2 11%	3 7%	4 11%	1 25%	-	5 8%	4 11%	1 20%	6 9%	4 11%	3 6%	7 8%	5 16%	5 7%
Somewhat unlikely	5 5%	-	-	-	-	5 5%	3 7%	2 3%	2 11%	1 2%	1 3%	1 25%	-	3 5%	1 3%	1 20%	5 7%	-	2 4%	3 4%	2 6%	3 4%
Very unlikely	5 5%	-	-	-	-	5 5%	2 5%	3 5%	-	2 5%	3 8%	-	-	2 3%	3 8%	-	1 1%	4 11% Q	1 2%	4 5%	3 10%	2 3%
Not sure	12 12%	-	-	-	-	12 12%	3 7%	9 16%	4 22%	6 15%	2 5%	-	-	10 17%	2 5%	-	6 9%	6 17%	7 13%	11 13%	2 6%	10 14%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	102 100%	-	-	-	-	102 100%	44 100%	58 100%	18 100%	41 100%	38 100%	4 100%	1 100%	59 100%	38 100%	5 100%	67 100%	35 100%	53 100%	83 100%	31 100%	71 100%

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



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

28 Aug 2015  
Table 32

14. .jp

Base: All Qualified Respondents

	Demographics																Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	Region					Gender		Age					Age			Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+						
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	176	**	**	**	**	176	127	49*	8**	30*	89*	34*	15**	38*	89*	49*	133	43*	106	91*	40*	136
TOP 2 BOX (NET)	147 84%	-	-	-	-	147 84%	104 82%	43 88%	4 50%	27 90%	75 84%	30 88%	11 73%	31 82%	75 84%	41 84%	110 83%	37 86%	88 83%	79 87%	33 83%	114 84%
Very likely	115 65%	-	-	-	-	115 65%	84 66%	31 63%	2 25%	22 73%	60 67%	24 71%	7 47%	24 63%	60 67%	31 63%	95 71% R	20 47%	69 65%	60 66%	26 65%	89 65%
Somewhat likely	32 18%	-	-	-	-	32 18%	20 16%	12 24%	2 25%	5 17%	15 17%	6 18%	4 27%	7 18%	15 17%	10 20%	15 11%	17 40% Q	19 18%	19 21%	7 18%	25 18%
BOTTOM 2 BOX (NET)	17 10%	-	-	-	-	17 10%	13 10%	4 8%	2 25%	3 10%	8 9%	3 9%	1 7%	5 13%	8 9%	4 8%	13 10%	4 9%	10 9%	9 10%	6 15%	11 8%
Somewhat unlikely	8 5%	-	-	-	-	8 5%	5 4%	3 6%	1 13%	2 7%	2 2%	2 6%	1 7%	3 8%	2 2%	3 6%	7 5%	1 2%	5 5%	3 3%	5 13% V	3 2%
Very unlikely	9 5%	-	-	-	-	9 5%	8 6%	1 2%	1 13%	1 3%	6 7%	1 3%	-	2 5%	6 7%	1 2%	6 5%	3 7%	5 5%	6 7%	1 3%	8 6%
Not sure	12 7%	-	-	-	-	12 7%	10 8%	2 4%	2 25%	-	6 7%	1 3%	3 20%	2 5%	6 7%	4 8%	10 8%	2 5%	8 8%	3 3%	1 3%	11 8%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	176 100%	-	-	-	-	176 100%	127 100%	49 100%	8 100%	30 100%	89 100%	34 100%	15 100%	38 100%	89 100%	49 100%	133 100%	43 100%	106 100%	91 100%	40 100%	136 100%

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

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

28 Aug 2015  
Table 33

Base: All Qualified Respondents

	Total Regi- strants  (A)	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America  (B)	South America  (C)	Europe  (D)	Africa  (E)	Asia  (F)	Male  (G)	Female  (H)	18-24  (I)	25-34  (J)	35-54  (K)	55-64  (L)	65+  (M)	18-34  (N)	35-54  (O)	55+  (P)	Primary decision maker  (Q)	Shared decision maker  (R)	Consumer  (S)	Commer- cial  (T)	Yes  (U)	No  (V)
		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	101	..	..	..	..	101	66*	35*	12**	26**	56*	7**	..	38*	56*	7**	88*	13**	66*	65*	48*	53*
TOP 2 BOX (NET)	89 88%	-	-	-	-	89 88%	57 86%	32 91%	10 83%	23 88%	50 89%	6 86%	-	33 87%	50 89%	6 86%	77 88%	12 92%	58 88%	58 89%	41 85%	48 91%
Very likely	76 75%	-	-	-	-	76 75%	50 76%	26 74%	8 67%	18 69%	44 79%	6 86%	-	26 68%	44 79%	6 86%	66 75%	10 77%	50 76%	48 74%	33 69%	43 81%
Somewhat likely	13 13%	-	-	-	-	13 13%	7 11%	6 17%	2 17%	5 19%	6 11%	-	-	7 18%	6 11%	-	11 13%	2 15%	8 12%	10 15%	8 17%	5 9%
BOTTOM 2 BOX (NET)	8 8%	-	-	-	-	8 8%	6 9%	2 6%	-	2 8%	5 9%	1 14%	-	2 5%	5 9%	1 14%	8 9%	-	4 6%	6 9%	5 10%	3 6%
Somewhat unlikely	4 4%	-	-	-	-	4 4%	2 3%	2 6%	-	1 4%	3 5%	-	-	1 3%	3 5%	-	4 5%	-	3 5%	2 3%	3 6%	1 2%
Very unlikely	4 4%	-	-	-	-	4 4%	4 6%	-	-	1 4%	2 4%	1 14%	-	1 3%	2 4%	1 14%	4 5%	-	1 2%	4 6%	2 4%	2 4%
Not sure	4 4%	-	-	-	-	4 4%	3 5%	1 3%	2 17%	1 4%	1 2%	-	-	3 8%	1 2%	-	3 3%	1 8%	4 6%	1 2%	2 4%	2 4%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	101 100%	-	-	-	-	101 100%	66 100%	35 100%	12 100%	26 100%	56 100%	7 100%	-	38 100%	56 100%	7 100%	88 100%	13 100%	66 100%	65 100%	48 100%	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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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

28 Aug 2015  
Table 34

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	130	-**	-**	-**	-**	130	83*	47*	11**	53*	55*	10**	1**	64*	55*	11**	108	22**	90*	89*	63*	67*
TOP 2 BOX (NET)	117 90%	-	-	-	-	117 90%	78 94% H	39 83%	9 82%	49 92%	50 91%	8 80%	1 100%	58 91%	50 91%	9 82%	96 89%	21 95%	80 89%	83 93%	57 90%	60 90%
Very likely	109 84%	-	-	-	-	109 84%	73 88%	36 77%	8 73%	45 85%	47 85%	8 80%	1 100%	53 83%	47 85%	9 82%	88 81%	21 95%	78 87%	75 84%	54 86%	55 82%
Somewhat likely	8 6%	-	-	-	-	8 6%	5 6%	3 6%	1 9%	4 8%	3 5%	-	-	5 8%	3 5%	-	8 7%	-	2 2%	8 9% S	3 5%	5 7%
BOTTOM 2 BOX (NET)	4 3%	-	-	-	-	4 3%	2 2%	2 4%	1 9%	1 2%	2 4%	-	-	2 3%	2 4%	-	3 3%	1 5%	2 2%	2 2%	3 5%	1 1%
Somewhat unlikely	2 2%	-	-	-	-	2 2%	1 1%	1 2%	-	-	2 4%	-	-	-	2 4%	-	2 2%	-	1 1%	1 1%	1 2%	1 1%
Very unlikely	2 2%	-	-	-	-	2 2%	1 1%	1 2%	1 9%	1 2%	-	-	-	2 3%	-	-	1 1%	1 5%	1 1%	1 1%	2 3%	-
Not sure	9 7%	-	-	-	-	9 7%	3 4%	6 13%	1 9%	3 6%	3 5%	20 2%	-	4 6%	3 5%	2 18%	9 8%	-	8 9%	4 4%	3 5%	6 9%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	130 100%	-	-	-	-	130 100%	83 100%	47 100%	11 100%	53 100%	55 100%	10 100%	1 100%	64 100%	55 100%	11 100%	108 100%	22 100%	90 100%	89 100%	63 100%	67 100%

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

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

28 Aug 2015  
Table 35

Base: All Qualified Respondents

	Total Regi- strants (A)	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	Primary decision maker (Q)	Shared decision maker (R)	Consumer (S)	Commer- cial (T)	Yes (U)	No (V)
		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	325	..	..	..	..	325	172	153	56*	110	138	20**	1**	166	138	21**	248	77*	146	269	100	225
TOP 2 BOX (NET)	282 87%	-	-	-	-	282 87%	147 85%	135 88%	48 86%	92 84%	124 90%	18 90%	-	140 84%	124 90%	18 86%	217 88%	65 84%	132 90%	230 86%	90 90%	192 85%
Very likely	233 72%	-	-	-	-	233 72%	120 70%	113 74%	41 73%	74 67%	102 74%	16 80%	-	115 69%	102 74%	16 76%	177 71%	56 73%	117 80% T	189 70%	78 78%	155 69%
Somewhat likely	49 15%	-	-	-	-	49 15%	27 16%	22 14%	7 13%	18 16%	22 16%	2 10%	-	25 15%	22 16%	2 10%	40 16%	9 12%	15 10%	41 15%	12 12%	37 16%
BOTTOM 2 BOX (NET)	30 9%	-	-	-	-	30 9%	16 9%	14 9%	5 9%	13 12%	10 7%	1 5%	1 100%	18 11%	10 7%	2 10%	22 9%	8 10%	12 8%	27 10%	9 9%	21 9%
Somewhat unlikely	11 3%	-	-	-	-	11 3%	4 2%	7 5%	2 4%	5 5%	4 3%	- -	- -	7 4%	4 3%	- -	8 3%	3 4%	5 3%	10 4%	3 3%	8 4%
Very unlikely	19 6%	-	-	-	-	19 6%	12 7%	7 5%	3 5%	8 7%	6 4%	1 5%	1 100%	11 7%	6 4%	2 10%	14 6%	5 6%	7 5%	17 6%	6 6%	13 6%
Not sure	13 4%	-	-	-	-	13 4%	9 5%	4 3%	3 5%	5 5%	4 3%	1 5%	-	8 5%	4 3%	1 5%	9 4%	4 5%	2 1%	12 4% S	1 1%	12 5%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	325 100%	-	-	-	-	325 100%	172 100%	153 100%	56 100%	110 100%	138 100%	20 100%	1 100%	166 100%	138 100%	21 100%	248 100%	77 100%	146 100%	269 100%	100 100%	225 100%

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

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

28 Aug 2015  
Table 36

18. .id

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	101	-**	-**	-**	-**	101	69*	32*	13**	42*	45*	1**	-**	55*	45*	1**	73*	28**	74*	79*	41*	60*
TOP 2 BOX (NET)	95 94%	-	-	-	-	95 94%	64 93%	31 97%	13 100%	37 88%	44 98%	1 100%	-	50 91%	44 98%	1 100%	68 93%	27 96%	70 95%	73 92%	39 95%	56 93%
Very likely	81 80%	-	-	-	-	81 80%	52 75%	29 91%	13 100%	27 64%	40 89% J	1 100%	-	40 73%	40 89% N	1 100%	59 81%	22 79%	60 81%	62 78%	32 78%	49 82%
Somewhat likely	14 14%	-	-	-	-	14 14%	12 17%	2 6%	-	10 24%	4 9%	-	-	10 18%	4 9%	-	9 12%	5 18%	10 14%	11 14%	7 17%	7 12%
BOTTOM 2 BOX (NET)	4 4%	-	-	-	-	4 4%	4 6%	-	-	4 10% K	-	-	-	4 7%	-	-	3 4%	1 4%	4 5%	4 5%	1 2%	3 5%
Somewhat unlikely	2 2%	-	-	-	-	2 2%	2 3%	-	-	2 5%	-	-	-	2 4%	-	-	2 3%	-	2 3%	2 3%	1 2%	1 2%
Very unlikely	2 2%	-	-	-	-	2 2%	2 3%	-	-	2 5%	-	-	-	2 4%	-	-	1 1%	1 4%	2 3%	2 3%	-	2 3%
Not sure	2 2%	-	-	-	-	2 2%	1 1%	1 3%	-	1 2%	1 2%	-	-	1 2%	1 2%	-	2 3%	-	-	2 3%	1 2%	1 2%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	101 100%	-	-	-	-	101 100%	69 100%	32 100%	13 100%	42 100%	45 100%	1 100%	-	55 100%	45 100%	1 100%	73 100%	28 100%	74 100%	79 100%	41 100%	60 100%

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

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

28 Aug 2015  
Table 37

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	207	**	**	**	207	**	166	41*	25**	107	72*	3**	**	132	72*	3**	126	81*	98*	184	55*	152
TOP 2 BOX (NET)	184 89%	-	-	-	184 89%	-	146 88%	38 93%	21 84%	96 90%	64 89%	3 100%	-	117 89%	64 89%	3 100%	114 90%	70 86%	90 92%	162 88%	49 89%	135 89%
Very likely	167 81%	-	-	-	167 81%	-	136 82%	31 76%	21 84%	84 79%	59 82%	3 100%	-	105 80%	59 82%	3 100%	105 83%	62 77%	84 86%	148 80%	44 80%	123 81%
Somewhat likely	17 8%	-	-	-	17 8%	-	10 6%	7 17% G	-	12 11%	5 7%	-	-	12 9%	5 7%	-	9 7%	8 10%	6 6%	14 8%	5 9%	12 8%
BOTTOM 2 BOX (NET)	13 6%	-	-	-	13 6%	-	11 7%	2 5%	1 4%	5 5%	7 10%	-	-	6 5%	7 10%	-	6 5%	7 9%	4 4%	13 7%	5 9%	8 5%
Somewhat unlikely	4 2%	-	-	-	4 2%	-	3 2%	1 2%	-	3 3%	1 1%	-	-	3 2%	1 1%	-	2 2%	2 2%	2 2%	4 2%	1 2%	3 2%
Very unlikely	9 4%	-	-	-	9 4%	-	8 5%	1 2%	1 4%	2 2%	6 8% J	-	-	3 2%	6 8% N	-	4 3%	5 6%	2 2%	9 5%	4 7%	5 3%
Not sure	10 5%	-	-	-	10 5%	-	9 5%	1 2%	3 12%	6 6%	1 1%	-	-	9 7%	1 1%	-	6 5%	4 5%	4 4%	9 5%	1 2%	9 6%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	207 100%	-	-	-	207 100%	-	166 100%	41 100%	25 100%	107 100%	72 100%	3 100%	-	132 100%	72 100%	3 100%	126 100%	81 100%	98 100%	184 100%	55 100%	152 100%

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

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

28 Aug 2015  
Table 38

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	101	-**	-**	-**	101	-**	63*	38*	13**	24**	43*	15**	6**	37*	43*	21**	73*	28**	46*	82*	27**	74*
TOP 2 BOX (NET)	94 93%	-	-	-	94 93%	-	58 92%	36 95%	13 100%	22 92%	39 91%	15 100%	5 83%	35 95%	39 91%	20 95%	67 92%	27 96%	42 91%	78 95%	26 96%	68 92%
Very likely	89 88%	-	-	-	89 88%	-	54 86%	35 92%	12 92%	20 83%	38 88%	15 100%	4 67%	32 86%	38 88%	19 90%	64 88%	25 89%	40 87%	73 89%	26 96%	63 85%
Somewhat likely	5 5%	-	-	-	5 5%	-	4 6%	1 3%	1 8%	2 8%	1 2%	-	17%	3 8%	1 2%	1 5%	3 4%	2 7%	2 4%	5 6%	-	5 7%
BOTTOM 2 BOX (NET)	4 4%	-	-	-	4 4%	-	4 6%	-	-	1 4%	3 7%	-	-	1 3%	3 7%	-	3 4%	1 4%	2 4%	3 4%	1 4%	3 4%
Somewhat unlikely	1 1%	-	-	-	1 1%	-	1 2%	-	-	1 4%	-	-	-	1 3%	-	-	-	1 4%	-	1 1%	-	1 1%
Very unlikely	3 3%	-	-	-	3 3%	-	3 5%	-	-	-	3 7%	-	-	-	3 7%	-	3 4%	-	2 4%	2 2%	1 4%	2 3%
Not sure	3 3%	-	-	-	3 3%	-	1 2%	2 5%	-	1 4%	1 2%	-	17%	1 3%	1 2%	1 5%	3 4%	-	2 4%	1 1%	-	3 4%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	101 100%	-	-	-	101 100%	-	63 100%	38 100%	13 100%	24 100%	43 100%	15 100%	6 100%	37 100%	43 100%	21 100%	73 100%	28 100%	46 100%	82 100%	27 100%	74 100%

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

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

28 Aug 2015  
Table 39

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	106	-**	-**	-**	106	-**	97*	9**	24**	45*	34*	2**	1**	69*	34*	3**	68*	38*	48*	82*	46*	60*
TOP 2 BOX (NET)	92 87%	-	-	-	92 87%	-	83 86%	9 100%	22 92%	36 80%	31 91%	2 100%	1 100%	58 84%	31 91%	3 100%	57 84%	35 92%	43 90%	72 88%	41 89%	51 85%
Very likely	73 69%	-	-	-	73 69%	-	66 68%	7 78%	15 63%	28 62%	27 79%	2 100%	1 100%	43 62%	27 79%	3 100%	45 66%	28 74%	31 65%	56 68%	30 65%	43 72%
Somewhat likely	19 18%	-	-	-	19 18%	-	17 18%	2 22%	7 29%	8 18%	4 12%	-	-	15 22%	4 12%	-	12 18%	7 18%	12 25%	16 20%	11 24%	8 13%
BOTTOM 2 BOX (NET)	10 9%	-	-	-	10 9%	-	10 10%	-	1 4%	6 13%	3 9%	-	-	7 10%	3 9%	-	7 10%	3 8%	4 8%	8 10%	3 7%	7 12%
Somewhat unlikely	4 4%	-	-	-	4 4%	-	4 4%	-	-	3 7%	1 3%	-	-	3 4%	1 3%	-	4 6%	-	2 4%	4 5%	2 4%	2 3%
Very unlikely	6 6%	-	-	-	6 6%	-	6 6%	-	1 4%	3 7%	2 6%	-	-	4 6%	2 6%	-	3 4%	3 8%	2 4%	4 5%	1 2%	5 8%
Not sure	4 4%	-	-	-	4 4%	-	4 4%	-	1 4%	3 7%	-	-	-	4 6%	-	-	4 6%	-	1 2%	2 2%	2 4%	2 3%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	106 100%	-	-	-	106 100%	-	97 100%	9 100%	24 100%	45 100%	34 100%	2 100%	1 100%	69 100%	34 100%	3 100%	68 100%	38 100%	48 100%	82 100%	46 100%	60 100%

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



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

28 Aug 2015  
Table 40

Base: All Qualified Respondents

	Total Regi- strants  (A)	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America  (B)	South America  (C)	Europe  (D)	Africa  (E)	Asia  (F)	Male  (G)	Female  (H)	18-24  (I)	25-34  (J)	35-54  (K)	55-64  (L)	65+  (M)	18-34  (N)	35-54  (O)	55+  (P)	Primary decision maker  (Q)	Shared decision maker  (R)	Consumer  (S)	Commer- cial  (T)	Yes  (U)	No  (V)
		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	125	-**	125	-**	-**	-**	86*	39*	13**	35*	58*	14**	5**	48*	58*	19**	92*	33*	58*	110	58*	67*
TOP 2 BOX (NET)	97 78%	-	97 78%	-	-	-	66 77%	31 79%	10 77%	23 66%	47 81%	13 93%	4 80%	33 69%	47 81%	17 89%	69 75%	28 85%	49 84%	85 77%	44 76%	53 79%
Very likely	92 74%	-	92 74%	-	-	-	62 72%	30 77%	10 77%	21 60%	45 78%	12 86%	4 80%	31 65%	45 78%	16 84%	66 72%	26 79%	47 81%	80 73%	42 72%	50 75%
Somewhat likely	5 4%	-	5 4%	-	-	-	4 5%	1 3%	-	2 6%	2 3%	1 7%	-	2 4%	2 3%	1 5%	3 3%	2 6%	2 3%	5 5%	2 3%	3 4%
BOTTOM 2 BOX (NET)	21 17%	-	21 17%	-	-	-	15 17%	6 15%	1 8%	9 26%	10 17%	-	1 20%	10 21%	10 17%	1 5%	18 20%	3 9%	5 9%	20 18% S	10 17%	11 16%
Somewhat unlikely	1 1%	-	1 1%	-	-	-	1 1%	-	-	1 3%	-	-	-	1 2%	-	-	1 1%	-	-	1 1%	1 2%	-
Very unlikely	20 16%	-	20 16%	-	-	-	14 16%	6 15%	1 8%	8 23%	10 17%	-	1 20%	9 19%	10 17%	1 5%	17 18%	3 9%	5 9%	19 17% S	9 16%	11 16%
Not sure	7 6%	-	7 6%	-	-	-	5 6%	2 5%	2 15%	3 9%	1 2%	1 7%	-	5 10%	1 2%	1 5%	5 5%	2 6%	4 7%	5 5%	4 7%	3 4%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	125 100%	-	125 100%	-	-	-	86 100%	39 100%	13 100%	35 100%	58 100%	14 100%	5 100%	48 100%	58 100%	19 100%	92 100%	33 100%	58 100%	110 100%	58 100%	67 100%

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

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

28 Aug 2015  
Table 41

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	100	-**	100	-**	-**	-**	62*	38*	11**	21**	56*	8**	4**	32*	56*	12**	73*	27**	57*	79*	36*	64*
TOP 2 BOX (NET)	82 82%	-	82 82%	-	-	-	49 79%	33 87%	9 82%	19 90%	47 84%	4 50%	3 75%	28 88%	47 84%	7 58%	57 78%	25 93%	46 81%	66 84%	31 86%	51 80%
Very likely	75 75%	-	75 75%	-	-	-	45 73%	30 79%	7 64%	19 90%	45 80%	2 25%	2 50%	26 81%	45 80%	4 33%	52 71%	23 85%	44 77%	61 77%	28 78%	47 73%
Somewhat likely	7 7%	-	7 7%	-	-	-	4 6%	3 8%	2 18%	-	2 4%	2 25%	1 25%	2 6%	2 4%	3 25%	5 7%	2 7%	2 4%	5 6%	3 8%	4 6%
BOTTOM 2 BOX (NET)	13 13%	-	13 13%	-	-	-	10 16%	3 8%	1 9%	2 10%	6 11%	3 38%	1 25%	3 9%	6 11%	4 33%	11 15%	2 7%	8 14%	10 13%	4 11%	9 14%
Somewhat unlikely	4 4%	-	4 4%	-	-	-	4 6%	-	-	1 5%	2 4%	1 13%	-	1 3%	2 4%	1 8%	3 4%	1 4%	3 5%	3 4%	2 6%	2 3%
Very unlikely	9 9%	-	9 9%	-	-	-	6 10%	3 8%	1 9%	1 5%	4 7%	2 25%	1 25%	2 6%	4 7%	3 25%	8 11%	1 4%	5 9%	7 9%	2 6%	7 11%
Not sure	5 5%	-	5 5%	-	-	-	3 5%	2 5%	1 9%	-	3 5%	1 13%	-	1 3%	3 5%	1 8%	5 7%	-	3 5%	3 4%	1 3%	4 6%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	100 100%	-	100 100%	-	-	-	62 100%	38 100%	11 100%	21 100%	56 100%	8 100%	4 100%	32 100%	56 100%	12 100%	73 100%	27 100%	57 100%	79 100%	36 100%	64 100%

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

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

28 Aug 2015  
Table 42

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	175	-**	175	-**	-**	-**	108	67*	38*	52*	66*	16**	3**	90*	66*	19**	137	38*	85*	139	68*	107
TOP 2 BOX (NET)	146 83%	-	146 83%	-	-	-	91 84%	55 82%	33 87%	41 79%	56 85%	13 81%	3 100%	74 82%	56 85%	16 84%	112 82%	34 89%	68 80%	119 86%	53 78%	93 87%
Very likely	131 75%	-	131 75%	-	-	-	84 78%	47 70%	29 76%	39 75%	51 77%	10 63%	2 67%	68 76%	51 77%	12 63%	101 74%	30 79%	59 69%	109 78% S	48 71%	83 78%
Somewhat likely	15 9%	-	15 9%	-	-	-	7 6%	8 12%	4 11%	2 4%	5 8%	3 19%	1 33%	6 7%	5 8%	4 21%	11 8%	4 11%	9 11%	10 7%	5 7%	10 9%
BOTTOM 2 BOX (NET)	24 14%	-	24 14%	-	-	-	14 13%	10 15%	5 13%	8 15%	9 14%	2 13%	-	13 14%	9 14%	2 11%	20 15%	4 11%	15 18%	15 11%	14 21% V	10 9%
Somewhat unlikely	3 2%	-	3 2%	-	-	-	2 2%	1 1%	1 3%	2 4%	-	-	-	3 3%	-	-	2 1%	1 3%	2 2%	2 1%	2 3%	1 1%
Very unlikely	21 12%	-	21 12%	-	-	-	12 11%	9 13%	4 11%	6 12%	9 14%	2 13%	-	10 11%	9 14%	2 11%	18 13%	3 8%	13 15%	13 9%	12 18%	9 8%
Not sure	5 3%	-	5 3%	-	-	-	3 3%	2 3%	-	3 6%	1 2%	1 6%	-	3 3%	1 2%	1 5%	5 4%	-	2 2%	5 4%	1 1%	4 4%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	175 100%	-	175 100%	-	-	-	108 100%	67 100%	38 100%	52 100%	66 100%	16 100%	3 100%	90 100%	66 100%	19 100%	137 100%	38 100%	85 100%	139 100%	68 100%	107 100%

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

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

28 Aug 2015  
Table 43

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	54*	-**	-**	54*	-**	-**	40*	14**	6**	14**	28**	4**	2**	20**	28**	6**	45*	9**	27**	46*	35*	19**
TOP 2 BOX (NET)	46 85%	-	-	46 85%	-	-	34 85%	12 86%	3 50%	14 100%	24 86%	3 75%	2 100%	17 85%	24 86%	5 83%	37 82%	9 100%	23 85%	38 83%	29 83%	17 89%
Very likely	38 70%	-	-	38 70%	-	-	30 75%	8 57%	3 50%	10 71%	20 71%	3 75%	2 100%	13 65%	20 71%	5 83%	30 67%	8 89%	20 74%	32 70%	24 69%	14 74%
Somewhat likely	8 15%	-	-	8 15%	-	-	4 10%	4 29%	-	4 29%	4 14%	-	-	4 20%	4 14%	-	7 16%	1 11%	3 11%	6 13%	5 14%	3 16%
BOTTOM 2 BOX (NET)	5 9%	-	-	5 9%	-	-	4 10%	1 7%	3 50%	-	1 4%	1 25%	-	3 15%	1 4%	1 17%	5 11%	-	1 4%	5 11%	4 11%	1 5%
Somewhat unlikely	3 6%	-	-	3 6%	-	-	3 8%	-	2 33%	-	1 4%	-	-	2 10%	1 4%	-	3 7%	-	-	3 7%	3 9%	-
Very unlikely	2 4%	-	-	2 4%	-	-	1 3%	1 7%	1 17%	-	-	1 25%	-	1 5%	-	1 17%	2 4%	-	1 4%	2 4%	1 3%	1 5%
Not sure	3 6%	-	-	3 6%	-	-	2 5%	1 7%	-	-	3 11%	-	-	-	3 11%	-	3 7%	-	3 11%	3 7%	2 6%	1 5%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	54 100%	-	-	54 100%	-	-	40 100%	14 100%	6 100%	14 100%	28 100%	4 100%	2 100%	20 100%	28 100%	6 100%	45 100%	9 100%	27 100%	46 100%	35 100%	19 100%

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

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

28 Aug 2015  
Table 44

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	50*	..	..	50*	..	..	35*	15**	13**	15**	20**	2**	..	28**	20**	2**	43*	7**	22**	41*	19**	31*
TOP 2 BOX (NET)	42 84%	-	-	42 84%	-	-	29 83%	13 87%	10 77%	14 93%	16 80%	2 100%	-	24 86%	16 80%	2 100%	36 84%	6 86%	20 91%	33 80%	14 74%	28 90%
Very likely	32 64%	-	-	32 64%	-	-	21 60%	11 73%	4 31%	13 87%	13 65%	2 100%	-	17 61%	13 65%	2 100%	30 70%	2 29%	16 73%	24 59%	10 53%	22 71%
Somewhat likely	10 20%	-	-	10 20%	-	-	8 23%	2 13%	6 46%	1 7%	3 15%	-	-	7 25%	3 15%	-	6 14%	4 57%	4 18%	9 22%	4 21%	6 19%
BOTTOM 2 BOX (NET)	6 12%	-	-	6 12%	-	-	4 11%	2 13%	2 15%	1 7%	3 15%	-	-	3 11%	3 15%	-	5 12%	1 14%	2 9%	6 15%	4 21%	2 6%
Somewhat unlikely	4 8%	-	-	4 8%	-	-	3 9%	1 7%	-	1 7%	3 15%	-	-	1 4%	3 15%	-	4 9%	-	1 5%	4 10%	2 11%	2 6%
Very unlikely	2 4%	-	-	2 4%	-	-	1 3%	1 7%	2 15%	-	-	-	-	2 7%	-	-	1 2%	1 14%	1 5%	2 5%	1 11%	-
Not sure	2 4%	-	-	2 4%	-	-	2 6%	-	1 8%	-	1 5%	-	-	1 4%	1 5%	-	2 5%	-	-	2 5%	1 5%	1 3%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	50 100%	-	-	50 100%	-	-	35 100%	15 100%	13 100%	15 100%	20 100%	2 100%	-	28 100%	20 100%	2 100%	43 100%	7 100%	22 100%	41 100%	19 100%	31 100%

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

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

28 Aug 2015  
Table 45

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	50*	..	..	50*	..	..	25**	25**	6**	7**	28**	6**	3**	13**	28**	9**	38*	12**	20**	35*	20**	30*
TOP 2 BOX (NET)	39 78%	-	-	39 78%	-	-	18 72%	21 84%	5 83%	6 86%	21 75%	6 100%	1 33%	11 85%	21 75%	7 78%	29 76%	10 83%	19 95%	25 71%	14 70%	25 83%
Very likely	32 64%	-	-	32 64%	-	-	16 64%	16 64%	5 83%	5 71%	18 64%	4 67%	-	10 77%	18 64%	4 44%	24 63%	8 67%	16 80%	22 63%	13 65%	19 63%
Somewhat likely	7 14%	-	-	7 14%	-	-	2 8%	5 20%	-	1 14%	3 11%	2 33%	1 33%	1 8%	3 11%	3 33%	5 13%	2 17%	3 15%	3 9%	1 5%	6 20%
BOTTOM 2 BOX (NET)	5 10%	-	-	5 10%	-	-	3 12%	2 8%	-	1 14%	4 14%	-	-	1 8%	4 14%	-	4 11%	1 8%	1 5%	5 14%	3 15%	2 7%
Somewhat unlikely	1 2%	-	-	1 2%	-	-	1 4%	-	-	-	1 4%	-	-	-	1 4%	-	1 3%	-	-	1 3%	1 5%	-
Very unlikely	4 8%	-	-	4 8%	-	-	2 8%	2 8%	-	1 14%	3 11%	-	-	1 8%	3 11%	-	3 8%	1 8%	1 5%	4 11%	2 10%	2 7%
Not sure	6 12%	-	-	6 12%	-	-	4 16%	2 8%	1 17%	-	3 11%	-	2 67%	1 8%	3 11%	2 22%	5 13%	1 8%	-	5 14%	3 15%	3 10%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	50 100%	-	-	50 100%	-	-	25 100%	25 100%	6 100%	7 100%	28 100%	6 100%	3 100%	13 100%	28 100%	9 100%	38 100%	12 100%	20 100%	35 100%	20 100%	30 100%

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

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

28 Aug 2015  
Table 46

28. .pl

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	53*	..	..	53*	..	..	26**	27**	8**	14**	23**	8**	..	22**	23**	8**	39*	14**	28**	33*	19**	34*
TOP 2 BOX (NET)	47 89%	-	-	47 89%	-	-	23 88%	24 89%	7 88%	13 93%	22 96%	5 63%	-	20 91%	22 96%	5 63%	37 95%	10 71%	24 86%	31 94%	18 95%	29 85%
Very likely	37 70%	-	-	37 70%	-	-	17 65%	20 74%	7 88%	11 79%	16 70%	3 38%	-	18 82%	16 70%	3 38%	27 69%	10 71%	20 71%	23 70%	12 63%	25 74%
Somewhat likely	10 19%	-	-	10 19%	-	-	6 23%	4 15%	-	2 14%	6 26%	2 25%	-	2 9%	6 26%	2 25%	10 26%	-	4 14%	8 24%	6 32%	4 12%
BOTTOM 2 BOX (NET)	4 8%	-	-	4 8%	-	-	1 4%	3 11%	-	1 7%	1 4%	2 25%	-	1 5%	1 4%	2 25%	1 3%	3 21%	2 7%	2 6%	1 5%	3 9%
Somewhat unlikely	2 4%	-	-	2 4%	-	-	1 4%	1 4%	-	-	1 4%	1 13%	-	-	1 4%	1 13%	1 3%	1 7%	1 4%	1 3%	1 5%	1 3%
Very unlikely	2 4%	-	-	2 4%	-	-	-	2 7%	-	1 7%	-	1 13%	-	1 5%	-	1 13%	-	2 14%	1 4%	1 3%	-	2 6%
Not sure	2 4%	-	-	2 4%	-	-	2 8%	-	1 13%	-	-	1 13%	-	1 5%	-	1 13%	1 3%	1 7%	2 7%	-	-	2 6%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	53 100%	-	-	53 100%	-	-	26 100%	27 100%	8 100%	14 100%	23 100%	8 100%	-	22 100%	23 100%	8 100%	39 100%	14 100%	28 100%	33 100%	19 100%	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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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

28 Aug 2015  
Table 47

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	100	-**	-**	100	-**	-**	61*	39*	4**	16**	46*	21**	13**	20**	46*	34*	79*	21**	51*	68*	39*	61*
TOP 2 BOX (NET)	82 82%	-	-	82 82%	-	-	53 87%	29 74%	4 100%	13 81%	33 72%	19 90%	13 100%	17 85%	33 72%	32 94% O	64 81%	18 86%	41 80%	53 78%	33 85%	49 80%
Very likely	68 68%	-	-	68 68%	-	-	42 69%	26 67%	3 75%	12 75%	27 59%	16 76%	10 77%	15 75%	27 59%	26 76%	50 63%	18 86%	34 67%	42 62%	26 67%	42 69%
Somewhat likely	14 14%	-	-	14 14%	-	-	11 18%	3 8%	1 25%	1 6%	6 13%	3 14%	3 23%	2 10%	6 13%	6 18%	14 18%	-	7 14%	11 16%	7 18%	7 11%
BOTTOM 2 BOX (NET)	8 8%	-	-	8 8%	-	-	3 5%	5 13%	-	2 13%	5 11%	1 5%	-	2 10%	5 11%	1 3%	6 8%	2 10%	5 10%	8 12%	3 8%	5 8%
Somewhat unlikely	3 3%	-	-	3 3%	-	-	-	3 8% G	-	-	3 7%	-	-	-	3 7%	-	2 3%	1 5%	2 4%	3 4%	1 3%	2 3%
Very unlikely	5 5%	-	-	5 5%	-	-	3 5%	2 5%	-	2 13%	2 4%	1 5%	-	2 10%	2 4%	1 3%	4 5%	1 5%	3 6%	5 7%	2 5%	3 5%
Not sure	10 10%	-	-	10 10%	-	-	5 8%	5 13%	-	1 6%	8 17%	1 5%	-	1 5%	8 17% P	1 3%	9 11%	1 5%	5 10%	7 10%	3 8%	7 11%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	100 100%	-	-	100 100%	-	-	61 100%	39 100%	4 100%	16 100%	46 100%	21 100%	13 100%	20 100%	46 100%	34 100%	79 100%	21 100%	51 100%	68 100%	39 100%	61 100%

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



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

28 Aug 2015  
Table 48

Base: All Qualified Respondents

	Total Regi- strants (A)	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	Primary decision maker (Q)	Shared decision maker (R)	Consumer (S)	Commer- cial (T)	Yes (U)	No (V)
		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	101	-**	-**	101	-**	-**	66*	35*	12**	25**	47*	12**	5**	37*	47*	17**	83*	18**	52*	67*	50*	51*
TOP 2 BOX (NET)	78 77%	-	-	78 77%	-	-	51 77%	27 77%	10 83%	15 60%	39 83%	11 92%	3 60%	25 68%	39 83%	14 82%	65 78%	13 72%	40 77%	52 78%	40 80%	38 75%
Very likely	65 64%	-	-	65 64%	-	-	42 64%	23 66%	8 67%	13 52%	33 70%	8 67%	3 60%	21 57%	33 70%	11 65%	54 65%	11 61%	34 65%	45 67%	34 68%	31 61%
Somewhat likely	13 13%	-	-	13 13%	-	-	9 14%	4 11%	2 17%	2 8%	6 13%	3 25%	-	4 11%	6 13%	3 18%	11 13%	2 11%	6 12%	7 10%	6 12%	7 14%
BOTTOM 2 BOX (NET)	19 19%	-	-	19 19%	-	-	12 18%	7 20%	2 17%	7 28%	7 15%	1 8%	2 40%	9 24%	7 15%	3 18%	16 19%	3 17%	10 19%	13 19%	9 18%	10 20%
Somewhat unlikely	8 8%	-	-	8 8%	-	-	5 8%	3 9%	1 8%	2 8%	4 9%	1 8%	-	3 8%	4 9%	1 6%	8 10%	-	4 8%	7 10%	5 10%	3 6%
Very unlikely	11 11%	-	-	11 11%	-	-	7 11%	4 11%	1 8%	5 20%	3 6%	-	2 40%	6 16%	3 6%	2 12%	8 10%	3 17%	6 12%	6 9%	4 8%	7 14%
Not sure	4 4%	-	-	4 4%	-	-	3 5%	1 3%	-	3 12%	1 2%	-	-	3 8%	1 2%	-	2 2%	2 11%	2 4%	2 3%	1 2%	3 6%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	101 100%	-	-	101 100%	-	-	66 100%	35 100%	12 100%	25 100%	47 100%	12 100%	5 100%	37 100%	47 100%	17 100%	83 100%	18 100%	52 100%	67 100%	50 100%	51 100%

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

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

28 Aug 2015  
Table 49

31. .de

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	125	-**	-**	125	-**	-**	75*	50*	15**	29**	59*	15**	7**	44*	59*	22**	103	22**	82*	69*	42*	83*
TOP 2 BOX (NET)	113 90%	-	-	113 90%	-	-	69 92%	44 88%	13 87%	25 86%	54 92%	15 100%	6 86%	38 86%	54 92%	21 95%	94 91%	19 86%	76 93%	61 88%	36 86%	77 93%
Very likely	107 86%	-	-	107 86%	-	-	64 85%	43 86%	13 87%	23 79%	50 85%	15 100%	6 86%	36 82%	50 85%	21 95%	88 85%	19 86%	71 87%	59 86%	34 81%	73 88%
Somewhat likely	6 5%	-	-	6 5%	-	-	5 7%	1 2%	-	2 7%	4 7%	-	-	2 5%	4 7%	-	6 6%	-	5 6%	2 3%	2 5%	4 5%
BOTTOM 2 BOX (NET)	7 6%	-	-	7 6%	-	-	4 5%	3 6%	-	3 10%	3 5%	-	1 14%	3 7%	3 5%	1 5%	5 5%	2 9%	3 4%	4 6%	3 7%	4 5%
Somewhat unlikely	3 2%	-	-	3 2%	-	-	2 3%	1 2%	-	1 3%	1 2%	-	1 14%	1 2%	1 2%	1 5%	2 2%	1 5%	2 2%	1 1%	2 5%	1 1%
Very unlikely	4 3%	-	-	4 3%	-	-	2 3%	2 4%	-	2 7%	2 3%	-	-	2 5%	2 3%	-	3 3%	1 5%	1 1%	3 4%	1 2%	3 4%
Not sure	5 4%	-	-	5 4%	-	-	2 3%	3 6%	2 13%	1 3%	2 3%	-	-	3 7%	2 3%	-	4 4%	1 5%	3 4%	4 6%	3 7%	2 2%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	125 100%	-	-	125 100%	-	-	75 100%	50 100%	15 100%	29 100%	59 100%	15 100%	7 100%	44 100%	59 100%	22 100%	103 100%	22 100%	82 100%	69 100%	42 100%	83 100%

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

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

28 Aug 2015  
Table 50

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	268	268	-**	-**	-**	-**	181	87*	5**	39*	121	57*	46*	44*	121	103	234	34*	152	234	148	120
TOP 2 BOX (NET)	154 57%	154 57%	-	-	-	-	104 57%	50 57%	3 60%	23 59%	72 60%	34 60%	22 48%	26 59%	72 60%	56 54%	135 58%	19 56%	94 62%	132 56%	87 59%	67 56%
Very likely	73 27%	73 27%	-	-	-	-	51 28%	22 25%	1 20%	10 26%	35 29%	19 33%	8 17%	11 25%	35 29%	27 26%	66 28%	7 21%	42 28%	65 28%	48 32% V	25 21%
Somewhat likely	81 30%	81 30%	-	-	-	-	53 29%	28 32%	2 40%	13 33%	37 31%	15 26%	14 30%	15 34%	37 31%	29 28%	69 29%	12 35%	52 34%	67 29%	39 26%	42 35%
BOTTOM 2 BOX (NET)	78 29%	78 29%	-	-	-	-	57 31%	21 24%	2 40%	15 38%	32 26%	16 28%	13 28%	17 39%	32 26%	29 28%	70 30%	8 24%	44 29%	68 29%	44 30%	34 28%
Somewhat unlikely	50 19%	50 19%	-	-	-	-	41 23% H	9 10%	1 20%	12 31% K	19 16%	11 19%	7 15%	13 30% O	19 16%	18 17%	44 19%	6 18%	26 17%	46 20%	29 20%	21 18%
Very unlikely	28 10%	28 10%	-	-	-	-	16 9%	12 14%	1 20%	3 8%	13 11%	5 9%	6 13%	4 9%	13 11%	11 11%	26 11%	2 6%	18 12%	22 9%	15 10%	13 11%
Not sure	36 13%	36 13%	-	-	-	-	20 11%	16 18%	-	1 3%	17 14%	7 12%	11 24% J	1 2%	17 14% N	18 17% N	29 12%	7 21%	14 9%	34 15% S	17 11%	19 16%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	268 100%	268 100%	-	-	-	-	181 100%	87 100%	5 100%	39 100%	121 100%	57 100%	46 100%	44 100%	121 100%	103 100%	234 100%	34 100%	152 100%	234 100%	148 100%	120 100%

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

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

28 Aug 2015  
Table 51

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	103	103	-**	-**	-**	-**	63*	40*	19**	26**	33*	19**	6**	45*	33*	25**	74*	29**	59*	76*	33*	70*
TOP 2 BOX (NET)	93 90%	93 90%	-	-	-	-	57 90%	36 90%	16 84%	23 88%	29 88%	19 100%	6 100%	39 87%	29 88%	25 100%	66 89%	27 93%	58 98% T	67 88%	30 91%	63 90%
Very likely	81 79%	81 79%	-	-	-	-	48 76%	33 83%	15 79%	18 69%	24 73%	18 95%	6 100%	33 73%	24 73%	24 96%	57 77%	24 83%	51 86% T	57 75%	27 82%	54 77%
Somewhat likely	12 12%	12 12%	-	-	-	-	9 14%	3 8%	1 5%	5 19%	5 15%	1 5%	-	6 13%	5 15%	1 4%	9 12%	3 10%	7 12%	10 13%	3 9%	9 13%
BOTTOM 2 BOX (NET)	6 6%	6 6%	-	-	-	-	4 6%	2 5%	-	3 12%	3 9%	-	-	3 7%	3 9%	-	5 7%	1 3%	-	6 8% S	2 6%	4 6%
Somewhat unlikely	1 1%	1 1%	-	-	-	-	-	1 3%	-	-	1 3%	-	-	-	1 3%	-	-	1 3%	-	1 1%	-	1 1%
Very unlikely	5 5%	5 5%	-	-	-	-	4 6%	1 3%	-	3 12%	2 6%	-	-	3 7%	2 6%	-	5 7%	-	-	5 7% S	2 6%	3 4%
Not sure	4 4%	4 4%	-	-	-	-	2 3%	2 5%	3 16%	-	1 3%	-	-	3 7%	1 3%	-	3 4%	1 3%	1 2%	3 4%	1 3%	3 4%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	103 100%	103 100%	-	-	-	-	63 100%	40 100%	19 100%	26 100%	33 100%	19 100%	6 100%	45 100%	33 100%	25 100%	74 100%	29 100%	59 100%	76 100%	33 100%	70 100%

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

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

28 Aug 2015  
Table 52

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	102	102	-**	-**	-**	-**	66*	36*	16**	31*	47*	6**	2**	47*	47*	8**	79*	23**	47*	82*	37*	65*
TOP 2 BOX (NET)	90 88%	90 88%	-	-	-	-	61 92%	29 81%	13 81%	26 84%	44 94%	5 83%	2 100%	39 83%	44 94%	7 88%	70 89%	20 87%	46 98% T	71 87%	33 89%	57 88%
Very likely	87 85%	87 85%	-	-	-	-	61 92% H	26 72%	13 81%	24 77%	43 91%	5 83%	2 100%	37 79%	43 91%	7 88%	67 85%	20 87%	44 94%	70 85%	33 89%	54 83%
Somewhat likely	3 3%	3 3%	-	-	-	-	-	3 8% G	-	2 6%	1 2%	-	-	2 4%	1 2%	-	3 4%	-	2 4%	1 1%	-	3 5%
BOTTOM 2 BOX (NET)	9 9%	9 9%	-	-	-	-	3 5%	6 17% G	3 19%	5 16% K	1 2%	-	-	8 17% O	1 2%	-	7 9%	2 9%	1 2%	8 10%	4 11%	5 8%
Somewhat unlikely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	9 9%	9 9%	-	-	-	-	3 5%	6 17% G	3 19%	5 16% K	1 2%	-	-	8 17% O	1 2%	-	7 9%	2 9%	1 2%	8 10%	4 11%	5 8%
Not sure	3 3%	3 3%	-	-	-	-	2 3%	1 3%	-	-	2 4%	1 17%	-	-	2 4%	1 13%	2 3%	1 4%	-	3 4%	-	3 5%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	102 100%	102 100%	-	-	-	-	66 100%	36 100%	16 100%	31 100%	47 100%	6 100%	2 100%	47 100%	47 100%	8 100%	79 100%	23 100%	47 100%	82 100%	37 100%	65 100%

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

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

1. .biz

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	734	71*	65*	99*	128	371	456	278	52*	223	386	62*	11**	275	386	73*	618	116	433	586	338	396
I've been to this type of website before	290 40%	31 44%	24 37%	41 41%	54 42%	140 38%	193 42% H	97 35%	19 37%	88 39%	153 40%	24 39%	6 55%	107 39%	153 40%	30 41%	246 40%	44 38%	184 42%	231 39%	135 40%	155 39%
It has information I'm seeking	251 34%	28 39%	22 34%	35 35%	50 39%	116 31%	161 35%	90 32%	13 25%	71 32%	138 36%	24 39%	5 45%	84 31%	138 36%	29 40%	215 35%	36 31%	153 35%	206 35%	131 39% V	120 30%
I trust this extension	196 27%	17 24%	13 20%	31 31%	32 25%	103 28%	126 28%	70 25%	11 21%	63 28%	107 28%	13 21%	2 18%	74 27%	107 28%	15 21%	169 27%	27 23%	126 29%	153 26%	90 27%	106 27%
It's where you go for specific information	195 27% C	22 31% C	9 14%	28 28% C	36 28% C	100 27% C	131 29%	64 23%	7 13%	55 25%	109 28% I	21 34% I	3 27%	62 23%	109 28%	24 33%	169 27%	26 22%	123 28%	155 26%	94 28%	101 26%
It seems legitimate	181 25%	17 24%	23 35% AEF	26 26%	28 22%	87 23%	110 24%	71 26%	10 19%	60 27%	92 24%	15 24%	4 36%	70 25%	92 24%	19 26%	153 25%	28 24%	107 25%	145 25%	91 27%	90 23%
I'm not afraid of my information being stolen if I go here	114 16%	12 17%	10 15%	14 14%	14 11%	64 17%	66 14%	48 17%	6 12%	34 15%	69 18% L	4 6%	1 9%	40 15%	69 18% P	5 7%	104 17% R	10 9%	81 19% T	91 16%	64 19% V	50 13%
Most popular/common domain name	6 1%	1 1%	-	1 1%	1 1%	3 1%	5 1%	1	-	2 1%	4 1%	-	-	2 1%	4 1%	-	4 1%	2 2%	4 1%	6 1%	5 1%	1
For business use	4 1%	-	-	-	3 2% AF	1	3 1%	1	1 2%	2 1%	1	-	-	3 1%	1	-	2	2 2%	4 1%	3 1%	2 1%	2 1%
Informative	2	-	-	-	1 1%	1	2	-	-	-	2 1%	-	-	-	2 1%	-	1	1 1%	2	2	1	1
My own domain is registered to extension	2	1 1% F	-	-	1 1%	-	2	-	-	1	-	-	1 9%	1	-	1 1% O	1	1 1%	2	2	1	1
Never visited such website	1	-	1 2% AF	-	-	-	1	-	-	1	-	-	-	1	-	-	1	-	-	1	-	1
Out of curiosity	1	-	-	-	-	1	1	-	-	-	1	-	-	-	1	-	1	-	-	1	1	-
Global/Universal	1	-	-	-	-	1	1	-	-	-	1	-	-	-	1	-	1	-	1	1	1	-
Only place to find website	1	1 1% AF	-	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	-	1	-
Recommend/Asked to visit it	1	-	-	-	-	1	-	1	-	-	1	-	-	-	1	-	1	-	-	1	1	-
Different/Not common	1	-	1 2% AF	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1	1	-

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

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

1. .biz

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	734	71*	65*	99*	128	371	456	278	52*	223	386	62*	11**	275	386	73*	618	116	433	586	338	396
New/Innovative	1	-	1 2% AF	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	-	1	1	-
Not familiar with websites	1	-	-	-	1 1%	-	1	-	-	-	1	-	-	-	1	-	1	-	1	-	-	1
None	2	-	-	-	-	2 1%	1	1	-	1	1	-	-	1	1	-	1	1 1%	1	2	1	1
Not sure	30 4%	2 3%	4 6%	7 7%	6 5%	11 3%	18 4%	12 4%	4 8%	8 4%	14 4%	4 6%	-	12 4%	14 4%	4 5%	24 4%	6 5%	20 5%	20 3%	7 2%	23 6% U
Declined to answer	3	2 3% AF	-	-	-	1	1	2 1%	-	2 1%	1	-	-	2 1%	1	-	3	-	3 1%	3 1%	3 1%	-
Sigma	1284 175%	134 189%	108 166%	183 185%	227 177%	632 170%	826 181%	458 165%	71 137%	388 174%	698 181%	105 169%	22 200%	459 167%	698 181%	127 174%	1100 178%	184 159%	814 188%	1025 175%	631 187%	653 165%

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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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

2. .com

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2717	426	313	397	359	1222	1705	1012	336	847	1189	251	94*	1183	1189	345	2134	583	1576	2015	1077	1640
I've been to this type of website before	1470 54% F	297 70% ACDEF	175 56% F	238 60% AEF	183 51% F	577 47% F	966 57% H	504 50% H	195 58% H	456 54% H	622 52% H	142 57% H	55 59% H	651 55% H	622 52% H	197 57% H	1174 55% H	296 51% H	916 58% T	1094 54% T	604 56% T	866 53% T
It has information I'm seeking	1282 47% F	254 60% ACDEF	151 48% F	179 45% F	160 45% F	538 44% F	849 50% H	433 43% H	158 47% H	385 45% H	547 46% H	138 55% JK	54 57% JK	543 46% OP	547 46% OP	192 56% NO	1012 47% NO	270 46% NO	797 51% T	962 48% T	537 50% V	745 45% V
I trust this extension	1274 47% F	207 49% F	145 46% F	174 44% F	163 45% F	585 48% F	789 46% H	485 48% H	175 52% KLM	434 51% KLM	534 45% H	98 39% H	33 35% H	609 51% OP	534 45% P	131 38% H	1008 47% H	266 46% H	774 49% H	950 47% H	502 47% H	772 47% H
It seems legitimate	1007 37% F	184 43% ACEF	112 36% F	165 42% AEF	119 33% F	427 35% F	642 38% H	365 36% H	136 40% KLM	337 40% KL	420 35% H	82 33% H	32 34% H	473 40% OP	420 35% H	114 33% H	823 39% R	184 32% H	619 39% T	743 37% H	416 39% H	591 36% H
It's where you go for specific information	938 35% C	189 44% ACDEF	88 28% F	123 31% F	122 34% F	416 34% C	618 36% H	320 32% H	117 35% KLM	287 34% KLM	409 34% H	87 35% H	38 40% H	404 34% OP	409 34% H	125 36% H	729 34% H	209 36% H	588 37% H	712 35% H	394 37% H	544 33% H
I'm not afraid of my information being stolen if I go here	576 21% E	92 22% F	63 20% F	75 19% F	61 17% F	285 23% AE	372 22% H	204 20% H	86 26% KLM	203 24% KLM	231 19% H	42 17% H	14 15% H	289 24% OP	231 19% H	56 16% H	478 22% R	98 17% H	369 23% H	442 22% H	257 24% V	319 19% H
Most popular/common domain name	53 2% F	15 4% AF	4 1% F	8 2% F	9 3% F	17 1% F	41 2% H	12 1% H	10 3% KLM	12 1% KLM	25 2% H	3 1% H	3 3% H	22 2% H	25 2% H	6 2% H	39 2% H	14 2% H	33 2% H	44 2% H	34 3% V	19 1% H
Global/Universal	6 0% F	1 0% F	2 1% F	- 0% F	- 0% F	3 0% F	6 0% H	- 0% H	- 0% H	1 0% H	5 0% H	- 0% H	- 0% H	1 0% H	5 0% H	- 0% H	5 0% H	1 0% H	5 0% H	6 0% H	4 0% H	2 0% H
For business use	6 0% F	1 0% F	1 0% F	1 0% F	- 0% F	3 0% F	5 0% H	1 0% H	- 0% H	2 0% H	3 0% H	1 0% H	- 0% H	2 0% H	3 0% H	1 0% H	5 0% H	1 0% H	4 0% H	5 0% H	4 0% H	2 0% H
My own domain is registered to extension	4 0% F	2 0% F	- 0% F	1 0% F	1 0% F	- 0% F	3 0% H	1 0% H	- 0% H	- 0% H	3 0% H	- 0% H	1 1% J	- 0% H	3 0% H	1 0% H	3 0% H	1 0% H	4 0% H	4 0% H	3 0% H	1 0% H
Root domain/Main source for a group of domains/sites	3 0% F	1 0% F	- 0% F	- 0% F	2 1% AF	- 0% F	3 0% H	- 0% H	- 0% H	1 0% H	1 0% H	- 0% H	1 1% K	1 0% H	1 0% H	1 0% H	3 0% H	- 0% H	3 0% H	3 0% H	2 0% H	1 0% H
Informative	3 0% F	1 0% F	- 0% F	- 0% F	- 0% F	2 0% F	2 0% H	1 0% H	- 0% H	1 0% H	2 0% H	- 0% H	- 0% H	1 0% H	2 0% H	- 0% H	1 0% H	2 0% H	2 0% H	2 0% H	1 0% H	2 0% H
Reliable/No problems	3 0% F	2 0% AF	1 0% F	- 0% F	- 0% F	- 0% F	1 0% H	2 0% H	- 0% H	1 0% H	1 0% H	- 0% H	1 1% K	1 0% H	1 0% H	1 0% H	2 0% H	1 0% H	2 0% H	2 0% H	1 0% H	2 0% H
Easy to use/navigate	2 0% F	- 0% F	- 0% F	- 0% F	- 0% F	2 0% F	1 0% H	1 0% H	- 0% H	- 0% H	2 0% H	- 0% H	- 0% H	- 0% H	2 0% H	- 0% H	1 0% H	1 0% H	1 0% H	1 0% H	- 0% H	2 0% H
Shopping	2 0% F	1 0% F	- 0% F	1 0% F	- 0% F	- 0% F	1 0% H	1 0% H	1 0% H	- 0% H	1 0% H	- 0% H	- 0% H	1 0% H	1 0% H	- 0% H	1 0% H	1 0% H	1 0% H	2 0% H	1 0% H	1 0% H
Pioneer/First domain name used on internet	2 0% F	- 0% F	- 0% F	- 0% F	- 0% F	2 0% F	1 0% H	1 0% H	- 0% H	- 0% H	2 0% H	- 0% H	- 0% H	- 0% H	2 0% H	- 0% H	2 0% H	- 0% H	1 0% H	2 0% H	- 0% H	2 0% H

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



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

28 Aug 2015  
Table 54

Base: Very Likely To Visit Website With Domain Name Extension

2. .com

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2717	426	313	397	359	1222	1705	1012	336	847	1189	251	94*	1183	1189	345	2134	583	1576	2015	1077	1640
Use for email	2	1	-	-	-	1	2	-	-	-	2	-	-	-	2	-	-	2	1	2	-	2
Updated	1	-	-	-	-	1	1	-	-	-	1	-	-	-	1	-	-	1	1	1	1	-
Site name (Spec.)	1	-	-	-	-	1	1	-	1	-	-	-	-	1	-	-	1	-	1	-	-	1
Only place to find website	1	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	-	1	-
Recommend/Asked to visit it	1	-	-	-	1	-	1	-	-	1	-	-	-	1	-	-	1	-	1	1	1	-
Different/Not common	1	-	1	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	-	1	1	-
Depends on the site	1	-	-	1	-	-	1	-	1	-	-	-	-	1	-	-	1	-	1	1	1	-
Interesting	1	-	-	-	-	1	-	1	-	-	-	1	-	-	-	1	1	-	1	-	1	-
Internet access	1	-	-	1	-	-	1	-	-	1	-	-	-	1	-	-	1	-	1	1	1	-
Government site/usage	1	1	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	1	-	1	-	1
Schools/education	1	-	-	-	-	1	-	1	-	-	1	-	-	-	1	-	1	-	-	1	1	-
Unintentionally end up there	1	1	-	-	-	-	-	1	1	-	-	-	-	1	-	-	1	-	-	1	-	1
Good/Like site	1	-	-	-	-	1	1	-	1	-	-	-	-	1	-	-	1	-	1	1	1	-
Other	3	-	-	-	2	1	3	-	1	2	-	-	-	3	-	-	1	2	2	3	2	1
None	2	-	-	-	-	2	2	-	1	-	1	-	-	1	1	-	2	-	2	1	-	2
Not sure	17 1%	-	1	4 1%	2 1%	10 1%	13 1%	4	1	5 1%	6 1%	4 2%	1 1%	6 1%	6 1%	5 1%	11 1%	6 1%	11 1%	12 1%	5	12 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  
Overlap formulae used. \* small base

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

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2717	426	313	397	359	1222	1705	1012	336	847	1189	251	94*	1183	1189	345	2134	583	1576	2015	1077	1640
Declined to answer	9	2	-	3	-	4	4	5	-	5	4	-	-	5	4	-	8	1	6	9	8	1
				1%						1%											1%	
Sigma	6676	1253	744	974	825	2880	4332	2344	885	2134	2826	598	233	3019	2826	831	5318	1358	4149	5010	2784	3892
	246%	294%	238%	245%	230%	236%	254%	232%	263%	252%	238%	238%	248%	255%	238%	241%	249%	233%	263%	249%	258%	237%

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

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

3. .info

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants F	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1146	114	147	184	172	529	696	450	142	367	525	96*	16**	509	525	112	928	218	661	904	507	639
I've been to this type of website before	506 44%	59 52% EF	69 47%	95 52% AEF	65 38%	218 41%	337 48% H	169 38%	52 37%	160 44%	238 45%	47 49%	9 56%	212 42%	238 45%	56 50%	418 45%	88 40%	309 47%	401 44%	247 49% V	259 41%
It has information I'm seeking	442 39%	50 44%	61 41%	77 42%	70 41%	184 35%	290 42% H	152 34%	61 43%	132 36%	193 37%	48 50% JK	8 50%	193 38%	193 37%	56 50% NO	366 39%	76 35%	274 41%	346 38%	199 39%	243 38%
I trust this extension	376 33% BE	27 24%	41 28%	65 35% BE	43 25%	200 38% ABCE	234 34%	142 32%	39 27%	127 35%	180 34%	26 27%	4 25%	166 33%	180 34%	30 27%	311 34%	65 30%	237 36%	295 33%	165 33%	211 33%
It's where you go for specific information	354 31%	45 39% ACF	39 27%	64 35%	55 32%	151 29%	233 33% H	121 27%	45 32%	114 31%	161 31%	32 33%	2 13%	159 31%	161 31%	34 30%	293 32%	61 28%	230 35% T	275 30%	160 32%	194 30%
It seems legitimate	327 29%	36 32%	39 27%	65 35% AE	39 23%	148 28%	202 29%	125 28%	46 32%	97 26%	155 30%	23 24%	6 38%	143 28%	155 30%	29 26%	281 30% R	46 21%	209 32% T	257 28%	160 32% V	167 26%
I'm not afraid of my information being stolen if I go here	180 16%	20 18%	23 16%	31 17%	20 12%	86 16%	116 17%	64 14%	16 11%	65 18%	87 17%	10 10%	2 13%	81 16%	87 17%	12 11%	163 18% R	17 8%	123 19% T	145 16%	105 21% V	75 12%
Most popular/common domain name	11 1%	2 2%	1 1%	2 1%	1 1%	5 1%	9 1%	2 1%	1 1%	3 1%	6 1%	-	1 6%	4 1%	6 1%	1 1%	10 1%	1 1%	9 1%	9 1%	9 2% V	2 1%
My own domain is registered to extension	4 1%	1 1%	-	2 1%	-	1 1%	3 1%	1 1%	-	1 1%	2 1%	-	1 6%	1 1%	2 1%	1 1%	3 1%	1 1%	4 1%	3 1%	3 1%	1 1%
For business use	3 1%	-	-	2 1% A	-	1 1%	3 1%	-	-	3 1% K	-	-	-	3 1%	-	-	2 1%	1 1%	2 1%	2 1%	1 1%	2 1%
Informative	3 1%	-	-	-	-	3 1%	3 1%	-	-	-	3 1%	-	-	-	3 1%	-	2 1%	1 1%	3 1%	3 1%	3 1%	-
Good/Like site	2 1%	-	1 1%	-	-	1 1%	2 1%	-	-	1 1%	1 1%	-	-	1 1%	1 1%	-	2 1%	-	1 1%	1 1%	1 1%	1 1%
Unintentionally end up there	2 1%	-	-	1 1%	-	1 1%	2 1%	-	-	1 1%	1 1%	-	-	1 1%	1 1%	-	2 1%	-	2 1%	2 1%	1 1%	1 1%
Not familiar with websites	1 1%	-	-	-	1 1%	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	1 1%	-	-	1 1%
Schools/education	1 1%	-	-	-	-	1 1%	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	1 1%	1 1%	1 1%	-
Root domain/Main source for a group of domains/sites	1 1%	-	-	-	1 1%	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	-	1 1% Q	1 1%	1 1%	1 1%	-
Other	1 1%	-	-	-	-	1 1%	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	1 1%	1 1%	1 1%	-

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

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

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1146	114	147	184	172	529	696	450	142	367	525	96*	16**	509	525	112	928	218	661	904	507	639
None	2*	-	-	-	-	2*	1*	1*	1%	-	1*	-	-	1*	1*	-	2*	-	1*	2*	-	2*
Not sure	23	2	7	5	1	8	14	9	2	7	9	5	-	9	9	5	16	7	15	16	7	16
	2%	2%	5%	3%	1%	2%	2%	2%	1%	2%	2%	5%	-	2%	2%	4%	2%	3%	2%	2%	1%	3%
			AEF									K										
Declined to answer	2*	1	-	-	-	1*	-	2*	-	1*	1*	-	-	1*	1*	-	2*	-	2*	2*	2*	-
		1%	-	-	-		-					-	-			-		-				
Sigma	2241	243	281	409	296	1012	1453	788	263	714	1040	191	33	977	1040	224	1876	365	1425	1762	1066	1175
	196%	213%	191%	222%	172%	191%	209%	175%	185%	195%	198%	199%	206%	192%	198%	200%	202%	167%	216%	195%	210%	184%

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

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

28 Aug 2015  
Table 56

4. .mobi

Base: Very Likely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	585	51*	64*	65*	114	291	352	233	64*	222	256	36*	7**	286	256	43*	489	96*	344	464	275	310
I've been to this type of website before	210 36%	27 53% ACF	20 31%	23 35%	45 39%	95 33%	143 41% H	67 29%	23 36%	77 35%	96 38%	13 36%	1 14%	100 35%	96 38%	14 33%	176 36%	34 35%	135 39%	173 37%	108 39%	102 33%
It has information I'm seeking	158 27% F	20 39% AF	19 30%	17 26%	37 32% F	65 22%	106 30% H	52 22%	12 19%	62 28%	64 25%	16 44% IJK	4 57%	74 26%	64 25%	20 47% NO	125 26%	33 34%	94 27%	131 28%	78 28%	80 26%
It seems legitimate	152 26%	13 25%	21 33% E	21 32%	22 19%	75 26%	99 28%	53 23%	15 23%	59 27%	65 25%	10 28%	3 43%	74 26%	65 25%	13 30%	132 27%	20 21%	86 25%	125 27%	79 29%	73 24%
I trust this extension	147 25%	10 20%	17 27%	14 22%	31 27%	75 26%	102 29% H	45 19%	21 33%	54 24%	66 26%	6 17%	-	75 26%	66 26%	6 14%	120 25%	27 28%	88 26%	114 25%	64 23%	83 27%
It's where you go for specific information	146 25% C	12 24%	7 11%	15 23%	30 26% C	82 28% C	88 25%	58 25%	21 33%	55 25%	60 23%	10 28%	-	76 27%	60 23%	10 23%	122 25%	24 25%	100 29% T	111 24%	78 28%	68 22%
I'm not afraid of my information being stolen if I go here	94 16% E	6 12%	9 14%	11 17% E	8 7%	60 21% AE	54 15%	40 17%	4 6%	37 17% I	51 20% IL	2 6%	-	41 14%	51 20% P	2 5%	83 17%	11 11%	59 17%	80 17%	44 16%	50 16%
Mobile device use	4 1%	1 2% F	1 2% F	-	2 2% F	-	2 1%	2 1%	-	2 1%	2 1%	-	-	2 1%	2 1%	-	4 1%	-	2 1%	3 1%	2 1%	2 1%
Easy to access	2 1%	1 2% F	-	-	1 1%	-	1	1	-	-	2 1%	-	-	-	2 1%	-	1	1 1%	1	2	1	1
Most popular/common domain name	2 1%	1 2%	-	-	-	1	1	1	-	1	1	-	-	1	1	-	2	-	1	1	2 1%	-
High speed/fast	1	-	-	-	1 1%	-	1	-	1 2% K	-	-	-	-	1	-	-	1	-	-	1	1	-
Informative	1	-	-	-	-	1	1	-	-	-	1	-	-	-	1	-	-	1 1% Q	1	1	1	-
Good/Like name	1	-	1 2% AF	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	-	1	1	-
For business use	1	-	1 2% AF	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	-	1	1	-
Good/Like site	1	-	-	-	-	1	1	-	-	-	1	-	-	-	1	-	1	-	-	1	1	-
Recommend/Asked to visit it	1	-	-	-	-	1	-	1	-	-	1	-	-	-	1	-	1	-	-	1	1	-
Expensive/Not cheap	1	-	-	-	-	1	1	-	-	1	-	-	-	1	-	-	1	-	1	-	1	-

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

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

28 Aug 2015  
Table 56

4. .mobi

Base: Very Likely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	585	51*	64*	65*	114	291	352	233	64*	222	256	36*	7**	286	256	43*	489	96*	344	464	275	310
Interesting	1	-	1 2% AF	-	-	-	-	1	-	1	-	-	-	1	-	-	1	-	1	-	-	1
Not familiar with websites	1	-	-	-	1%	-	1	-	-	-	1	-	-	-	1	-	1	-	1	-	-	1
Reliable/No problems	1	-	1 2% AF	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1	1	-
None	1	-	-	-	-	1	1	-	-	1	-	-	-	1	-	-	-	1 1% Q	1	1	1	-
Not sure	27 5% F	2 4%	5 8%	6 9% F	6 5%	8 3%	14 4%	13 6%	3 5%	10 5%	11 4%	2 6%	1 14%	13 5%	11 4%	3 7%	22 4%	5 5%	17 5%	18 4%	5 2%	22 7% U
Declined to answer	4 1%	2 4% AEF	-	-	-	2 1%	1	3 1%	-	2 1%	2 1%	-	-	2 1%	2 1%	-	4 1%	-	4 1%	4 1%	3 1%	1
Sigma	957 164%	95 186%	103 161%	107 165%	184 161%	468 161%	620 176%	337 145%	100 156%	362 163%	427 167%	59 164%	9 129%	462 162%	427 167%	68 158%	800 164%	157 164%	593 172%	770 166%	473 172%	484 156%

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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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

28 Aug 2015  
Table 57

Base: Very Likely To Visit Website With Domain Name Extension

5. .net

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2027	297	220	288	278	944	1284	743	247	630	907	175	68*	877	907	243	1618	409	1218	1524	844	1183
I've been to this type of website before	1096 54% EF	205 69% ACEF	122 55% AEF	181 63% AEF	132 47% AEF	456 48% AEF	727 57% H	369 50% H	131 53% H	327 52% H	498 55% H	99 57% H	41 60% H	458 52% H	498 55% H	140 58% H	885 55% H	211 52% H	679 56% H	831 55% H	471 56% H	625 53% H
It has information I'm seeking	840 41% F	160 54% ACDEF	82 37% ACDEF	118 41% ACDEF	112 40% ACDEF	368 39% ACDEF	575 45% H	265 36% H	103 42% H	236 37% H	376 41% H	87 50% JK	38 56% IJK	339 39% H	376 41% H	125 51% NO	670 41% H	170 42% H	523 43% H	640 42% H	372 44% V	468 40% H
I trust this extension	830 41% F	125 42% ACDEF	88 40% ACDEF	118 41% ACDEF	108 39% ACDEF	391 41% ACDEF	546 43% H	284 38% H	97 39% H	281 45% L	367 40% H	60 34% H	25 37% H	378 43% P	367 40% H	85 35% H	680 42% R	150 37% H	519 43% H	627 41% H	340 40% H	490 41% H
It seems legitimate	679 33% ACF	117 39% ACF	66 30% ACF	111 39% CF	88 32% CF	297 31% CF	448 35% H	231 31% H	84 34% H	215 34% H	303 33% H	55 31% H	22 32% H	299 34% H	303 33% H	77 32% H	554 34% H	125 31% H	423 35% H	506 33% H	297 35% H	382 32% H
It's where you go for specific information	592 29% C	100 34% C	46 21% C	78 27% C	83 30% C	285 30% C	406 32% H	186 25% H	58 23% H	187 30% H	276 30% I	48 27% H	23 34% H	245 28% H	276 30% H	71 29% H	477 29% H	115 28% H	378 31% H	445 29% H	263 31% H	329 28% H
I'm not afraid of my information being stolen if I go here	406 20% F	60 20% ACDEF	40 18% ACDEF	52 18% ACDEF	47 17% ACDEF	207 22% A	260 20% H	146 20% H	54 22% H	141 22% H	173 19% H	28 16% H	10 15% H	195 22% P	173 19% H	38 16% H	347 21% R	59 14% H	275 23% H	312 20% H	189 22% V	217 18% H
Most popular/common domain name	29 1% F	8 3% ACDEF	2 1% ACDEF	4 1% ACDEF	2 1% ACDEF	13 1% ACDEF	23 2% H	6 1% H	5 2% H	6 1% H	15 2% H	2 1% H	1 1% H	11 1% H	15 2% H	3 1% H	25 2% H	4 1% H	23 2% H	24 2% H	22 3% V	7 1% H
My own domain is registered to extension	7 * AF	4 1% AF	- * AF	3 1% F	- * F	- * F	6 * H	1 * H	- * H	- * H	5 1% H	- * H	2 3% IJKL	- * H	5 1% N	2 1% N	6 * H	1 * H	6 * H	6 * H	7 1% V	- * H
Good/Like site	3 * F	- * ACDEF	2 1% AF	- * F	- * F	1 * H	3 * H	- * H	- * H	1 * H	2 * H	- * H	- * H	1 * H	2 * H	- * H	2 * H	1 * H	1 * H	3 * H	2 * H	1 * H
Informative	3 * F	- * ACDEF	- * F	- * F	1 * H	2 * H	3 * H	- * H	- * H	1 * H	2 * H	- * H	- * H	1 * H	2 * H	- * H	2 * H	1 * H	3 * H	2 * H	1 * H	2 * H
For business use	2 * F	- * ACDEF	1 * H	- * F	- * F	1 * H	2 * H	- * H	- * H	1 * H	1 * H	- * H	- * H	1 * H	1 * H	- * H	1 * H	1 * H	2 * H	2 * H	2 * H	- * H
Only place to find website	2 * F	2 1% AF	- * F	- * F	- * F	- * F	2 * H	- * H	- * H	- * H	1 * H	1 1% H	- * H	- * H	1 * H	1 * H	2 * H	- * H	2 * H	1 * H	2 * H	- * H
Interesting	2 * F	- * ACDEF	- * F	1 * H	- * F	1 * H	1 * H	1 * H	1 * H	- * H	1 * H	- * H	- * H	1 * H	1 * H	- * H	1 * H	1 * H	2 * H	1 * H	1 * H	1 * H
Site name (Spec.)	1 * F	- * ACDEF	- * F	- * F	- * F	1 * H	1 * H	- * H	1 * H	- * H	- * H	- * H	- * H	1 * H	- * H	- * H	1 * H	- * H	1 * H	- * H	- * H	1 * H
Root domain/Main source for a group of domains/sites	1 * F	1 * H	- * F	- * F	- * F	- * F	- * H	1 * H	- * H	- * H	1 * H	- * H	- * H	- * H	1 * H	- * H	1 * H	- * H	1 * H	1 * H	1 * H	- * H
Updated	1 * F	- * ACDEF	- * F	- * F	1 * H	- * F	- * H	1 * H	- * H	- * H	1 * H	- * H	- * H	- * H	1 * H	- * H	- * H	1 * H	1 * H	1 * H	- * H	1 * H

Q

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

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

28 Aug 2015  
Table 57

Base: Very Likely To Visit Website With Domain Name Extension

5. .net

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2027	297	220	288	278	944	1284	743	247	630	907	175	68*	877	907	243	1618	409	1218	1524	844	1183
Easy to remember name	1	1	-	-	-	-	1	-	-	1	-	-	-	1	-	-	1	-	1	1	1	-
High speed/fast	1	-	-	-	-	1	1	-	-	1	-	-	-	1	-	-	1	-	1	1	-	1
Recommend/Asked to visit it	1	-	-	-	1	-	1	-	-	1	-	-	-	1	-	-	1	-	1	1	1	-
Depends on the site	1	-	-	1	-	-	1	-	1	-	-	-	-	1	-	-	1	-	1	1	1	-
Safe/Secured	1	-	-	-	-	1	-	1	-	-	1	-	-	-	1	-	1	-	1	1	-	1
Internet access	1	-	-	1	-	-	1	-	-	1	-	-	-	1	-	-	1	-	1	1	1	-
New/Innovative	1	-	-	-	-	1	-	1	-	1	-	-	-	1	-	-	1	-	-	1	1	-
Use for email	1	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	1	1	1	-	1
Other	4	-	-	-	2 1%	2	3	1	-	2	2	-	-	2	2	-	2	2	4	3	2	2
Not sure	32 2%	1	6 3% B	6 2%	5 2%	14 1%	19 1%	13 2%	5 2%	8 1%	15 2%	3 2%	1 1%	13 1%	15 2%	4 2%	21 1%	11 3% Q	22 2%	21 1%	12 1%	20 2%
Declined to answer	2	-	-	-	-	2	2	-	-	-	2	-	-	-	2	-	1	1	1	1	1	1
Sigma	4540 224%	785 264%	455 207%	674 234%	582 209%	2044 217%	3033 236%	1507 203%	540 219%	1411 224%	2043 225%	383 219%	163 240%	1951 222%	2043 225%	546 225%	3685 228%	855 209%	2873 236%	3435 225%	1990 236%	2550 216%

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



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

28 Aug 2015  
Table 58

Base: Very Likely To Visit Website With Domain Name Extension

6. .org

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1928	345	267	296	282	738	1241	687	226	605	851	183	63*	831	851	246	1530	398	1118	1496	789	1139
I've been to this type of website before	1004 52% EF	231 67% ACEF	147 55% EF	183 62% AEF	127 45% EF	316 43% H	670 54% H	334 49% H	113 50% H	305 50% H	457 54% H	96 52% H	33 52% H	418 50% H	457 54% H	129 52% H	813 53% H	191 48% H	621 56% T	784 52% H	428 54% H	576 51% H
I trust this extension	888 46% AC	178 52% AC	114 43% AC	132 45% AC	127 45% AC	337 46% AC	586 47% AC	302 44% AC	109 48% AC	292 48% AC	380 45% AC	77 42% AC	30 48% AC	401 48% AC	380 45% AC	107 43% AC	714 47% AC	174 44% AC	535 48% AC	695 46% AC	369 47% AC	519 46% AC
It has information I'm seeking	819 42% F	198 57% ACDEF	110 41% F	129 44% F	109 39% F	273 37% H	573 46% H	246 36% H	89 39% H	243 40% H	363 43% H	92 50% IJ	32 51% H	332 40% H	363 43% H	124 50% NO	660 43% H	159 40% H	515 46% T	637 43% H	350 44% H	469 41% H
It seems legitimate	692 36% EF	147 43% AEF	105 39% EF	120 41% EF	86 30% EF	234 32% H	471 38% H	221 32% H	90 40% H	212 35% H	312 37% H	58 32% H	20 32% H	302 36% H	312 37% H	78 32% H	565 37% H	127 32% H	424 38% T	528 35% H	303 38% H	389 34% H
It's where you go for specific information	673 35% C	161 47% ACDEF	79 30% ACDEF	97 33% ACDEF	85 30% ACDEF	251 34% H	458 37% H	215 31% H	66 29% H	205 34% H	308 36% H	69 38% H	25 40% H	271 33% H	308 36% H	94 38% H	551 36% R	122 31% H	433 39% T	520 35% H	301 38% V	372 33% H
I'm not afraid of my information being stolen if I go here	401 21% A	86 25% A	51 19% A	61 21% A	53 19% A	150 20% H	264 21% H	137 20% H	53 23% L	139 23% L	170 20% H	28 15% H	11 17% H	192 23% P	170 20% H	39 16% H	342 22% R	59 15% H	266 24% T	318 21% H	187 24% V	214 19% H
Most popular/common domain name	23 1%	7 2%	2 1%	3 1%	4 1%	7 1%	18 1%	5 1%	4 2%	5 1%	11 1%	2 1%	1 2%	9 1%	11 1%	3 1%	18 1%	5 1%	17 2%	19 1%	18 2% V	5 1%
It's an organization site	7 1%	1 1%	1 1%	2 1%	-	3 1%	6 1%	1 1%	2 1% J	-	5 1%	-	-	2 1%	5 1%	-	5 1%	2 1%	4 1%	7 1%	2 1%	5 1%
Non-Profit site	6 1%	3 1% F	-	-	3 1% AF	-	5 1%	1 1%	-	1 1%	4 1%	-	1 2% J	1 1%	4 1%	1 1%	5 1%	1 1%	5 1%	6 1%	4 1%	2 1%
For business use	5 1%	2 1% F	2 1% F	1 1%	-	-	3 1%	2 1%	2 1% J	-	3 1%	-	-	2 1%	3 1%	-	3 1%	2 1%	5 1%	4 1%	3 1%	2 1%
Good/Like site	3 1%	1 1%	-	-	-	2 1%	3 1%	-	-	1 1%	1 1%	1 1%	-	1 1%	1 1%	1 1%	3 1%	-	2 1%	3 1%	2 1%	1 1%
My own domain is registered to extension	3 1%	1 1%	-	2 1% AF	-	-	2 1%	1 1%	-	1 1%	2 1%	-	-	1 1%	2 1%	-	2 1%	1 1%	3 1%	3 1%	3 1% V	-
Schools/education	2 1%	1 1%	-	-	-	1 1%	2 1%	-	1 1%	-	1 1%	-	-	1 1%	1 1%	-	2 1%	-	2 1%	1 1%	1 1%	1 1%
Safe/Secured	1 1%	-	-	-	-	1 1%	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	1 1%	1 1%	-	1 1%
Site name (Spec.)	1 1%	-	-	-	-	1 1%	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	1 1%	1 1%	-	1 1%
Root domain/Main source for a group of domains/sites	1 1%	-	-	-	1 1%	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	1 1%	1 1%	1 1%	-

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

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

28 Aug 2015  
Table 58

Base: Very Likely To Visit Website With Domain Name Extension

6. .org

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1928	345	267	296	282	738	1241	687	226	605	851	183	63*	831	851	246	1530	398	1118	1496	789	1139
Updated	1	-	-	-	1	-	-	1	-	-	1	-	-	-	1	-	-	1	1	1	-	1
Easy to use/navigate	1	-	1	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	-	1	1	-
Only place to find website	1	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	-	1	-
Recommend/Asked to visit it	1	-	-	-	1	-	1	-	-	1	-	-	-	1	-	-	1	-	1	1	1	-
Internet access	1	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-	1	-	-	1	1	-
Reliable/No problems	1	-	-	-	-	1	1	-	-	1	-	-	-	1	-	-	1	-	1	1	1	-
Easy to access	1	-	-	-	-	1	1	-	-	-	1	-	-	-	1	-	1	-	-	1	-	1
Other	5	-	-	-	-	51%	3	2	1	2	2	-	-	3	2	-	2	31% Q	4	5	3	2
Not sure	201%	-	1	62% B	21%	111% B	121%	81%	21%	81%	61%	32%	12%	101%	61%	42%	151%	51%	111%	141%	41%	161%
Declined to answer	5	21%	-	1	-	2	3	2	-	2	3	-	-	2	3	-	4	1	4	4	41%	1
Sigma	4566237%	1020296%	613230%	738249%	599212%	1596216%	3087249%	1479215%	532235%	1419235%	2035239%	426233%	154244%	1951235%	2035239%	580236%	3713243%	853214%	2858256%	3557238%	1988252%	2578226%

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

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

7. .tel

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	458	25**	50*	56*	47*	280	241	217	59*	163	207	26**	3**	222	207	29**	395	63*	265	353	219	239
I've been to this type of website before	133 29%	8 32%	12 24%	16 29%	13 28%	84 30%	72 30%	61 28%	12 20%	55 34%	61 29%	4 15%	1 33%	67 30%	61 29%	5 17%	114 29%	19 30%	89 34%	107 30%	72 33%	61 26%
It has information I'm seeking	128 28% D	10 40%	13 26% D	6 11%	20 43% ADF	79 28% D	71 29%	57 26%	9 15%	55 34% I	56 27%	7 27%	1 33%	64 29%	56 27%	8 28%	108 27%	20 32%	78 29%	100 28%	71 32% V	57 24%
It seems legitimate	123 27%	6 24%	19 38% E	14 25%	9 19%	75 27%	74 31%	49 23%	15 25%	49 30%	50 24%	8 31%	1 33%	64 29%	50 24%	9 31%	107 27%	16 25%	80 30%	94 27%	54 25%	69 29%
I trust this extension	121 26%	5 20%	8 16%	15 27%	8 17%	85 30% AC	66 27%	55 25%	18 31%	43 26%	56 27%	4 15%	-	61 27%	56 27%	4 14%	108 27%	13 21%	78 29%	93 26%	59 27%	62 26%
It's where you go for specific information	120 26%	8 32%	9 18%	11 20%	8 17%	84 30% A	67 28%	53 24%	16 27%	45 28%	50 24%	9 35%	-	61 27%	50 24%	9 31%	109 28%	11 17%	77 29%	100 28%	67 31% V	53 22%
I'm not afraid of my information being stolen if I go here	71 16%	2 8%	7 14%	6 11%	6 13%	50 18%	37 15%	34 16%	12 20%	26 16%	32 15%	1 4%	-	38 17%	32 15%	1 3%	62 16%	9 14%	43 16%	60 17%	40 18%	31 13%
Good/Like site	4 1%	-	-	1 2%	-	3 1%	2 1%	2 1%	-	2 1%	2 1%	-	-	2 1%	2 1%	-	3 1%	1 2%	2 1%	3 1%	2 1%	2 1%
Informative	2 1%	-	-	-	1 2%	1 1%	2 1%	-	-	1 1%	1 1%	-	-	1 1%	1 1%	-	-	2 3% Q	2 1%	2 1%	1 1%	1 1%
Good/Like name	1 1%	-	1 2% AF	-	-	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	-	1 1%	1 1%	-
Mobile device use	1 1%	-	-	1 2% AF	-	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	1 1%	-	-	1 1%
Root domain/Main source for a group of domains/sites	1 1%	-	-	-	-	1 1%	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	1 1%	-	-	1 1%
Different/Not common	1 1%	-	1 2% AF	-	-	-	1 1%	-	1 2%	-	-	-	-	1 1%	-	-	1 1%	-	1 1%	-	-	1 1%
Expensive/Not cheap	1 1%	-	-	-	-	1 1%	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	1 1%	-	1 1%	-
New/Innovative	1 1%	-	1 2% AF	-	-	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	1 1%	1 1%	-	1 1%
Not familiar with websites	1 1%	-	-	-	1 2% AF	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	1 1%	-	-	1 1%
Other	1 1%	-	-	1 2% AF	-	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	-	1 2% Q	-	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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	458	25**	50*	56*	47*	280	241	217	59*	163	207	26**	3**	222	207	29**	395	63*	265	353	219	239
None	2*	-	-	-	12%	1*	21%	-	-	-	21%	-	-	-	21%	-	21%	-	1*	21%	1*	1*
Not sure	296%	312%	36%	24%	613%	155%	156%	146%	47%	106%	147%	14%	-	146%	147%	13%	226%	711%	166%	206%	94%	208%
Declined to answer	1*	-	12%AF	-	-	-	1*	-	-	-	1*	-	-	-	1*	-	1*	-	1*	1*	1*	-
Sigma	742162%	42168%	75150%	73130%	73155%	479171%	417173%	325150%	87147%	289177%	329159%	34131%	3100%	376169%	329159%	37128%	643163%	99157%	473178%	585166%	380174%	362151%

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

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

8. .asia

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	437	23**	40*	51*	36*	287	244	193	42*	163	206	21**	5**	205	206	26**	377	60*	260	352	215	222
It has information I'm seeking	123 28%	6 26%	12 30%	11 22%	14 39%	80 28%	77 32%	46 24%	9 21%	57 35% K	49 24%	6 29%	2 40%	66 32%	49 24%	8 31%	102 27%	21 35%	78 30%	97 28%	59 27%	64 29%
It seems legitimate	119 27%	4 17%	14 35%	15 29%	10 28%	76 26%	76 31% H	43 22%	13 31%	44 27%	54 26%	7 33%	1 20%	57 28%	54 26%	8 31%	109 29% R	10 17%	72 28%	92 26%	56 26%	63 28%
I trust this extension	109 25% D	4 17%	9 23%	7 14%	7 19%	82 29% AD	61 25%	48 25%	10 24%	47 29%	49 24%	3 14%	-	57 28%	49 24%	3 12%	96 25%	13 22%	74 28%	88 25%	58 27%	51 23%
It's where you go for specific information	109 25%	5 22%	6 15%	12 24%	7 19%	79 28%	53 22%	56 29%	7 17%	38 23%	53 26%	9 43%	2 40%	45 22%	53 26%	11 42%	97 26%	12 20%	75 29%	91 26%	56 26%	53 24%
I've been to this type of website before	105 24%	4 17%	10 25%	11 22%	7 19%	73 25%	64 26%	41 21%	10 24%	45 28%	46 22%	4 19%	-	55 27%	46 22%	4 15%	91 24%	14 23%	63 24%	91 26%	56 26%	49 22%
I'm not afraid of my information being stolen if I go here	72 16%	4 17%	12 30% AEF	7 14%	4 11%	45 16%	39 16%	33 17%	5 12%	35 21%	31 15%	1 5%	-	40 20%	31 15%	1 4%	65 17%	7 12%	47 18%	61 17%	42 20%	30 14%
Specific to my country/state	3 1%	-	1 3%	-	-	2 1%	2 1%	1 1%	1 2%	1 1%	1 1%	-	-	2 1%	1 1%	-	2 1%	1 2%	2 1%	2 1%	2 1%	1 1%
Good/Like site	2 1%	-	-	-	-	2 1%	2 1%	-	-	1 1%	1 1%	-	-	1 1%	1 1%	-	2 1%	-	2 1%	1 1%	2 1%	-
For business use	2 1%	-	-	-	-	2 1%	2 1%	-	-	1 1%	1 1%	-	-	1 1%	1 1%	-	2 1%	-	-	2 1%	1 1%	1 1%
Interesting	2 1%	-	-	1 2%	-	1 1%	1 1%	1 1%	1 2%	-	1 1%	-	-	1 1%	1 1%	-	1 1%	1 2%	2 1%	1 1%	1 1%	1 1%
High speed/fast	1 1%	-	-	-	-	1 1%	1 1%	-	1 2% K	-	-	-	-	1 1%	-	-	-	1 2% Q	1 1%	1 1%	1 1%	-
Root domain/Main source for a group of domains/sites	1 1%	-	-	-	-	1 1%	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	-	1 2% Q	1 1%	1 1%	1 1%	-
Would not visit this type of website/domain	1 1%	-	-	-	1 3% AF	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	-	1 1%	-	1 1%
Different/Not common	1 1%	-	1 3% AF	-	-	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	-	1 1%	1 1%	-
Informative	1 1%	-	-	-	-	1 1%	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	-	1 2% Q	1 1%	1 1%	1 1%	-
Not familiar with websites	1 1%	-	-	-	1 3% AF	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	1 1%	-	-	1 1%

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

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

8. .asia

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker				
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	437	23**	40*	51*	36*	287	244	193	42*	163	206	21**	5**	205	206	26**	377	60*	260	352	215	222
None	4 1%	1 4%	-	-	1 3%	2 1%	3 1%	1 1%	-	-	4 2%	-	-	-	4 2% N	-	4 1%	-	3 1%	4 1%	1 *	3 1%
Not sure	24 5%	2 9%	2 5%	3 6%	5 14% AF	12 4%	16 7%	8 4%	1 2%	6 4%	15 7%	2 10%	-	7 3%	15 7%	2 8%	19 5%	5 8%	14 5%	18 5%	7 3%	17 8% U
Declined to answer	1	1 4%	-	-	-	-	-	1 1%	-	1 1%	-	-	-	1	-	-	1	-	-	1	-	1
Sigma	681 156%	31 135%	67 168%	67 131%	57 158%	459 160%	402 165%	279 145%	58 138%	278 171%	308 150%	32 152%	5 100%	336 164%	308 150%	37 142%	594 158%	87 145%	436 168%	554 157%	345 160%	336 151%

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

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

28 Aug 2015  
Table 61

Base: Very Likely To Visit Website With Domain Name Extension

9. .pro

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regl-istrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	476	21**	51*	61*	36*	307	257	219	58*	182	213	21**	2**	240	213	23**	416	60*	275	382	236	240
I trust this extension	149 31%	4 19%	13 25%	17 28%	8 22%	107 35% A	77 30%	72 33%	15 26%	57 31%	71 33%	5 24%	1 50%	72 30%	71 33%	6 26%	132 32%	17 28%	99 36% T	115 30%	75 32%	74 31%
It seems legitimate	142 30%	6 29%	22 43% AEF	22 36%	7 19%	85 28%	73 28%	69 32%	17 29%	59 32%	59 28%	7 33%	-	76 32%	59 28%	7 30%	128 31%	14 23%	93 34% T	109 29%	77 33%	65 27%
I've been to this type of website before	138 29%	3 14%	16 31%	20 33%	6 17%	93 30%	75 29%	63 29%	17 29%	54 30%	67 31%	-	-	71 30%	67 31%	-	123 30%	15 25%	87 32%	114 30%	72 31%	66 28%
It has information I'm seeking	118 25%	4 19%	13 25%	11 18%	14 39% AD	76 25%	68 26%	50 23%	10 17%	47 26%	53 25%	7 33%	1 50%	57 24%	53 25%	8 35%	104 25%	14 23%	67 24%	94 25%	58 25%	60 25%
It's where you go for specific information	110 23% C	6 29%	4 8%	14 23% C	7 19%	79 26% C	60 23%	50 23%	12 21%	41 23%	54 25%	3 14%	-	53 22%	54 25%	3 13%	100 24%	10 17%	66 24%	89 23%	52 22%	58 24%
I'm not afraid of my information being stolen if I go here	90 19%	4 19%	6 12%	11 18%	7 19%	62 20%	52 20%	38 17%	11 19%	41 23%	37 17%	1 5%	-	52 22%	37 17%	1 4%	82 20%	8 13%	57 21%	78 20%	53 22%	37 15%
Professional/Professional image	4 1%	-	-	-	4 11% ACDF	-	4 2%	-	-	2 1%	2 1%	-	-	2 1%	2 1%	-	2 1%	2 3% Q	3 1%	3 1%	1 1%	3 1%
Informative	2 1%	-	-	-	-	2 1%	1 1%	1 1%	-	1 1%	1 1%	-	-	1 1%	1 1%	-	2 1%	-	1 1%	2 1%	2 1%	-
Safe/Secured	1 1%	-	1 2% AF	-	-	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	-	1 1%	1 1%	-
Root domain/Main source for a group of domains/sites	1 1%	-	-	-	-	1 1%	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	1 1%	-	-	1 1%
Recommend/Asked to visit it	1 1%	-	-	-	-	1 1%	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	-	1 1%	1 1%	-
Expensive/Not cheap	1 1%	-	-	-	-	1 1%	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	1 1%	-	1 1%	-
Interesting	1 1%	-	1 2% AF	-	-	-	-	1 1%	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	1 1%	-	-	1 1%
Not familiar with websites	1 1%	-	-	-	1 3% AF	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	1 1%	-	-	1 1%
Other	2 1%	-	-	-	-	2 1%	2 1%	-	-	1 1%	1 1%	-	-	1 1%	1 1%	-	1 1%	1 2%	2 1%	1 1%	2 1%	-
None	2 1%	-	-	-	1 3%	1 1%	2 1%	-	-	-	2 1%	-	-	-	2 1%	-	2 1%	-	1 1%	2 1%	1 1%	1 1%

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

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

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	476	21**	51*	61*	36*	307	257	219	58*	182	213	21**	2**	240	213	23**	416	60*	275	382	236	240
Not sure	24 5%	1 5%	3 6%	2 3%	4 11%	14 5%	15 6%	9 4%	4 7%	8 4%	11 5%	1 5%	-	12 5%	11 5%	1 4%	17 4%	7 12% Q	16 6%	16 4%	8 3%	16 7%
Sigma	787 165%	28 133%	79 155%	97 159%	59 164%	524 171%	433 168%	354 162%	86 148%	313 172%	362 170%	24 114%	2 100%	399 166%	362 170%	26 113%	699 168%	88 147%	496 180%	625 164%	404 171%	383 160%

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



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

10. .coop

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	397	21**	58*	47*	29**	242	196	201	39*	141	195	19**	3**	180	195	22**	350	47*	224	316	203	194
I trust this extension	117 29%	7 33%	12 21%	12 26%	5 17%	81 33% A	55 28%	62 31%	10 26%	44 31%	53 27%	9 47%	1 33%	54 30%	53 27%	10 45%	101 29%	16 34%	77 34% T	83 26%	68 33%	49 25%
I've been to this type of website before	107 27%	2 10%	16 28%	15 32%	6 21%	68 28%	56 29%	51 25%	13 33%	37 26%	53 27%	4 21%	-	50 28%	53 27%	4 18%	95 27%	12 26%	69 31%	84 27%	58 29%	49 25%
It seems legitimate	101 25%	4 19%	16 28%	17 36%	5 17%	59 24%	49 25%	52 26%	8 21%	39 28%	48 25%	6 32%	-	47 26%	48 25%	6 27%	91 26%	10 21%	57 25%	83 26%	58 29%	43 22%
It's where you go for specific information	94 24% C	4 19%	4 7%	12 26% C	4 14%	70 29% AC	46 23%	48 24%	8 21%	35 25%	46 24%	5 26%	-	43 24%	46 24%	5 23%	87 25%	7 15%	62 28%	73 23%	54 27%	40 21%
It has information I'm seeking	90 23%	4 19%	17 29%	12 26%	9 31%	48 20%	47 24%	43 21%	8 21%	31 22%	42 22%	7 37%	2 67%	39 22%	42 22%	9 41%	76 22%	14 30%	53 24%	74 23%	50 25%	40 21%
I'm not afraid of my information being stolen if I go here	68 17%	3 14%	6 10%	8 17%	7 24%	44 18%	39 20%	29 14%	9 23%	27 19%	30 15%	2 11%	-	36 20%	30 15%	2 9%	60 17%	8 17%	45 20%	56 18%	41 20%	27 14%
Informative	2 1%	-	-	-	-	2 1%	1 1%	1	-	-	2 1%	-	-	-	2 1%	-	-	2 4% Q	1	2 1%	2 1%	-
Different/Not common	2 1%	-	1 2%	-	-	1	1 1%	1	1 3%	-	1 1%	-	-	1 1%	1 1%	-	1	1 2%	1	1	1	1 1%
Good/Like name	1	-	1 2% F	-	-	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	1	-	-	1	1	-
Most popular/common domain name	1	1 5%	-	-	-	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	1	-	-	1	1	-
Non-Profit site	1	-	-	-	-	1	-	1	-	-	1 1%	-	-	-	1 1%	-	-	1 2% Q	-	1	1	-
Root domain/Main source for a group of domains/sites	1	-	-	-	-	1	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	1	-	1	-	-	1 1%
Good/Like site	1	1 5%	-	-	-	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1	-	-	1	1	-
New/Innovative	1	-	-	-	1 3%	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	1	-	-	1	1	-
Not familiar with websites	1	-	-	-	1 3%	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	1	-	1	-	-	1 1%
Other	2 1%	-	-	-	-	2 1%	1 1%	1	-	1 1%	1 1%	-	-	1 1%	1 1%	-	2 1%	-	1	2 1%	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 - U/V  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	397	21**	58*	47*	29**	242	196	201	39*	141	195	19**	3**	180	195	22**	350	47*	224	316	203	194
Not sure	21 5%	1 5%	2 3%	3 6%	4 14%	11 5%	12 6%	9 4%	1 3%	7 5%	12 6%	1 5%	-	8 4%	12 6%	1 5%	18 5%	3 6%	13 6%	15 5%	4 2%	17 9% U
Declined to answer	3 1%	1 5%	-	-	-	2 1%	2 1%	1	-	3 2% K	-	-	-	3 2%	-	-	2 1%	1 2%	-	3 1%	3 1%	-
Sigma	614 155%	28 133%	75 129%	79 168%	42 145%	390 161%	315 161%	299 149%	58 149%	225 160%	294 151%	34 179%	3 100%	283 157%	294 151%	37 168%	539 154%	75 160%	381 170%	481 152%	346 170%	268 138%

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

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

28 Aug 2015  
Table 63

Base: Very Likely To Visit Website With Domain Name Extension

11. .cn

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	410	**	**	**	**	410	207	203	46*	185	168	8**	3**	231	168	11**	375	35*	291	271	191	219
I trust this extension	217 53%	-	-	-	-	217 53%	118 57%	99 49%	23 50%	112 61% K	77 46%	5 63%	-	135 58% O	77 46%	5 45%	200 53%	17 49%	161 55%	135 50%	97 51%	120 55%
I've been to this type of website before	197 48%	-	-	-	-	197 48%	101 49%	96 47%	23 50%	93 50%	75 45%	5 63%	1 33%	116 50%	75 45%	6 55%	181 48%	16 46%	142 49%	121 45%	77 40%	120 55% U
It seems legitimate	171 42%	-	-	-	-	171 42%	94 45%	77 38%	24 52%	78 42%	65 39%	4 50%	-	102 44%	65 39%	4 36%	156 42%	15 43%	120 41%	110 41%	73 38%	98 45%
It has information I'm seeking	170 41%	-	-	-	-	170 41%	89 43%	81 40%	18 39%	75 41%	68 40%	6 75%	3 100%	93 40%	68 40%	9 82%	152 41%	18 51%	119 41%	112 41%	78 41%	92 42%
It's where you go for specific information	159 39%	-	-	-	-	159 39%	89 43%	70 34%	19 41%	82 44% K	55 33%	3 38%	-	101 44% O	55 33%	3 27%	147 39%	12 34%	115 40%	107 39%	69 36%	90 41%
I'm not afraid of my information being stolen if I go here	117 29%	-	-	-	-	117 29%	61 29%	56 28%	10 22%	60 32%	44 26%	3 38%	-	70 30%	44 26%	3 27%	107 29%	10 29%	90 31%	73 27%	49 26%	68 31%
Most popular/common domain name	4 1%	-	-	-	-	4 1%	4 2% H	-	-	3 2%	1 1%	-	-	3 1%	1 1%	-	4 1%	-	3 1%	4 1%	1 1%	3 1%
Easy to use/navigate	1 *	-	-	-	-	1 *	-	1 *	-	1 1%	-	-	-	1 *	-	-	-	1 3% Q	1 *	1 *	-	1 *
High speed/fast	1 *	-	-	-	-	1 *	1 *	-	-	1 1%	-	-	-	1 *	-	-	1 *	-	1 *	1 *	-	1 *
Easy to remember name	1 *	-	-	-	-	1 *	1 *	-	-	-	1 1%	-	-	-	1 1%	-	1 *	-	-	1 *	1 1%	-
Specific to my country/state	1 *	-	-	-	-	1 *	1 *	-	-	1 1%	-	-	-	1 *	-	-	1 *	-	1 *	1 *	1 1%	-
Interesting	1 *	-	-	-	-	1 *	1 *	-	-	-	1 1%	-	-	-	1 1%	-	1 *	-	-	1 *	1 1%	-
Other	1 *	-	-	-	-	1 *	-	1 *	-	-	1 1%	-	-	-	1 1%	-	-	1 3% Q	1 *	-	-	1 *
None	3 1%	-	-	-	-	3 1%	2 1%	1 *	-	2 1%	1 1%	-	-	2 1%	1 1%	-	3 1%	-	2 1%	3 1%	1 1%	2 1%
Not sure	1 *	-	-	-	-	1 *	1 *	-	-	-	1 1%	-	-	-	1 1%	-	1 *	-	-	1 *	-	1 *
Declined to answer	1 *	-	-	-	-	1 *	1 *	-	-	1 1%	-	-	-	1 *	-	-	1 *	-	1 *	1 *	1 1%	-

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

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

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	410	**	**	**	**	410	207	203	46*	185	168	8**	3**	231	168	11**	375	35*	291	271	191	219
Sigma	1046	-	-	-	-	1046	564	482	117	509	390	26	4	626	390	30	956	90	757	672	449	597
	255%	-	-	-	-	255%	272%	237%	254%	275%	232%	325%	133%	271%	232%	273%	255%	257%	280%	248%	235%	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  
Overlap formulae used. \* small base, \*\* very small base (under 30) ineligible for sig testing

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

28 Aug 2015  
Table 64

Base: Very Likely To Visit Website With Domain Name Extension

12. .vn

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	41*	**	**	**	**	41*	26**	15**	19**	13**	9**	**	**	32*	9**	**	27**	14**	34*	21**	18**	23**
I trust this extension	25 61%	-	-	-	-	25 61%	15 58%	10 67%	12 63%	9 69%	4 44%	-	-	21 66%	4 44%	-	19 70%	6 43%	21 62%	14 67%	10 56%	15 65%
It has information I'm seeking	22 54%	-	-	-	-	22 54%	14 54%	8 53%	11 58%	5 38%	6 67%	-	-	16 50%	6 67%	-	12 44%	10 71%	18 53%	13 62%	11 61%	11 48%
It's where you go for specific information	21 51%	-	-	-	-	21 51%	13 50%	8 53%	9 47%	6 46%	6 67%	-	-	15 47%	6 67%	-	14 52%	7 50%	17 50%	13 62%	8 44%	13 57%
I've been to this type of website before	18 44%	-	-	-	-	18 44%	10 38%	8 53%	8 42%	5 38%	5 56%	-	-	13 41%	5 56%	-	8 30%	10 71%	13 38%	12 57%	9 50%	9 39%
It seems legitimate	17 41%	-	-	-	-	17 41%	10 38%	7 47%	9 47%	4 31%	4 44%	-	-	13 41%	4 44%	-	11 41%	6 43%	15 44%	12 57%	9 50%	8 35%
I'm not afraid of my information being stolen if I go here	12 29%	-	-	-	-	12 29%	9 35%	3 20%	5 26%	2 15%	5 56%	-	-	7 22%	5 56%	-	7 26%	5 36%	9 26%	10 48%	7 39%	5 22%
Informative	1 2%	-	-	-	-	1 2%	1 4%	-	-	-	11%	-	-	-	11%	-	-	1 7%	1 3%	1 5%	1 6%	-
Most popular/common domain name	1 2%	-	-	-	-	1 2%	1 4%	-	1 5%	-	-	-	-	1 3%	-	-	1 4%	-	1 3%	1 5%	1 6%	-
Specific to my country/state	1 2%	-	-	-	-	1 2%	1 4%	-	1 5%	-	-	-	-	1 3%	-	-	-	1 7%	1 3%	-	1 6%	-
Not sure	1 2%	-	-	-	-	1 2%	1 4%	-	-	1 8%	-	-	-	1 3%	-	-	1 4%	-	-	1 5%	-	1 4%
Sigma	119 290%	-	-	-	-	119 290%	75 288%	44 293%	56 295%	32 246%	31 344%	-	-	88 275%	31 344%	-	73 270%	46 329%	96 282%	77 367%	57 317%	62 270%

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

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

28 Aug 2015  
Table 65

Base: Very Likely To Visit Website With Domain Name Extension

13. .ph

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	64*	**	**	**	**	64*	27**	37*	11**	28**	22**	2**	1**	39*	22**	3**	46*	18**	35*	52*	19**	45*
It's where you go for specific information	27 42%	-	-	-	-	27 42%	10 37%	17 46%	5 45%	16 57%	6 27%	-	-	21 54%	6 27%	-	19 41%	8 44%	19 54%	22 42%	8 42%	19 42%
I trust this extension	24 38%	-	-	-	-	24 38%	11 41%	13 35%	5 45%	8 29%	9 41%	2 100%	-	13 33%	9 41%	2 67%	18 39%	6 33%	14 40%	20 38%	9 47%	15 33%
It has information I'm seeking	22 34%	-	-	-	-	22 34%	11 41%	11 30%	4 36%	10 36%	8 36%	-	-	14 36%	8 36%	-	17 37%	5 28%	15 43%	18 35%	8 42%	14 31%
I've been to this type of website before	21 33%	-	-	-	-	21 33%	9 33%	12 32%	6 55%	9 32%	5 23%	-	1 100%	15 38%	5 23%	1 33%	16 35%	5 28%	13 37%	16 31%	5 26%	16 36%
It seems legitimate	17 27%	-	-	-	-	17 27%	7 26%	10 27%	4 36%	6 21%	7 32%	-	-	10 26%	7 32%	-	12 26%	5 28%	12 34%	13 25%	4 21%	13 29%
I'm not afraid of my information being stolen if I go here	12 19%	-	-	-	-	12 19%	7 26%	5 14%	3 27%	4 14%	4 18%	1 50%	-	7 18%	4 18%	1 33%	6 13%	6 33%	10 29%	9 17%	4 21%	8 18%
Specific to my country/state	2 3%	-	-	-	-	2 3%	2 7%	-	2 18%	-	-	-	-	2 5%	-	-	1 2%	1 6%	2 6%	2 4%	1 5%	1 2%
Internet access	1 2%	-	-	-	-	1 2%	1 4%	-	1 9%	-	-	-	-	1 3%	-	-	1 2%	-	1 3%	1 2%	-	1 2%
Sigma	126 197%	-	-	-	-	126 197%	58 215%	68 184%	30 273%	53 189%	39 177%	3 150%	1 100%	83 213%	39 177%	4 133%	90 196%	36 200%	86 246%	101 194%	39 205%	87 193%

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

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

28 Aug 2015  
Table 66

Base: Very Likely To Visit Website With Domain Name Extension

14. .jp

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	115	-**	-**	-**	-**	115	84*	31*	2**	22**	60*	24**	7**	24**	60*	31*	95*	20**	69*	60*	26**	89*
I've been to this type of website before	57 50%	-	-	-	-	57 50%	43 51%	14 45%	1 50%	10 45%	29 48%	14 58%	3 43%	11 46%	29 48%	17 55%	50 53%	7 35%	40 58% T	24 40%	11 42%	46 52%
It has information I'm seeking	48 42%	-	-	-	-	48 42%	40 48% H	8 26%	-	8 36%	23 38%	13 54%	4 57%	8 33%	23 38%	17 55%	42 44%	6 30%	28 41%	27 45%	9 35%	39 44%
I trust this extension	35 30%	-	-	-	-	35 30%	22 26%	13 42%	1 50%	10 45%	17 28%	6 25%	1 14%	11 46%	17 28%	7 23%	30 32%	5 25%	19 28%	22 37%	10 38%	25 28%
It's where you go for specific information	33 29%	-	-	-	-	33 29%	30 36% H	3 10%	1 50%	7 32%	17 28%	7 29%	1 14%	8 33%	17 28%	8 26%	27 28%	6 30%	20 29%	17 28%	10 38%	23 26%
It seems legitimate	21 18%	-	-	-	-	21 18%	16 19%	5 16%	1 50%	4 18%	8 13%	7 29%	1 14%	5 21%	8 13%	8 26%	18 19%	3 15%	13 19%	12 20%	6 23%	15 17%
I'm not afraid of my information being stolen if I go here	10 9%	-	-	-	-	10 9%	9 11%	1 3%	-	2 9%	5 8%	3 13%	-	2 8%	5 8%	3 10%	8 8%	2 10%	6 9%	7 12%	4 15%	6 7%
Specific to my country/state	1 1%	-	-	-	-	1 1%	1 1%	-	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	-	1 2%	-	1 1%
Not sure	6 5%	-	-	-	-	6 5%	4 5%	2 6%	-	-	3 5%	2 8%	1 14%	-	3 5%	3 10%	3 3%	3 15%	3 4%	4 7%	2 8%	4 4%
Sigma	211 183%	-	-	-	-	211 183%	165 196%	46 148%	4 200%	41 186%	103 172%	52 217%	11 157%	45 188%	103 172%	63 203%	179 188%	32 160%	129 187%	114 190%	52 200%	159 179%

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

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

28 Aug 2015  
Table 67

Base: Very Likely To Visit Website With Domain Name Extension

15. .kr

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	76*	-**	-**	-**	-**	76*	50*	26**	8**	18**	44*	6**	-**	26**	44*	6**	66*	10**	50*	48*	33*	43*
I've been to this type of website before	47 62%	-	-	-	-	47 62%	32 64%	15 58%	4 50%	11 61%	30 68%	2 33%	-	15 58%	30 68%	2 33%	41 62%	6 60%	33 66%	29 60%	20 61%	27 63%
I trust this extension	35 46%	-	-	-	-	35 46%	20 40%	15 58%	6 75%	8 44%	19 43%	2 33%	-	14 54%	19 43%	2 33%	29 44%	6 60%	24 48%	21 44%	14 42%	21 49%
It seems legitimate	35 46%	-	-	-	-	35 46%	24 48%	11 42%	3 38%	9 50%	19 43%	4 67%	-	12 46%	19 43%	4 67%	29 44%	6 60%	27 54%	21 44%	16 48%	19 44%
It has information I'm seeking	33 43%	-	-	-	-	33 43%	21 42%	12 46%	3 38%	6 33%	22 50%	2 33%	-	9 35%	22 50%	2 33%	25 38%	8 80%	25 50%	21 44%	20 61% V	13 30%
It's where you go for specific information	28 37%	-	-	-	-	28 37%	23 46%	5 19%	1 13%	7 39%	18 41%	2 33%	-	8 31%	18 41%	2 33%	23 35%	5 50%	19 38%	18 38%	15 45%	13 30%
I'm not afraid of my information being stolen if I go here	8 11%	-	-	-	-	8 11%	6 12%	2 8%	1 13%	2 11%	5 11%	-	-	3 12%	5 11%	-	6 9%	2 20%	7 14%	6 13%	5 15%	3 7%
Informative	1 1%	-	-	-	-	1 1%	1 2%	-	-	1 6%	-	-	-	1 4%	-	-	1 2%	-	1 2%	-	-	1 2%
Most popular/common domain name	1 1%	-	-	-	-	1 1%	1 2%	-	-	-	1 2%	-	-	-	1 2%	-	1 2%	-	-	1 2%	1 3%	-
Sigma	188 247%	-	-	-	-	188 247%	128 256%	60 231%	18 225%	44 244%	114 259%	12 200%	-	62 238%	114 259%	12 200%	155 235%	33 330%	136 272%	117 244%	91 276%	97 226%

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



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

28 Aug 2015  
Table 68

Base: Very Likely To Visit Website With Domain Name Extension

16. .ru

	Domain registration role																Purpose registered domain name		Registered duplicate domain names			
	Region						Gender		Age					Age			Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+						
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	109	**	**	**	**	109	73*	36*	8**	45*	47*	8**	1**	53*	47*	9**	88*	21**	78*	75*	54*	55*
I've been to this type of website before	61 56%	-	-	-	-	61 56%	43 59%	18 50%	5 63%	29 64%	23 49%	3 38%	1 100%	34 64%	23 49%	4 44%	53 60%	8 38%	43 55%	50 67% S	34 63%	27 49%
It has information I'm seeking	53 49%	-	-	-	-	53 49%	35 48%	18 50%	5 63%	25 56%	18 38%	4 50%	1 100%	30 57%	18 38%	5 56%	45 51%	8 38%	38 49%	39 52%	28 52%	25 45%
I trust this extension	47 43%	-	-	-	-	47 43%	35 48%	12 33%	5 63%	21 47%	18 38%	2 25%	1 100%	26 49%	18 38%	3 33%	36 41%	11 52%	32 41%	36 48%	17 31%	30 55% U
It's where you go for specific information	33 30%	-	-	-	-	33 30%	22 30%	11 31%	2 25%	18 40%	11 23%	1 13%	1 100%	20 38%	11 23%	2 22%	28 32%	5 24%	20 26%	27 36% S	15 28%	18 33%
It seems legitimate	27 25%	-	-	-	-	27 25%	17 23%	10 28%	2 25%	13 29%	10 21%	1 13%	1 100%	15 28%	10 21%	2 22%	23 26%	4 19%	17 22%	22 29%	13 24%	14 25%
I'm not afraid of my information being stolen if I go here	22 20%	-	-	-	-	22 20%	10 14%	12 33% G	2 25%	7 16%	11 23%	1 13%	1 100%	9 17%	11 23%	2 22%	18 20%	4 19%	14 18%	17 23%	13 24%	9 16%
Most popular/common domain name	3 3%	-	-	-	-	3 3%	2 3%	1 3%	1 13%	1 2%	1 2%	-	-	2 4%	1 2%	-	3 3%	-	3 4%	2 3%	2 4%	1 2%
Not sure	3 3%	-	-	-	-	3 3%	2 3%	1 3%	-	-	1 2%	2 25%	-	-	1 2%	2 22%	2 2%	1 5%	3 4%	2 3%	2 4%	1 2%
Sigma	249 228%	-	-	-	-	249 228%	166 227%	83 231%	22 275%	114 253%	93 198%	14 175%	6 600%	136 257%	93 198%	20 222%	208 236%	41 195%	170 218%	195 260%	124 230%	125 227%

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

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

28 Aug 2015  
Table 69

Base: Very Likely To Visit Website With Domain Name Extension

17. .in

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	233	-**	-**	-**	-**	233	120	113	41*	74*	102	16**	-**	115	102	16**	177	56*	117	189	78*	155
I trust this extension	131 56%	-	-	-	-	131 56%	72 60%	59 52%	23 56%	42 57%	59 58%	7 44%	-	65 57%	59 58%	7 44%	104 59%	27 48%	62 53%	110 58%	39 50%	92 59%
I've been to this type of website before	85 36%	-	-	-	-	85 36%	55 46% H	30 27%	19 46% K	29 39%	29 28%	8 50%	-	48 42% O	29 28%	8 50%	62 35%	23 41%	47 40%	70 37%	24 31%	61 39%
It has information I'm seeking	75 32%	-	-	-	-	75 32%	47 39% H	28 25%	13 32%	29 39%	27 26%	6 38%	-	42 37%	27 26%	6 38%	54 31%	21 38%	37 32%	59 31%	28 36%	47 30%
It seems legitimate	68 29%	-	-	-	-	68 29%	35 29%	33 29%	10 24%	24 32%	29 28%	5 31%	-	34 30%	29 28%	5 31%	58 33% R	10 18%	32 27%	53 28%	25 32%	43 28%
It's where you go for specific information	64 27%	-	-	-	-	64 27%	35 29%	29 26%	11 27%	27 36% K	23 23%	3 19%	-	38 33%	23 23%	3 19%	48 27%	16 29%	34 29%	53 28%	23 29%	41 26%
I'm not afraid of my information being stolen if I go here	31 13%	-	-	-	-	31 13%	16 13%	15 13%	7 17%	13 18%	10 10%	1 6%	-	20 17%	10 10%	1 6%	28 16% R	3 5%	20 17%	24 13%	8 10%	23 15%
Specific to my country/state	3 1%	-	-	-	-	3 1%	3 3%	-	1 2%	1 1%	1 1%	-	-	2 2%	1 1%	-	3 2%	-	2 2%	2 1%	2 3%	1 1%
Site name (Spec.)	2 1%	-	-	-	-	2 1%	2 2%	-	2 5% K	-	-	-	-	2 2%	-	-	1 1%	1 2%	1 1%	1 1%	-	2 1%
Most popular/common domain name	2 1%	-	-	-	-	2 1%	1 1%	1 1%	-	1 1%	1 1%	-	-	1 1%	1 1%	-	2 1%	-	1 1%	2 1%	1 1%	1 1%
For business use	1 *	-	-	-	-	1 *	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	-	1 1%	1 1%	-
Other	1 *	-	-	-	-	1 *	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	1 1%	1 1%	1 1%	-
None	1 *	-	-	-	-	1 *	-	1 1%	-	1 1%	-	-	-	1 1%	-	-	-	1 2%	-	1 1%	1 1%	-
Not sure	1 *	-	-	-	-	1 *	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	1 1%	-	-	1 1%
Sigma	465 200%	-	-	-	-	465 200%	268 223%	197 174%	86 210%	168 227%	181 177%	30 188%	-	254 221%	181 177%	30 188%	363 205%	102 182%	238 203%	377 199%	153 196%	312 201%

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

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

28 Aug 2015  
Table 70

Base: Very Likely To Visit Website With Domain Name Extension

18. .id

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	81*	-**	-**	-**	-**	81*	52*	29**	13**	27**	40*	1**	-**	40*	40*	1**	59*	22**	60*	62*	32*	49*
I trust this extension	45 56%	-	-	-	-	45 56%	29 56%	16 55%	10 77%	13 48%	21 53%	1 100%	-	23 58%	21 53%	1 100%	35 59%	10 45%	34 57%	36 58%	16 50%	29 59%
I've been to this type of website before	43 53%	-	-	-	-	43 53%	28 54%	15 52%	9 69%	11 41%	23 58%	-	-	20 50%	23 58%	-	32 54%	11 50%	30 50%	35 56%	15 47%	28 57%
It has information I'm seeking	36 44%	-	-	-	-	36 44%	21 40%	15 52%	6 46%	11 41%	18 45%	1 100%	-	17 43%	18 45%	1 100%	27 46%	9 41%	29 48%	26 42%	13 41%	23 47%
It seems legitimate	26 32%	-	-	-	-	26 32%	17 33%	9 31%	7 54%	10 37%	9 23%	-	-	17 43%	9 23%	-	18 31%	8 36%	20 33%	20 32%	12 38%	14 29%
It's where you go for specific information	21 26%	-	-	-	-	21 26%	12 23%	9 31%	5 38%	4 15%	11 28%	1 100%	-	9 23%	11 28%	1 100%	14 24%	7 32%	17 28%	17 27%	9 28%	12 24%
I'm not afraid of my information being stolen if I go here	14 17%	-	-	-	-	14 17%	8 15%	6 21%	5 38%	2 7%	7 18%	-	-	7 18%	7 18%	-	12 20%	2 9%	11 18%	10 16%	4 13%	10 20%
For business use	1 1%	-	-	-	-	1 1%	1 2%	-	-	-	1 3%	-	-	-	1 3%	-	-	1 5%	1 2%	1 2%	1 3%	-
Expensive/Not cheap	1 1%	-	-	-	-	1 1%	1 2%	-	-	1 4%	-	-	-	1 3%	-	-	1 2%	-	1 2%	-	1 3%	-
Sigma	187 231%	-	-	-	-	187 231%	117 225%	70 241%	42 323%	52 193%	90 225%	3 300%	-	94 235%	90 225%	3 300%	139 236%	48 218%	143 238%	145 234%	71 222%	116 237%

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

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

28 Aug 2015  
Table 71

Base: Very Likely To Visit Website With Domain Name Extension

19. .ng

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	167	**	**	**	167	**	136	31*	21**	84*	59*	3**	**	105	59*	3**	105	62*	84*	148	44*	123
It has information I'm seeking	73 44%	-	-	-	73 44%	-	56 41%	17 55%	7 33%	38 45%	27 46%	1 33%	-	45 43%	27 46%	1 33%	47 45%	26 42%	36 43%	68 46%	15 34%	58 47%
I've been to this type of website before	68 41%	-	-	-	68 41%	-	56 41%	12 39%	11 52%	28 33%	28 47%	1 33%	-	39 37%	28 47%	1 33%	41 39%	27 44%	30 36%	62 42%	17 39%	51 41%
It seems legitimate	58 35%	-	-	-	58 35%	-	47 35%	11 35%	9 43%	29 35%	19 32%	1 33%	-	38 36%	19 32%	1 33%	42 40%	16 26%	28 33%	54 36%	13 30%	45 37%
I trust this extension	53 32%	-	-	-	53 32%	-	45 33%	8 26%	4 19%	34 40%	15 25%	-	-	38 36%	15 25%	-	34 32%	19 31%	28 33%	44 30%	10 23%	43 35%
It's where you go for specific information	51 31%	-	-	-	51 31%	-	45 33%	6 19%	5 24%	25 30%	18 31%	3 100%	-	30 29%	18 31%	3 100%	31 30%	20 32%	32 36%	42 28%	14 32%	37 30%
I'm not afraid of my information being stolen if I go here	20 12%	-	-	-	20 12%	-	17 13%	3 10%	3 14%	11 13%	5 8%	33%	-	14 13%	5 8%	1 33%	12 11%	8 13%	11 13%	19 13%	5 11%	15 12%
Specific to my country/state	4 2%	-	-	-	4 2%	-	3 2%	1 3%	-	2 2%	2 3%	-	-	2 2%	2 3%	-	2 2%	2 3%	3 4%	4 3%	1 2%	3 2%
Most popular/common domain name	1 1%	-	-	-	1 1%	-	-	1 3%	1 5%	-	-	-	-	1 1%	-	-	-	1 2%	-	1 1%	-	1 1%
My own domain is registered to extension	1 1%	-	-	-	1 1%	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	1 1%	1 1%	1 2%	-
Recommend/Asked to visit it	1 1%	-	-	-	1 1%	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	1 1%	1 1%	1 2%	-
Not sure	1 1%	-	-	-	1 1%	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	1 1%	1 1%	-	1 1%
Sigma	331 198%	-	-	-	331 198%	-	272 200%	59 190%	40 190%	170 202%	114 193%	7 233%	-	210 200%	114 193%	7 233%	212 202%	119 192%	171 204%	297 201%	77 175%	254 207%

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

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

28 Aug 2015  
Table 72

Base: Very Likely To Visit Website With Domain Name Extension

20. .za

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	89*	-**	-**	-**	89*	-**	54*	35*	12**	20**	38*	15**	4**	32*	38*	19**	64*	25**	40*	73*	26**	63*
I've been to this type of website before	47 53%	-	-	-	47 53%	-	33 61%	14 40%	5 42%	9 45%	21 55%	11 73%	1 25%	14 44%	21 55%	12 63%	36 56%	11 44%	23 58%	38 52%	15 58%	32 51%
I trust this extension	36 40%	-	-	-	36 40%	-	20 37%	16 46%	3 25%	9 45%	16 42%	6 40%	2 50%	12 38%	16 42%	8 42%	28 44%	8 32%	20 50%	31 42%	13 50%	23 37%
It has information I'm seeking	33 37%	-	-	-	33 37%	-	22 41%	11 31%	1 8%	8 40%	14 37%	8 53%	2 50%	9 28%	14 37%	10 53%	25 39%	8 32%	18 45%	26 36%	12 46%	21 33%
It's where you go for specific information	29 33%	-	-	-	29 33%	-	19 35%	10 29%	5 42%	6 30%	11 29%	5 33%	2 50%	11 34%	11 29%	7 37%	16 25%	13 52%	19 48%	23 32%	11 42%	18 29%
It seems legitimate	28 31%	-	-	-	28 31%	-	22 41% H	6 17%	3 25%	8 40%	11 29%	5 33%	1 25%	11 34%	11 29%	6 32%	23 36%	5 20%	13 33%	24 33%	11 42%	17 27%
I'm not afraid of my information being stolen if I go here	16 18%	-	-	-	16 18%	-	12 22%	4 11%	-	6 30%	5 13%	4 27%	1 25%	6 19%	5 13%	5 26%	13 20%	3 12%	8 20%	14 19%	4 15%	12 19%
Most popular/common domain name	2 2%	-	-	-	2 2%	-	2 4%	-	-	1 5%	1 3%	-	-	1 3%	1 3%	-	2 3%	-	1 3%	1 1%	1 4%	1 2%
Specific to my country/state	1 1%	-	-	-	1 1%	-	-	1 3%	1 8%	-	-	-	-	1 3%	-	-	-	1 4%	1 3%	1 1%	-	1 2%
Sigma	192 216%	-	-	-	192 216%	-	130 241%	62 177%	18 150%	47 235%	79 208%	39 260%	9 225%	65 203%	79 208%	48 253%	143 223%	49 196%	103 258%	158 216%	67 258%	125 198%

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

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

28 Aug 2015  
Table 73

Base: Very Likely To Visit Website With Domain Name Extension

21. .eg

	Demographics																Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	Region					Gender		Age					Age			Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+						
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	73*	-**	-**	-**	73*	-**	66*	7**	15**	28**	27**	2**	1**	43*	27**	3**	45*	28**	31*	56*	30*	43*
I've been to this type of website before	36 49%	-	-	-	36 49%	-	33 50%	3 43%	11 73%	13 46%	10 37%	1 50%	1 100%	24 56%	10 37%	2 67%	23 51%	13 46%	22 71% T	22 39%	18 60%	18 42%
I trust this extension	34 47%	-	-	-	34 47%	-	30 45%	4 57%	9 60%	13 46%	11 41%	-	1 100%	22 51%	11 41%	1 33%	19 42%	15 54%	15 48%	26 46%	13 43%	21 49%
It has information I'm seeking	33 45%	-	-	-	33 45%	-	28 42%	5 71%	8 53%	12 43%	11 41%	1 50%	1 100%	20 47%	11 41%	2 67%	15 33%	18 64%	14 45%	24 43%	12 40%	21 49%
It seems legitimate	22 30%	-	-	-	22 30%	-	18 27%	4 57%	7 47%	7 25%	8 30%	-	-	14 33%	8 30%	-	15 33%	7 25%	10 32%	15 27%	10 33%	12 28%
It's where you go for specific information	18 25%	-	-	-	18 25%	-	15 23%	3 43%	4 27%	5 18%	9 33%	-	-	9 21%	9 33%	-	11 24%	7 25%	9 29%	13 23%	7 23%	11 26%
I'm not afraid of my information being stolen if I go here	14 19%	-	-	-	14 19%	-	13 20%	1 14%	5 33%	4 14%	5 19%	-	-	9 21%	5 19%	-	9 20%	5 18%	6 19%	10 18%	9 30%	5 12%
Specific to my country/state	2 3%	-	-	-	2 3%	-	1 2%	1 14%	-	2 7%	-	-	-	2 5%	-	-	2 4%	-	1 3%	2 4%	1 3%	1 2%
Most popular/common domain name	1 1%	-	-	-	1 1%	-	1 2%	-	1 7%	-	-	-	-	1 2%	-	-	1 2%	-	1 3%	-	-	1 2%
Government site/usage	1 1%	-	-	-	1 1%	-	1 2%	-	-	-	1 4%	-	-	-	1 4%	-	-	1 4%	1 3%	1 2%	1 3%	-
Not sure	3 4%	-	-	-	3 4%	-	3 5%	-	1 7%	1 4%	1 4%	-	-	2 5%	1 4%	-	3 7%	-	2 6%	2 4%	2 7%	1 2%
Sigma	164 225%	-	-	-	164 225%	-	143 217%	21 300%	46 307%	57 204%	56 207%	2 100%	3 300%	103 240%	56 207%	5 167%	98 218%	66 236%	81 261%	115 205%	73 243%	91 212%

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

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

28 Aug 2015  
Table 74

Base: Very Likely To Visit Website With Domain Name Extension

22. .co

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	92*	**	92*	**	**	**	62*	30*	10**	21**	45*	12**	4**	31*	45*	16**	66*	26**	47*	80*	42*	50*
I've been to this type of website before	50 54%	-	50 54%	-	-	-	32 52%	18 60%	6 60%	13 62%	26 58%	3 25%	2 50%	19 61%	26 58%	5 31%	41 62%	9 35%	26 55%	47 59%	26 62%	24 48%
I trust this extension	49 53%	-	49 53%	-	-	-	34 55%	15 50%	5 50%	13 62%	24 53%	6 50%	1 25%	18 58%	24 53%	7 44%	36 55%	13 50%	27 57%	43 54%	25 60%	24 48%
It has information I'm seeking	39 42%	-	39 42%	-	-	-	28 45%	11 37%	5 50%	9 43%	21 47%	3 25%	1 25%	14 45%	21 47%	4 25%	28 42%	11 42%	20 43%	38 48%	21 50%	18 36%
It seems legitimate	32 35%	-	32 35%	-	-	-	23 37%	9 30%	5 50%	7 33%	16 36%	4 33%	-	12 39%	16 36%	4 25%	27 41%	5 19%	15 32%	31 39%	18 43%	14 28%
It's where you go for specific information	29 32%	-	29 32%	-	-	-	18 29%	11 37%	2 20%	4 19%	20 44%	3 25%	-	6 19%	20 44% N	3 19%	23 35%	6 23%	15 32%	28 35%	15 36%	14 28%
I'm not afraid of my information being stolen if I go here	22 24%	-	22 24%	-	-	-	13 21%	9 30%	3 30%	6 29%	12 27%	1 8%	-	9 29%	12 27%	1 6%	22 33%	-	12 26%	22 28%	13 31%	9 18%
Not sure	1 1%	-	1 1%	-	-	-	-	1 3%	1 10%	-	-	-	-	1 3%	-	-	-	1 4%	-	1 1%	-	1 2%
Sigma	222 241%	-	222 241%	-	-	-	148 239%	74 247%	27 270%	52 248%	119 264%	20 167%	4 100%	79 255%	119 264%	24 150%	177 268%	45 173%	115 245%	210 263%	118 281%	104 208%

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

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

28 Aug 2015  
Table 75

Base: Very Likely To Visit Website With Domain Name Extension

23. .ar

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	75*	-**	75*	-**	-**	-**	45*	30*	7**	19**	45*	2**	2**	26**	45*	4**	52*	23**	44*	61*	28**	47*
I've been to this type of website before	49 65%	-	49 65%	-	-	-	30 67%	19 63%	3 43%	16 84%	28 62%	1 50%	1 50%	19 73%	28 62%	2 50%	37 71%	12 52%	30 68%	40 66%	24 86%	25 53%
It has information I'm seeking	38 51%	-	38 51%	-	-	-	28 62% H	10 33%	3 43%	12 63%	22 49%	-	1 50%	15 58%	22 49%	1 25%	27 52%	11 48%	27 61%	34 56%	21 75%	17 36%
I trust this extension	32 43%	-	32 43%	-	-	-	21 47%	11 37%	4 57%	10 53%	17 38%	-	1 50%	14 54%	17 38%	1 25%	21 40%	11 48%	20 45%	25 41%	14 50%	18 38%
It's where you go for specific information	23 31%	-	23 31%	-	-	-	17 38%	6 20%	2 29%	6 32%	13 29%	-	2 100%	8 31%	13 29%	2 50%	16 31%	7 30%	14 32%	19 31%	10 36%	13 28%
It seems legitimate	22 29%	-	22 29%	-	-	-	15 33%	7 23%	3 43%	5 26%	12 27%	1 50%	1 50%	8 31%	12 27%	2 50%	16 31%	6 26%	14 32%	18 30%	13 46%	9 19%
I'm not afraid of my information being stolen if I go here	14 19%	-	14 19%	-	-	-	10 22%	4 13%	2 29%	3 16%	8 18%	-	1 50%	5 19%	8 18%	1 25%	11 21%	3 13%	9 20%	10 16%	7 25%	7 15%
Other	1 1%	-	1 1%	-	-	-	1 2%	-	1 14%	-	-	-	-	1 4%	-	-	1 2%	-	-	1 2%	-	1 2%
Sigma	179 239%	-	179 239%	-	-	-	122 271%	57 190%	18 257%	52 274%	100 222%	2 100%	7 350%	70 269%	100 222%	9 225%	129 248%	50 217%	114 259%	147 241%	89 318%	90 191%

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



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

28 Aug 2015  
Table 76

Base: Very Likely To Visit Website With Domain Name Extension

24. .br

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	131	-**	131	-**	-**	-**	84*	47*	29**	39*	51*	10**	2**	68*	51*	12**	101	30*	59*	109	48*	83*
I've been to this type of website before	67 51%	-	67 51%	-	-	-	49 58% H	18 38%	19 66%	18 46%	24 47%	5 50%	1 50%	37 54%	24 47%	6 50%	56 55%	11 37%	35 59%	58 53%	27 56%	40 48%
I trust this extension	55 42%	-	55 42%	-	-	-	40 48%	15 32%	14 48%	16 41%	21 41%	3 30%	1 50%	30 44%	21 41%	4 33%	49 49% R	6 20%	31 53%	46 42%	26 54% V	29 35%
It seems legitimate	53 40%	-	53 40%	-	-	-	37 44%	16 34%	13 45%	14 36%	20 39%	4 40%	2 100%	27 40%	20 39%	6 50%	43 43%	10 33%	24 41%	47 43%	25 52% V	28 34%
It has information I'm seeking	50 38%	-	50 38%	-	-	-	35 42%	15 32%	13 45%	13 33%	20 39%	3 30%	1 50%	26 38%	20 39%	4 33%	43 43%	7 23%	24 41%	41 38%	21 44%	29 35%
It's where you go for specific information	28 21%	-	28 21%	-	-	-	21 25%	7 15%	7 24%	5 13%	13 25%	3 30%	-	12 18%	13 25%	3 25%	22 22%	6 20%	15 25%	24 22%	13 27%	15 18%
I'm not afraid of my information being stolen if I go here	27 21%	-	27 21%	-	-	-	21 25%	6 13%	8 28%	6 15%	8 16%	4 40%	1 50%	14 21%	8 16%	5 42%	24 24%	3 10%	11 19%	26 24%	11 23%	16 19%
Most popular/common domain name	2 2%	-	2 2%	-	-	-	2 2%	-	-	-	1 2%	1 10%	-	-	1 2%	1 8%	2 2%	-	2 3%	2 2%	2 4%	-
Different/Not common	1 1%	-	1 1%	-	-	-	1 1%	-	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	1 2%	1 1%	1 2%	-
Schools/education	1 1%	-	1 1%	-	-	-	1 1%	-	-	-	1 2%	-	-	-	1 2%	-	-	1 3%	-	1 1%	-	1 1%
Other	1 1%	-	1 1%	-	-	-	1 1%	-	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	-	1 1%	1 2%	-
Sigma	285 218%	-	285 218%	-	-	-	208 248%	77 164%	74 255%	72 185%	110 216%	23 230%	6 300%	146 215%	110 216%	29 242%	241 239%	44 147%	143 242%	247 227%	127 265%	158 190%

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

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

28 Aug 2015  
Table 77

Base: Very Likely To Visit Website With Domain Name Extension

25. .it

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	38*	-**	-**	38*	-**	-**	30*	8**	3**	10**	20**	3**	2**	13**	20**	5**	30*	8**	20**	32*	24**	14**
I've been to this type of website before	24 63%	-	-	24 63%	-	-	20 67%	4 50%	2 67%	6 60%	13 65%	1 33%	2 100%	8 62%	13 65%	3 60%	18 60%	6 75%	13 65%	20 63%	15 63%	9 64%
It's where you go for specific information	17 45%	-	-	17 45%	-	-	14 47%	3 38%	2 67%	6 60%	7 35%	2 67%	-	8 62%	7 35%	2 40%	12 40%	5 63%	9 45%	13 41%	8 33%	9 64%
I trust this extension	16 42%	-	-	16 42%	-	-	11 37%	5 63%	3 100%	4 40%	6 30%	2 67%	1 50%	7 54%	6 30%	3 60%	11 37%	5 63%	9 45%	13 41%	10 42%	6 43%
It has information I'm seeking	15 39%	-	-	15 39%	-	-	12 40%	3 38%	1 33%	3 30%	8 40%	3 100%	-	4 31%	8 40%	3 60%	12 40%	3 38%	8 40%	12 38%	10 42%	5 36%
I'm not afraid of my information being stolen if I go here	12 32%	-	-	12 32%	-	-	10 33%	2 25%	3 100%	4 40%	3 15%	1 33%	1 50%	7 54%	3 15%	2 40%	10 33%	2 25%	9 45%	8 25%	7 29%	5 36%
It seems legitimate	11 29%	-	-	11 29%	-	-	9 30%	2 25%	2 67%	3 30%	4 20%	1 33%	1 50%	5 38%	4 20%	2 40%	9 30%	2 25%	7 35%	8 25%	6 25%	5 36%
Most popular/common domain name	3 8%	-	-	3 8%	-	-	3 10%	-	-	2 20%	1 5%	-	-	2 15%	1 5%	-	3 10%	-	1 5%	3 9%	3 13%	-
For business use	1 3%	-	-	1 3%	-	-	1 3%	-	-	1 10%	-	-	-	1 8%	-	-	1 3%	-	1 5%	-	-	1 7%
My own domain is registered to extension	1 3%	-	-	1 3%	-	-	-	1 13%	-	-	-	-	1 50%	-	-	1 20%	1 3%	-	1 5%	1 3%	1 4%	-
Depends on the site	1 3%	-	-	1 3%	-	-	1 3%	-	1 33%	-	-	-	-	1 8%	-	-	1 3%	-	1 5%	1 3%	1 4%	-
Interesting	1 3%	-	-	1 3%	-	-	-	1 13%	-	-	-	-	1 50%	-	-	1 20%	1 3%	-	1 5%	1 3%	1 4%	-
Sigma	102 268%	-	-	102 268%	-	-	81 270%	21 263%	14 467%	29 290%	42 210%	10 333%	7 350%	43 331%	42 210%	17 340%	79 263%	23 288%	60 300%	80 250%	62 258%	40 286%

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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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

28 Aug 2015  
Table 78

Base: Very Likely To Visit Website With Domain Name Extension

26. .tr

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	32*	-**	-**	32*	-**	-**	21**	11**	4**	13**	13**	2**	-**	17**	13**	2**	30*	2**	16**	24**	10**	22**
It seems legitimate	17 53%	-	-	17 53%	-	-	11 52%	6 55%	2 50%	9 69%	5 38%	1 50%	-	11 65%	5 38%	1 50%	16 53%	1 50%	8 50%	13 54%	6 60%	11 50%
I trust this extension	16 50%	-	-	16 50%	-	-	10 48%	6 55%	4 100%	7 54%	4 31%	1 50%	-	11 65%	4 31%	1 50%	15 50%	1 50%	8 50%	13 54%	3 30%	13 59%
I've been to this type of website before	14 44%	-	-	14 44%	-	-	8 38%	6 55%	2 50%	7 54%	5 38%	-	-	9 53%	5 38%	-	13 43%	1 50%	7 44%	10 42%	4 40%	10 45%
It has information I'm seeking	10 31%	-	-	10 31%	-	-	5 24%	5 45%	1 25%	6 46%	3 23%	-	-	7 41%	3 23%	-	9 30%	1 50%	7 44%	7 29%	3 30%	7 32%
It's where you go for specific information	10 31%	-	-	10 31%	-	-	8 38%	2 18%	2 50%	4 31%	4 31%	-	-	6 35%	4 31%	-	10 33%	-	7 44%	7 29%	3 30%	7 32%
I'm not afraid of my information being stolen if I go here	8 25%	-	-	8 25%	-	-	4 19%	4 36%	1 25%	5 38%	2 15%	-	-	6 35%	2 15%	-	8 27%	-	5 31%	6 25%	2 20%	6 27%
Sigma	75 234%	-	-	75 234%	-	-	46 219%	29 264%	12 300%	38 292%	23 177%	2 100%	-	50 294%	23 177%	2 100%	71 237%	4 200%	42 263%	56 233%	21 210%	54 245%

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

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

28 Aug 2015  
Table 79

Base: Very Likely To Visit Website With Domain Name Extension

27. .es

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	32*	**	**	32*	**	**	16**	16**	5**	5**	18**	4**	**	10**	18**	4**	24**	8**	16**	22**	13**	19**
I've been to this type of website before	24 75%	-	-	24 75%	-	-	12 75%	12 75%	3 60%	3 60%	14 78%	4 100%	-	6 60%	14 78%	4 100%	18 75%	6 75%	12 75%	18 82%	11 85%	13 68%
I trust this extension	16 50%	-	-	16 50%	-	-	9 56%	7 44%	3 60%	2 40%	11 61%	-	-	5 50%	11 61%	-	12 50%	4 50%	9 56%	11 50%	7 54%	9 47%
It seems legitimate	11 34%	-	-	11 34%	-	-	6 38%	5 31%	1 20%	-	8 44%	2 50%	-	1 10%	8 44%	2 50%	7 29%	4 50%	5 31%	7 32%	5 38%	6 32%
It's where you go for specific information	11 34%	-	-	11 34%	-	-	6 38%	5 31%	-	2 40%	8 44%	1 25%	-	2 20%	8 44%	1 25%	9 38%	2 25%	6 38%	8 36%	5 38%	6 32%
It has information I'm seeking	8 25%	-	-	8 25%	-	-	2 13%	6 38%	-	1 20%	5 28%	2 50%	-	1 10%	5 28%	2 50%	5 21%	3 38%	4 25%	5 23%	3 23%	5 26%
I'm not afraid of my information being stolen if I go here	4 13%	-	-	4 13%	-	-	2 13%	2 13%	-	1 20%	3 17%	-	-	1 10%	3 17%	-	3 13%	1 13%	1 6%	4 18%	3 23%	1 5%
Sigma	74 231%	-	-	74 231%	-	-	37 231%	37 231%	7 140%	9 180%	49 272%	9 225%	-	16 160%	49 272%	9 225%	54 225%	20 250%	37 231%	53 241%	34 262%	40 211%

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

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

28 Aug 2015  
Table 80

Base: Very Likely To Visit Website With Domain Name Extension

28. .pl

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	37*	**	**	37*	**	**	17**	20**	7**	11**	16**	3**	**	18**	16**	3**	27**	10**	20**	23**	12**	25**
I've been to this type of website before	21 57%	-	-	21 57%	-	-	11 65%	10 50%	5 71%	4 36%	11 69%	1 33%	-	9 50%	11 69%	1 33%	17 63%	4 40%	14 70%	13 57%	7 58%	14 56%
I trust this extension	18 49%	-	-	18 49%	-	-	10 59%	8 40%	4 57%	45%	8 50%	1 33%	-	9 50%	8 50%	1 33%	15 56%	3 30%	10 50%	11 48%	4 33%	14 56%
It has information I'm seeking	18 49%	-	-	18 49%	-	-	8 47%	10 50%	6 86%	4 36%	8 50%	-	-	10 56%	8 50%	-	16 59%	2 20%	12 60%	10 43%	9 75%	9 36%
It seems legitimate	10 27%	-	-	10 27%	-	-	6 35%	4 20%	4 57%	3 27%	3 19%	-	-	7 39%	3 19%	-	10 37%	-	8 40%	5 22%	2 17%	8 32%
It's where you go for specific information	10 27%	-	-	10 27%	-	-	5 29%	5 25%	2 29%	4 36%	3 19%	1 33%	-	6 33%	3 19%	1 33%	8 30%	2 20%	6 30%	6 26%	5 42%	5 20%
I'm not afraid of my information being stolen if I go here	6 16%	-	-	6 16%	-	-	4 24%	2 10%	2 29%	1 9%	3 19%	-	-	3 17%	3 19%	-	6 22%	-	5 25%	3 13%	3 25%	3 12%
Sigma	83 224%	-	-	83 224%	-	-	44 259%	39 195%	23 329%	21 191%	36 225%	3 100%	-	44 244%	36 225%	3 100%	72 267%	11 110%	55 275%	48 209%	30 250%	53 212%

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

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

28 Aug 2015  
Table 81

Base: Very Likely To Visit Website With Domain Name Extension

29. .uk

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	68*	**	**	68*	**	**	42*	26**	3**	12**	27**	16**	10**	15**	27**	26**	50*	18**	34*	42*	26**	42*
I've been to this type of website before	36 53%	-	-	36 53%	-	-	24 57%	12 46%	2 67%	3 25%	16 59%	9 56%	6 60%	5 33%	16 59%	15 58%	25 50%	11 61%	21 62%	20 48%	15 58%	21 50%
It has information I'm seeking	35 51%	-	-	35 51%	-	-	25 60%	10 38%	1 33%	4 33%	12 44%	12 75%	6 60%	5 33%	12 44%	18 69%	26 52%	9 50%	20 59%	21 50%	13 50%	22 52%
I trust this extension	30 44%	-	-	30 44%	-	-	19 45%	11 42%	1 33%	5 42%	13 48%	6 38%	5 50%	6 40%	13 48%	11 42%	24 48%	6 33%	15 44%	19 45%	13 50%	17 40%
It seems legitimate	27 40%	-	-	27 40%	-	-	16 38%	11 42%	-	8 67%	10 37%	5 31%	4 40%	8 53%	10 37%	9 35%	22 44%	5 28%	17 50% T	12 29%	10 38%	17 40%
It's where you go for specific information	24 35%	-	-	24 35%	-	-	17 40%	7 27%	2 67%	4 33%	7 26%	6 38%	5 50%	6 40%	7 26%	11 42%	19 38%	5 28%	13 38%	15 36%	13 50%	11 26%
I'm not afraid of my information being stolen if I go here	5 7%	-	-	5 7%	-	-	4 10%	1 4%	-	1 8%	3 11%	1 6%	-	1 7%	3 11%	1 4%	3 6%	2 11%	4 12%	3 7%	3 12%	2 5%
Most popular/common domain name	1 1%	-	-	1 1%	-	-	-	1 4%	-	-	1 4%	-	-	-	1 4%	-	1 2%	-	1 3%	-	-	1 2%
My own domain is registered to extension	1 1%	-	-	1 1%	-	-	-	1 4%	-	-	1 4%	-	-	-	1 4%	-	-	1 6%	1 3%	1 2%	1 4%	-
Not sure	2 3%	-	-	2 3%	-	-	1 2%	1 4%	-	1 8%	1 4%	-	-	1 7%	1 4%	-	1 2%	1 6%	2 6%	1 2%	1 4%	1 2%
Declined to answer	1 1%	-	-	1 1%	-	-	1 2%	-	-	-	1 4%	-	-	-	1 4%	-	1 2%	-	-	1 2%	1 4%	-
Sigma	162 238%	-	-	162 238%	-	-	107 255%	55 212%	6 200%	26 217%	65 241%	39 244%	26 260%	32 213%	65 241%	65 250%	122 244%	40 222%	94 276%	93 221%	70 269%	92 219%

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

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

28 Aug 2015  
Table 82

Base: Very Likely To Visit Website With Domain Name Extension

30. .fr

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	65*	-**	-**	65*	-**	-**	42*	23**	8**	13**	33*	8**	3**	21**	33*	11**	54*	11**	34*	45*	34*	31*
I've been to this type of website before	40 62%	-	-	40 62%	-	-	23 55%	17 74%	6 75%	8 62%	22 67%	3 38%	1 33%	14 67%	22 67%	4 36%	32 59%	8 73%	25 74%	29 64%	21 62%	19 61%
I trust this extension	35 54%	-	-	35 54%	-	-	23 55%	12 52%	3 38%	7 54%	17 52%	5 63%	3 100%	10 48%	17 52%	8 73%	26 48%	9 82%	21 62%	25 56%	19 56%	16 52%
It seems legitimate	30 46%	-	-	30 46%	-	-	19 45%	11 48%	5 63%	6 46%	14 42%	4 50%	1 33%	11 52%	14 42%	5 45%	23 43%	7 64%	19 56%	22 49%	17 50%	13 42%
It has information I'm seeking	25 38%	-	-	25 38%	-	-	17 40%	8 35%	3 38%	5 38%	13 39%	4 50%	-	8 38%	13 39%	4 36%	19 35%	6 55%	14 41%	18 40%	15 44%	10 32%
It's where you go for specific information	20 31%	-	-	20 31%	-	-	14 33%	6 26%	1 13%	3 23%	14 42%	2 25%	-	4 19%	14 42%	2 18%	14 26%	6 55%	13 38%	14 31%	13 38%	7 23%
I'm not afraid of my information being stolen if I go here	12 18%	-	-	12 18%	-	-	10 24%	2 9%	3 38%	3 23%	4 12%	1 13%	1 33%	6 29%	4 12%	2 18%	10 19%	2 18%	6 18%	9 20%	8 24%	4 13%
Most popular/common domain name	2 3%	-	-	2 3%	-	-	2 5%	-	-	-	2 6%	-	-	-	2 6%	-	1 2%	1 9%	1 3%	2 4%	2 6%	-
Unintentionally end up there	1 2%	-	-	1 2%	-	-	1 2%	-	-	1 8%	-	-	-	1 5%	-	-	1 2%	-	1 3%	1 2%	1 3%	-
Sigma	165 254%	-	-	165 254%	-	-	109 260%	56 243%	21 263%	33 254%	86 261%	19 238%	6 200%	54 257%	86 261%	25 227%	126 233%	39 355%	100 294%	120 267%	96 282%	69 223%

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

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

28 Aug 2015  
Table 83

Base: Very Likely To Visit Website With Domain Name Extension

31. .de

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	107	-**	-**	107	-**	-**	64*	43*	13**	23**	50*	15**	6**	36*	50*	21**	88*	19**	71*	59*	34*	73*
I've been to this type of website before	74 69%	-	-	74 69%	-	-	49 77% H	25 58%	10 77%	16 70%	34 68%	11 73%	3 50%	26 72%	34 68%	14 67%	58 66%	16 84%	55 77% T	38 64%	25 74%	49 67%
It has information I'm seeking	60 56%	-	-	60 56%	-	-	38 59%	22 51%	6 46%	12 52%	30 60%	10 67%	2 33%	18 50%	30 60%	12 57%	44 50%	16 84%	45 63%	31 53%	18 53%	42 58%
It seems legitimate	57 53%	-	-	57 53%	-	-	37 58%	20 47%	10 77%	13 57%	25 50%	7 47%	2 33%	23 64%	25 50%	9 43%	43 49%	14 74%	38 54%	32 54%	16 47%	41 56%
I trust this extension	50 47%	-	-	50 47%	-	-	32 50%	18 42%	9 69%	11 48%	18 36%	10 67%	2 33%	20 56%	18 36%	12 57%	38 43%	12 63%	34 48%	25 42%	16 47%	34 47%
I'm not afraid of my information being stolen if I go here	30 28%	-	-	30 28%	-	-	21 33%	9 21%	6 46%	7 30%	7 14%	8 53%	2 33%	13 36% O	7 14%	10 48%	23 26%	7 37%	23 32%	15 25%	7 21%	23 32%
It's where you go for specific information	30 28%	-	-	30 28%	-	-	23 36% H	7 16%	4 31%	6 26%	15 30%	4 27%	1 17%	10 28%	15 30%	5 24%	22 25%	8 42%	20 28%	15 25%	11 32%	19 26%
Most popular/common domain name	2 2%	-	-	2 2%	-	-	2 3%	-	-	1 4%	1 2%	-	-	1 3%	1 2%	-	1 1%	1 5%	1 1%	1 2%	-	2 3%
Sigma	303 283%	-	-	303 283%	-	-	202 316%	101 235%	45 346%	66 287%	130 260%	50 333%	12 200%	111 308%	130 260%	62 295%	229 260%	74 389%	216 304%	157 266%	93 274%	210 288%

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



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

28 Aug 2015  
Table 84

Base: Very Likely To Visit Website With Domain Name Extension

32. .us

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	73*	73*	..*	..*	..*	..*	51*	22**	1**	10**	35*	19**	8**	11**	35*	27**	66*	7**	42*	65*	48*	25**
I've been to this type of website before	41 56%	41 56%	-	-	-	-	26 51%	15 68%	1 100%	5 50%	22 63%	8 42%	5 63%	6 55%	22 63%	13 48%	37 56%	4 57%	27 64%	37 57%	24 50%	17 68%
It has information I'm seeking	35 48%	35 48%	-	-	-	-	23 45%	12 55%	1 100%	5 50%	14 40%	9 47%	6 75%	6 55%	14 40%	15 56%	31 47%	4 57%	18 43%	33 51%	20 42%	15 60%
I trust this extension	24 33%	24 33%	-	-	-	-	20 39%	4 18%	1 100%	3 30%	9 26%	9 47%	2 25%	4 36%	9 26%	11 41%	23 35%	1 14%	14 33%	22 34%	17 35%	7 28%
It's where you go for specific information	24 33%	24 33%	-	-	-	-	14 27%	10 45%	-	3 30%	13 37%	6 32%	2 25%	3 27%	13 37%	8 30%	22 33%	2 29%	16 38%	22 34%	16 33%	8 32%
It seems legitimate	23 32%	23 32%	-	-	-	-	17 33%	6 27%	1 100%	3 30%	11 31%	6 32%	2 25%	4 36%	11 31%	8 30%	21 32%	2 29%	15 36%	22 34%	17 35%	6 24%
I'm not afraid of my information being stolen if I go here	13 18%	13 18%	-	-	-	-	9 18%	4 18%	-	1 10%	7 20%	4 21%	1 13%	1 9%	7 20%	5 19%	12 18%	1 14%	9 21%	12 18%	10 21%	3 12%
My own domain is registered to extension	1 1%	1 1%	-	-	-	-	1 2%	-	-	-	1 3%	-	-	-	1 3%	-	1 2%	-	1 2%	1 2%	1 2%	-
Declined to answer	1 1%	1 1%	-	-	-	-	1 2%	-	-	1 10%	-	-	-	1 9%	-	-	1 2%	-	1 2%	1 2%	1 2%	-
Sigma	162 222%	162 222%	-	-	-	-	111 218%	51 232%	4 400%	21 210%	77 220%	42 221%	18 225%	25 227%	77 220%	60 222%	148 224%	14 200%	101 240%	150 231%	106 221%	56 224%

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

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

28 Aug 2015  
Table 85

Base: Very Likely To Visit Website With Domain Name Extension

33. .ca

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	81*	81*	-**	-**	-**	-**	48*	33*	15**	18**	24**	18**	6**	33*	24**	24**	57*	24**	51*	57*	27**	54*
I've been to this type of website before	59 73%	59 73%	-	-	-	-	30 63%	29 88% G	13 87%	13 72%	17 71%	13 72%	3 50%	26 79%	17 71%	16 67%	40 70%	19 79%	36 71%	42 74%	21 78%	38 70%
It has information I'm seeking	49 60%	49 60%	-	-	-	-	27 56%	22 67%	9 60%	8 44%	16 67%	12 67%	4 67%	17 52%	16 67%	16 67%	37 65%	12 50%	34 67%	36 63%	17 63%	32 59%
I trust this extension	45 56%	45 56%	-	-	-	-	23 48%	22 67%	9 60%	10 56%	16 67%	8 44%	2 33%	19 58%	16 67%	10 42%	33 58%	12 50%	34 67% T	26 46%	14 52%	31 57%
It seems legitimate	36 44%	36 44%	-	-	-	-	19 40%	17 52%	6 40%	10 56%	10 42%	9 50%	1 17%	16 48%	10 42%	10 42%	27 47%	9 38%	25 49%	24 42%	11 41%	25 46%
It's where you go for specific information	34 42%	34 42%	-	-	-	-	20 42%	14 42%	4 27%	8 44%	10 42%	10 56%	2 33%	12 36%	10 42%	12 50%	24 42%	10 42%	23 45%	26 46%	10 37%	24 44%
I'm not afraid of my information being stolen if I go here	24 30%	24 30%	-	-	-	-	11 23%	13 39%	5 33%	6 33%	8 33%	5 28%	-	11 33%	8 33%	5 21%	20 35%	4 17%	18 35%	16 28%	7 26%	17 31%
Specific to my country/state	3 4%	3 4%	-	-	-	-	2 4%	1 3%	1 7%	1 6%	1 4%	-	-	2 6%	1 4%	-	1 2%	2 8%	3 6%	2 4%	2 7%	1 2%
Informative	1 1%	1 1%	-	-	-	-	1 2%	-	1 7%	-	-	-	-	1 3%	-	-	1 2%	-	1 2%	1 2%	-	1 2%
Most popular/common domain name	1 1%	1 1%	-	-	-	-	-	1 3%	1 7%	-	-	-	-	1 3%	-	-	1 2%	-	-	1 2%	-	1 2%
For business use	1 1%	1 1%	-	-	-	-	1 2%	-	-	-	1 4%	-	-	-	1 4%	-	-	1 4%	1 2%	1 2%	-	1 2%
Updated	1 1%	1 1%	-	-	-	-	1 2%	-	1 7%	-	-	-	-	1 3%	-	-	1 2%	-	1 2%	1 2%	-	1 2%
My own domain is registered to extension	1 1%	1 1%	-	-	-	-	1 2%	-	1 7%	-	-	-	-	1 3%	-	-	1 2%	-	1 2%	1 2%	-	1 2%
Unintentionally end up there	1 1%	1 1%	-	-	-	-	-	1 3%	1 7%	-	-	-	-	1 3%	-	-	1 2%	-	-	1 2%	-	1 2%
Other	7 9%	7 9%	-	-	-	-	4 8%	3 9%	3 20%	1 6%	2 8%	-	1 17%	4 12%	2 8%	1 4%	5 9%	2 8%	6 12%	6 11%	3 11%	4 7%
Declined to answer	1 1%	1 1%	-	-	-	-	-	1 3%	-	-	1 4%	-	-	-	1 4%	-	1 2%	-	1 2%	1 2%	1 4%	-
Sigma	264 326%	264 326%	-	-	-	-	140 292%	124 376%	55 367%	57 317%	82 342%	57 317%	13 217%	112 339%	82 342%	70 292%	193 339%	71 296%	184 361%	185 325%	86 319%	178 330%

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

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

28 Aug 2015  
Table 85

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	81*	81*	.*	.*	.*	.*	48*	33*	15**	18**	24**	18**	6**	33*	24**	24**	57*	24**	51*	57*	27**	54*

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

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

28 Aug 2015  
Table 86

Base: Very Likely To Visit Website With Domain Name Extension

34. .mx

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	87*	87*	-**	-**	-**	-**	61*	26**	13**	24**	43*	5**	2**	37*	43*	7**	67*	20**	44*	70*	33*	54*
I've been to this type of website before	56 64%	56 64%	-	-	-	-	41 67%	15 58%	9 69%	15 63%	29 67%	1 20%	2 100%	24 65%	29 67%	3 43%	43 64%	13 65%	30 68%	47 67%	27 82% V	29 54%
I trust this extension	42 48%	42 48%	-	-	-	-	32 52%	10 38%	8 62%	9 38%	21 49%	2 40%	2 100%	17 46%	21 49%	4 57%	27 40%	15 75%	22 50%	32 46%	16 48%	26 48%
It has information I'm seeking	42 48%	42 48%	-	-	-	-	34 56%	8 31%	7 54%	10 42%	22 51%	1 20%	2 100%	17 46%	22 51%	3 43%	31 46%	11 55%	20 45%	32 46%	18 55%	24 44%
It's where you go for specific information	28 32%	28 32%	-	-	-	-	21 34%	7 27%	4 31%	6 25%	13 30%	4 80%	1 50%	10 27%	13 30%	5 71%	21 31%	7 35%	12 27%	20 29%	11 33%	17 31%
It seems legitimate	21 24%	21 24%	-	-	-	-	17 28%	4 15%	4 31%	3 13%	12 28%	1 20%	1 50%	7 19%	12 28%	2 29%	12 18%	9 45%	9 20%	16 23%	9 27%	12 22%
I'm not afraid of my information being stolen if I go here	16 18%	16 18%	-	-	-	-	15 25%	1 4%	1 8%	3 13%	10 23%	1 20%	1 50%	4 11%	10 23%	2 29%	11 16%	5 25%	7 16%	14 20%	9 27%	7 13%
Most popular/common domain name	2 2%	2 2%	-	-	-	-	2 3%	-	-	-	2 5%	-	-	-	2 5%	-	2 3%	-	1 2%	2 3%	2 6%	-
Sigma	207 238%	207 238%	-	-	-	-	162 266%	45 173%	33 254%	46 192%	109 253%	10 200%	9 450%	79 214%	109 253%	19 271%	147 219%	60 300%	101 230%	163 233%	92 279%	115 213%

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

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

28 Aug 2015  
Table 87

1. .biz

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	545	86*	99*	105	66*	189	360	185	83*	174	198	59*	31*	257	198	90*	409	136	289	393	214	331
I have no reason to go there	237 43%	54 63% ACDEF	35 35%	49 47%	26 39%	73 39%	171 48% H	66 36%	35 42%	62 36%	88 44%	31 53% J	21 68% IJK	97 38%	88 44%	52 58% NO	181 44%	56 41%	138 48%	166 42%	96 45%	141 43%
I've never been to this type of website before	213 39%	34 40%	44 44%	35 33%	25 38%	75 40%	131 36%	82 44%	44 53% JKM	62 36%	73 37%	25 42%	9 29%	106 41%	73 37%	34 38%	154 38%	59 43%	117 40%	149 38%	75 35%	138 42%
I don't trust this extension	97 18%	25 29% AEF	18 18%	19 18%	9 14%	26 14%	60 17%	37 20%	25 30% KLM	34 20% M	30 15%	7 12%	1 3%	59 23% OP	30 15%	8 9%	73 18%	24 18%	52 18%	75 19%	41 19%	56 17%
It doesn't seem legitimate	79 14% E	22 26% AEF	14 14%	17 16%	4 6%	22 12%	48 13%	31 17%	17 20% KL	34 20% KL	22 11%	4 7%	2 6%	51 20% OP	22 11%	6 7%	65 16%	14 10%	41 14%	63 16%	34 16%	45 14%
I'm afraid of my information being stolen if I go here	66 12% D	14 16% D	11 11%	6 6%	9 14%	26 14% D	40 11%	26 14%	16 19% KM	27 16% M	18 9%	5 8%	-	43 17% OP	18 9%	5 6%	50 12%	16 12%	31 11%	54 14%	26 12%	40 12%
Site is not a common/popular domain name	6 1%	1 1%	1 1%	-	1 2%	3 2%	5 1%	1 1%	1 1%	1 1%	3 2%	1 2%	-	2 1%	3 2%	1 1%	4 1%	2 1%	5 2%	6 2%	4 2%	2 1%
Not familiar with this type of domain/Don't know enough about it	5 1%	-	1 1%	1 1%	1 2%	2 1%	3 1%	2 1%	2 2% J	-	2 1%	-	1 3% J	2 1%	2 1%	1 1%	3 1%	2 1%	4 1%	4 1%	3 1%	2 1%
Content/Information	3 1%	-	2 2%	-	-	1 1%	3 1%	-	2 2% K	1 1%	-	-	-	3 1%	-	-	3 1%	-	3 1%	2 1%	2 1%	1
Have used/likely to visit/Positive mentions	3 1%	-	2 2%	-	1 2%	-	2 1%	1 1%	-	1 1%	2 1%	-	-	1	2 1%	-	3 1%	-	2 1%	3 1%	3 1% V	-
Not professional (i.e. tacky, amateurish etc.)	2	1 1%	-	1 1%	-	-	2 1%	-	-	1 1%	1 1%	-	-	1	1 1%	-	2	-	2 1%	-	-	2 1%
Spam	1	-	-	-	1 2% A	-	1	-	-	1 1%	-	-	-	1	-	-	1	-	1	1	1	-
Foreign/Not in preferred language	1	-	-	-	-	1 1%	1	-	-	1 1%	-	-	-	1	-	-	1	-	1	-	1	-
Other	1	-	1 1%	-	-	-	-	1 1%	-	1 1%	-	-	-	1	-	-	1	-	-	1	-	1
None	1	-	-	-	-	1 1%	1	-	-	1 1%	-	-	-	1	-	-	1	-	-	1	-	1
Not sure	43 8%	3 3%	8 8%	12 11% B	6 9%	14 7%	33 9%	10 5%	5 6%	13 7%	17 9%	6 10%	2 6%	18 7%	17 9%	8 9%	29 7%	14 10%	19 7%	32 8%	15 7%	28 8%

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

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

28 Aug 2015  
Table 87

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	545	86*	99*	105	66*	189	360	185	83*	174	198	59*	31*	257	198	90*	409	136	289	393	214	331
Declined to answer	3 1%	1 1%	-	2 2%	-	-	1 1%	2 1%	-	1 1%	2 1%	-	-	1 1%	2 1%	-	2 1%	1 1%	-	3 1%	1 1%	2 1%
Sigma	761 140%	155 180%	137 138%	142 135%	83 126%	244 129%	502 139%	259 140%	147 177%	241 139%	258 130%	79 134%	36 116%	388 151%	258 130%	115 128%	573 140%	188 138%	416 144%	560 142%	302 141%	459 139%

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

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

28 Aug 2015  
Table 88

Base: Very Unlikely To Visit Website With Domain Name Extension

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	155	14**	46*	27**	17**	51*	105	50*	23**	48*	67*	10**	7**	71*	67*	17**	119	36*	70*	121	65*	90*
I have no reason to go there	23 15% C	-	2 4%	5 19%	4 24%	12 24% AC	17 16%	6 12%	5 22%	5 10%	9 13%	1 10%	3 43%	10 14%	9 13%	4 24%	16 13%	7 19%	10 14%	16 13%	4 6%	19 21% U
I'm afraid of my information being stolen if I go here	21 14%	2 14%	6 13%	1 4%	3 18%	9 18%	14 13%	7 14%	2 9%	10 21%	8 12%	1 10%	-	12 17%	8 12%	1 6%	15 13%	6 17%	9 13%	18 15%	13 20% V	8 9%
Have used/likely to visit/Positive mentions	21 14% F	5 36%	7 15%	5 19%	2 12%	2 4%	14 13%	7 14%	2 9%	7 15%	9 13%	2 20%	1 14%	9 13%	9 13%	3 18%	16 13%	5 14%	10 14%	17 14%	7 11%	14 16%
I don't trust this extension	12 8%	-	4 9%	3 11%	-	5 10%	5 5%	7 14% G	1 4%	6 13%	5 7%	-	-	7 10%	5 7%	-	9 8%	3 8%	5 7%	9 7%	7 11%	5 6%
I've never been to this type of website before	9 6%	1 7%	2 4%	2 7%	-	4 8%	7 7%	2 4%	2 9%	2 4%	4 6%	1 10%	-	4 6%	4 6%	1 6%	8 7%	1 3%	5 7%	8 7%	5 8%	4 4%
It doesn't seem legitimate	7 5%	1 7%	1 2%	1 4%	2 12%	2 4%	6 6%	1 2%	2 9%	2 4%	2 3%	-	1 14%	4 6%	2 3%	1 6%	6 5%	1 3%	3 4%	5 4%	1 2%	6 7%
Content/Information	2 1%	-	2 4%	-	-	-	2 2%	-	1 4%	1 2%	-	-	-	2 3%	-	-	2 2%	-	2 3%	1 1%	1 2%	1 1%
Viruses	1 1%	-	-	-	-	1 2%	-	1 2%	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	1 1%	-	-	1 1%
Not familiar with this type of domain/Don't know enough about it	1 1%	-	-	-	-	1 2%	-	1 2%	-	-	1 1%	-	-	-	1 1%	-	-	1 3%	1 1%	1 1%	-	1 1%
Due to errors	1 1%	-	1 2%	-	-	-	1 1%	-	-	1 2%	-	-	-	1 1%	-	-	1 1%	-	1 1%	1 1%	1 2%	-
Prefer other sites	1 1%	-	1 2%	-	-	-	1 1%	-	-	1 2%	-	-	-	1 1%	-	-	1 1%	-	1 1%	1 1%	-	1 1%
None	2 1%	-	2 4%	-	-	-	1 1%	1 2%	-	1 2%	1 1%	-	-	1 1%	1 1%	-	2 2%	-	2 3%	1 1%	2 3%	-
Not sure	62 40%	6 43%	20 43%	11 41%	5 29%	20 39%	43 41%	19 38%	8 35%	17 35%	29 43%	6 60%	2 29%	25 35%	29 43%	8 47%	47 39%	15 42%	26 37%	49 40%	28 43%	34 38%
Declined to answer	2 1%	-	1 2%	-	1 6%	-	2 2%	-	-	-	2 3%	-	-	-	2 3%	-	2 2%	-	1 1%	2 2%	1 2%	1 1%
Sigma	165 106%	15 107%	49 107%	28 104%	17 100%	56 110%	113 103%	52 104%	23 100%	53 110%	71 106%	11 110%	7 100%	76 107%	71 106%	18 106%	126 106%	39 108%	77 110%	129 107%	70 108%	95 106%

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

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

3. .info

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	363	63*	52*	61*	45*	142	253	110	44*	104	150	35*	30*	148	150	65*	273	90*	184	267	147	216
I have no reason to go there	150 41% F	36 57% ACF	20 38%	26 43%	21 47%	47 33%	110 43%	40 36%	20 45%	33 32%	58 39%	15 43%	24 80% IJKL	53 36%	58 39%	39 60% NO	116 42%	34 38%	85 46% T	103 39%	65 44%	85 39%
I've never been to this type of website before	117 32% D	25 40% D	17 33%	13 21%	13 29%	49 35%	80 32%	37 34%	18 41%	36 35%	43 29%	14 40%	6 20%	54 36%	43 29%	20 31%	90 33%	27 30%	67 36% T	74 28%	41 28%	76 35%
I don't trust this extension	46 13% E	15 24% AEF	9 17% E	7 11%	1 2%	14 10%	34 13%	12 11%	8 18% M	16 15% M	16 11%	6 17% M	-	24 16%	16 11%	6 9%	36 13%	10 11%	20 11%	40 15%	19 13%	27 13%
It doesn't seem legitimate	42 12%	8 13%	7 13%	10 16%	3 7%	14 10%	30 12%	12 11%	9 20% LM	14 13%	17 11%	1 3%	1 3%	23 16% P	17 11%	2 3%	35 13%	7 8%	21 11%	34 13%	16 11%	26 12%
I'm afraid of my information being stolen if I go here	37 10%	8 13%	5 10%	3 5%	4 9%	17 12%	25 10%	12 11%	9 20% KM	11 11%	14 9%	3 9%	-	20 14%	14 9%	3 5%	30 11%	7 8%	18 10%	28 10%	13 9%	24 11%
Have used/likely to visit/Positive mentions	9 2%	-	3 6% F	5 8% ABF	1 2%	-	7 3%	2 2%	-	4 4%	4 3%	1 3%	-	4 3%	4 3%	1 2%	6 2%	3 3%	5 3%	8 3%	3 2%	6 3%
Site is not a common/popular domain name	3 1%	1 2%	-	-	1 2%	1 1%	2 1%	1 1%	1 2%	1 1%	1 1%	-	-	2 1%	1 1%	-	2 1%	1 1%	2 1%	2 1%	-	3 1%
Content/Information	2 1%	-	2 4% AF	-	-	-	2 1%	-	1 2%	1 1%	-	-	-	2 1%	-	-	2 1%	-	2 1%	1 *	1 1%	1 *
Foreign/Not in preferred language	1 *	-	-	-	-	1 1%	1 *	-	-	1 1%	-	-	-	1 1%	-	-	1 *	-	1 1%	-	1 1%	-
Not interesting	1 *	1 2%	-	-	-	-	1 *	-	-	-	-	1 3% K	-	-	-	1 2%	1 *	-	-	1 *	1 1%	-
Other	1 *	-	-	-	-	1 1%	1 *	-	-	1 1%	-	-	-	1 1%	-	-	1 *	-	-	1 *	1 1%	-
None	2 1%	-	-	-	-	2 1%	1 *	1 1%	1 2%	1 1%	-	-	-	2 1%	-	-	1 *	1 1%	2 1%	2 1%	2 1%	-
Not sure	51 14% B	4 6%	6 12%	11 18% B	8 18%	22 15%	33 13%	18 16%	7 16%	14 13%	24 16%	4 11%	2 7%	21 14%	24 16%	6 9%	34 12%	17 19%	19 10%	41 15% S	18 12%	33 15%
Declined to answer	3 1%	1 2%	-	1 2%	-	1 1%	1 *	2 2%	-	1 1%	1 1%	-	1 3%	1 1%	1 1%	1 2%	1 *	2 2%	-	3 1%	1 1%	2 1%
Sigma	465 128%	99 157%	69 133%	76 125%	52 116%	169 119%	328 130%	137 125%	74 168%	134 129%	178 119%	45 129%	34 113%	208 141%	178 119%	79 122%	356 130%	109 121%	242 132%	338 127%	182 124%	283 131%

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  
Overlap formulae used. \* small base



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

28 Aug 2015  
Table 90

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	725	148	109	137	71*	260	492	233	87*	203	293	82*	60*	290	293	142	564	161	380	540	291	434
I've never been to this type of website before	327 45%	63 43%	62 57% ABD	52 38%	30 42%	120 46%	206 42%	121 52% G	44 51% M	97 48% M	128 44%	39 48%	19 32%	141 49%	128 44%	58 41%	250 44%	77 48%	182 48%	237 44%	123 42%	204 47%
I have no reason to go there	325 45% CF	97 66% ACDEF	37 34%	68 50% CEF	25 35%	98 38%	239 49% H	86 37%	42 48%	80 39%	118 40%	42 51%	43 72% IJKL	122 42%	118 40%	85 60% NO	255 45%	70 43%	186 49% T	232 43%	133 46%	192 44%
I don't trust this extension	127 18%	32 22%	19 17%	25 18%	12 17%	39 15%	83 17%	44 19%	22 25% KM	45 22% M	46 16% M	12 15% M	2 3%	67 23% OP	46 16%	14 10%	104 18%	23 14%	67 18%	96 18%	53 18%	74 17%
It doesn't seem legitimate	102 14%	31 21% ACEF	10 9%	26 19% CEF	6 8%	29 11%	63 13%	39 17%	12 14%	41 20% KL	39 13% L	4 5%	6 10%	53 18% P	39 13%	10 7%	88 16% R	14 9%	46 12%	88 16% S	50 17% V	52 12%
I'm afraid of my information being stolen if I go here	82 11%	17 11%	11 10%	10 7%	12 17% D	32 12%	53 11%	29 12%	21 24% JKLM	24 12% M	28 10% M	8 10%	1 2%	45 16% OP	28 10%	9 6%	63 11%	19 12%	35 9%	68 13% S	30 10%	52 12%
Site is not a common/popular domain name	8 1%	4 3% F	2 2%	-	1 1%	1	7 1%	1	1 1%	-	6 2% J	-	1 2%	1	6 2%	1 1%	7 1%	1 1%	4 1%	7 1%	5 2%	3 1%
Not familiar with this type of domain/Don't know enough about it	6 1%	-	1 1%	1 1%	-	4 2%	4 1%	2 1%	1 1%	1	4 1%	-	-	2 1%	4 1%	-	5 1%	1 1%	4 1%	6 1%	4 1%	2
Don't have mobiles devices	5 1%	-	1 1%	2 1% ABF	2 3%	-	4 1%	1	-	1	2 1%	1 1%	1 2%	1	2 1%	2 1%	4 1%	1 1%	3 1%	3 1%	-	5 1%
Have used/likely to visit/Positive mentions	3	1 1%	1 1%	1 1%	-	-	2	1	-	-	3 1%	-	-	-	3 1%	-	3 1%	-	2 1%	3 1%	3 1% V	-
Content/Information	2	-	1 1%	-	1 1%	-	1	1	-	2 1%	-	-	-	2 1%	-	-	2	-	2 1%	2	2 1%	-
Foreign/Not in preferred language	1	-	1 1%	-	-	-	1	-	-	1	-	-	-	1	-	-	1	-	-	1	-	1
None	1	-	-	-	-	1	-	1	1 1%	-	-	-	-	1	-	-	1	-	1	1	1	-
Not sure	48 7% B	3 2%	5 5%	14 10% B	7 10% B	19 7% B	34 7%	14 6%	6 7%	11 5%	23 8%	5 6%	3 5%	17 6%	23 8%	8 6%	36 6%	12 7%	21 6%	36 7%	12 4%	36 8% U
Declined to answer	1	-	-	-	-	1	1	-	1 1%	-	-	-	-	1	-	-	1	-	1	-	-	1
Sigma	1038 143%	248 168%	151 139%	199 145%	96 135%	344 132%	698 142%	340 146%	151 174%	303 149%	397 135%	111 135%	76 127%	454 157%	397 135%	187 132%	820 145%	218 135%	554 146%	780 144%	416 143%	622 143%

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

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

28 Aug 2015  
Table 91

5. .net

Base: Very Unlikely To Visit Website With Domain Name Extension

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	173	22**	41*	29**	21**	60*	112	61*	19**	61*	65*	15**	13**	80*	65*	28**	135	38*	72*	130	76*	97*
I have no reason to go there	41 24% C	7 32%	2 5%	7 24%	4 19%	21 35% AC	26 23%	15 25%	4 21%	9 15%	17 26%	3 20%	8 62%	13 16%	17 26%	11 39%	33 24%	8 21%	16 22%	25 19%	12 16%	29 30% U
I'm afraid of my information being stolen if I go here	22 13%	3 14%	4 10%	2 7%	4 19%	9 15%	11 10%	11 18%	5 26%	10 16%	7 11%	- -	- -	15 19%	7 11%	- -	18 13%	4 11%	7 10%	18 14%	12 16%	10 10%
It doesn't seem legitimate	19 11%	1 5%	7 17%	3 10%	3 14%	5 8%	11 10%	8 13%	2 11%	7 11%	8 12%	1 7%	1 8%	9 11%	8 12%	2 7%	16 12%	3 8%	8 11%	15 12%	13 17% V	6 6%
I've never been to this type of website before	19 11%	3 14%	6 15%	2 7%	2 10%	6 10%	8 7%	11 18% G	2 11%	6 10%	6 9%	4 27%	1 8%	8 10%	6 9%	5 18%	17 13%	2 5%	9 13%	12 9%	11 14%	8 8%
I don't trust this extension	15 9%	4 18%	1 2%	2 7%	- -	8 13%	8 7%	7 11%	2 11%	11 18% K	2 3%	- -	- -	13 16% O	2 3%	- -	9 7%	6 16%	8 11%	11 8%	7 9%	8 8%
Have used/likely to visit/Positive mentions	11 6% F	2 9%	3 7%	4 14%	1 5%	1 2%	10 9%	1 2%	- -	3 5%	6 9%	2 13%	- -	3 4%	6 9%	2 7%	8 6%	3 8%	6 8%	10 8%	4 5%	7 7%
Site is not a common/popular domain name	3 2%	- -	- -	1 3%	1 5%	1 2%	1 1%	2 3%	1 5%	2 3%	- -	- -	- -	3 4%	- -	- -	2 1%	1 3%	1 1%	2 2%	- -	3 3%
Content/Information	2 1%	- -	2 5% A	- -	- -	- -	2 2%	- -	1 5%	1 2%	- -	- -	- -	2 3%	- -	- -	2 1%	- -	2 3%	1 1%	1 1%	1 1%
Not familiar with this type of domain/Don't know enough about it	2 1%	- -	- -	- -	- -	2 3%	- -	2 3%	1 5%	- -	1 2%	- -	- -	1 1%	1 2%	- -	- -	2 5% Q	1 1%	2 2%	1 1%	1 1%
Viruses	1 1%	- -	- -	- -	- -	1 2%	- -	1 2%	- -	- -	1 2%	- -	- -	- -	1 2%	- -	1 1%	- -	1 1%	- -	- -	1 1%
Prefer other sites	1 1%	- -	1 2%	- -	- -	- -	1 1%	- -	- -	1 2%	- -	- -	- -	1 1%	- -	- -	1 1%	- -	1 1%	1 1%	- -	1 1%
Other	3 2%	- -	1 2%	1 3%	- -	1 2%	1 1%	2 3%	- -	1 2%	1 2%	- -	1 8%	1 1%	1 2%	1 4%	3 2%	- -	2 3%	1 1%	1 1%	2 2%
None	2 1%	- -	1 2%	- -	- -	1 2%	1 1%	1 2%	1 5%	1 2%	- -	- -	- -	2 3%	- -	- -	2 1%	- -	2 3%	2 2%	2 3%	- -
Not sure	45 26%	5 23%	14 34%	9 31%	6 29%	11 18%	35 31% H	10 16%	4 21%	14 23%	19 29%	5 33%	3 23%	18 23%	19 29%	8 29%	33 24%	12 32%	17 24%	38 29%	21 28%	24 25%
Declined to answer	4 2%	3 14%	- -	- -	1 5%	- -	1 1%	3 5%	- -	2 3%	2 3%	- -	- -	2 3%	2 3%	- -	3 2%	1 3%	- -	4 3%	1 1%	3 3%
Sigma	190 110%	28 127%	42 102%	31 107%	22 105%	67 112%	116 104%	74 121%	23 121%	68 111%	70 108%	15 100%	14 108%	91 114%	70 108%	29 104%	148 110%	42 111%	81 113%	142 109%	86 113%	104 107%

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

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

28 Aug 2015  
Table 91

Base: Very Unlikely To Visit Website With Domain Name Extension

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	173	22**	41*	29**	21**	60*	112	61*	19**	61*	65*	15**	13**	80*	65*	28**	135	38*	72*	130	76*	97*

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

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

28 Aug 2015  
Table 92

6. .org

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	216	18**	43*	40*	24**	91*	144	72*	29**	65*	91*	17**	14**	94*	91*	31*	160	56*	99*	154	93*	123
I have no reason to go there	63 29% C	5 28%	3 7%	14 35% C	10 42%	31 34% C	44 31%	19 26%	10 34%	18 28%	23 25%	4 24%	8 57%	28 30%	23 25%	12 39%	43 27%	20 36%	26 26%	41 27%	23 25%	40 33%
I've never been to this type of website before	37 17% C	3 17%	2 5%	4 10%	3 13%	25 27% ACD	23 16%	14 19%	6 21%	10 15%	15 16%	5 29%	1 7%	16 17%	15 16%	6 19%	30 19%	7 13%	25 25% T	19 12%	17 18%	20 16%
I'm afraid of my information being stolen if I go here	31 14%	2 11%	7 16%	3 8%	6 25%	13 14%	20 14%	11 15%	6 21%	12 18%	13 14%	-	-	18 19% P	13 14% P	-	23 14%	8 14%	10 10%	25 16%	16 17%	15 12%
I don't trust this extension	30 14%	2 11%	6 14%	5 13%	-	17 19%	20 14%	10 14%	6 21%	13 20%	10 11%	1 6%	-	19 20% P	10 11%	1 3%	25 16%	5 9%	18 18% T	15 10%	16 17%	14 11%
It doesn't seem legitimate	15 7%	2 11%	2 5%	3 8%	-	8 9%	11 8%	4 6%	2 7%	5 8%	8 9%	-	-	7 7%	8 9%	-	12 8%	3 5%	8 8%	12 8%	11 12% V	4 3%
Have used/likely to visit/Positive mentions	13 6% F	2 11%	3 7%	6 15% AF	-	2 2%	10 7%	3 4%	-	4 6%	6 7%	2 12%	1 7%	4 4%	6 7%	3 10%	8 5%	5 9%	6 6%	11 7%	5 5%	8 7%
Site doesn't have what I am looking for	2 1%	2 11%	-	-	-	-	2 1%	-	-	1 2%	1 1%	-	-	1 1%	1 1%	-	2 1%	-	1 1%	1 1%	-	2 2%
Content/Information	2 1%	-	2 5% AF	-	-	-	2 1%	-	1 3%	1 2%	-	-	-	2 2%	-	-	2 1%	-	2 2%	1 1%	1 1%	1 1%
Not interesting	1	-	1 2%	-	-	-	-	1 1%	1 3%	-	-	-	-	1 1%	-	-	1 1%	-	1 1%	-	-	1 1%
Due to errors	1	-	1 2%	-	-	-	1 1%	-	-	1 2%	-	-	-	1 1%	-	-	1 1%	-	1 1%	1 1%	1 1%	-
Prefer other sites	1	-	1 2%	-	-	-	1 1%	-	-	1 2%	-	-	-	1 1%	-	-	1 1%	-	1 1%	1 1%	-	1 1%
Other	1	-	-	-	-	1 1%	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	1 1%	1 1%	-	1 1%
None	2 1%	-	1 2%	-	-	1 1%	2 1%	-	-	2 3%	-	-	-	2 2%	-	-	2 1%	-	1 1%	2 1%	1 1%	1 1%
Not sure	51 24% F	4 22%	17 40% AF	10 25%	5 21%	15 16%	38 26%	13 18%	5 17%	14 22%	22 24%	6 35%	4 29%	19 20%	22 24%	10 32%	38 24%	13 23%	19 19%	41 27%	22 24%	29 24%
Declined to answer	4 2%	2 11%	1 2%	-	1 4%	-	2 1%	2 3%	-	1 2%	2 2%	-	1 7%	1 1%	2 2%	1 3%	3 2%	1 2%	1 1%	4 3%	1 1%	3 2%
Sigma	254 118%	24 133%	47 109%	45 113%	25 104%	113 124%	177 123%	77 107%	37 128%	83 128%	101 111%	18 106%	15 107%	120 128%	101 111%	33 106%	192 120%	62 111%	121 122%	175 114%	114 123%	140 114%

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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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

28 Aug 2015  
Table 92

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	216	18**	43*	40*	24**	91*	144	72*	29**	65*	91*	17**	14**	94*	91*	31*	160	56*	99*	154	93*	123

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

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

28 Aug 2015  
Table 93

7. .tel

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	853	187	117	140	121	288	607	246	107	247	357	85*	57*	354	357	142	656	197	479	635	366	487
I have no reason to go there	407 48% C	121 65% ACDEF	41 35% C	70 50% C	48 40% C	127 44% C	304 50% H	103 42% K	57 53% K	108 44% K	150 42% K	49 58% JK	43 75% IJKL	165 47% K	150 42% K	92 65% NO	316 48% K	91 46% K	252 53% T	288 45% K	172 47% K	235 48% K
I've never been to this type of website before	391 46%	91 49%	60 51%	56 40%	63 52%	121 42%	276 45%	115 47%	52 49% M	109 44% M	174 49% M	41 48% M	15 26% M	161 45% M	174 49% M	56 39% M	297 45% M	94 48% M	234 49% M	295 46% M	171 47% M	220 45% M
I don't trust this extension	146 17% F	42 22% AF	18 15% F	29 21% F	20 17% F	37 13% F	98 16% F	48 20% F	25 23% M	41 17% M	66 18% M	11 13% M	3 5% M	66 19% P	66 18% P	14 10% P	119 18% P	27 14% P	81 17% P	118 19% P	73 20% P	73 15% P
It doesn't seem legitimate	125 15% E	43 23% ACEF	13 11% E	27 19% E	7 6% E	35 12% E	75 12% E	50 20% G	23 21% KL	48 19% KL	40 11% KL	8 9% KL	6 11% KL	71 20% OP	40 11% OP	14 10% OP	102 16% OP	23 12% OP	68 14% OP	101 16% OP	58 16% OP	67 14% OP
I'm afraid of my information being stolen if I go here	94 11%	23 12%	13 11%	10 7%	11 9%	37 13%	60 10%	34 14% JKLM	23 21% JKLM	27 11% JKLM	35 10% JKLM	7 8% JKLM	2 4% JKLM	50 14% P	35 10% P	9 6% P	74 11% P	20 10% P	53 11% P	75 12% P	45 12% P	49 10% P
Site is not a common/popular domain name	7 1%	3 2% F	2 2% F	-	2 2% F	-	5 1% F	2 1% F	1 1% F	2 1% F	3 1% F	1 1% F	-	3 1% F	3 1% F	1 1% F	5 1% F	2 1% F	5 1% F	6 1% F	5 1% F	2 1% F
Not familiar with this type of domain/Don't know enough about it	6 1%	1 1%	2 2%	1 1%	-	2 1% F	5 1% F	1 1% F	1 1% F	1 1% F	4 1% F	-	-	2 1% F	4 1% F	-	5 1% F	1 1% F	6 1% F	5 1% F	3 1% F	3 1% F
Not helpful/useful	2 1%	-	-	1 1%	-	1 1% F	2 1% F	-	-	1 1% F	1 1% F	-	-	1 1% F	1 1% F	-	1 1% F	1 1% F	-	2 1% F	1 1% F	1 1% F
Have used/likely to visit/Positive mentions	1 1%	-	1 1%	-	-	-	1 1% F	-	-	-	1 1% F	-	-	-	1 1% F	-	1 1% F	-	1 1% F	1 1% F	1 1% F	-
Site doesn't have what I am looking for	1 1%	1 1%	-	-	-	-	1 1% F	-	-	1 1% F	-	-	-	1 1% F	-	-	1 1% F	-	1 1% F	1 1% F	1 1% F	-
Other	2 1%	1 1%	-	-	-	1 1% F	2 1% F	-	-	-	1 1% F	1 1% F	-	-	1 1% F	1 1% F	-	2 1% Q	2 1% Q	2 1% Q	2 1% Q	-
Not sure	58 7% B	5 3%	8 7%	12 9% B	7 6%	26 9% B	40 7%	18 7%	8 7%	17 7%	23 6%	6 7%	4 7%	25 7%	23 6%	10 7%	41 6% B	17 9% B	29 6% B	42 7% B	19 5% B	39 8% B
Declined to answer	1 1%	-	-	-	1 1%	-	1 1% JK	-	-	-	-	-	1 2% JK	-	-	1 1% JK	1 1% JK	-	1 1% JK	-	-	1 1% JK
Sigma	1241 145%	331 177%	158 135%	206 147%	159 131%	387 134%	870 143%	371 151%	190 178%	355 144%	498 139%	124 146%	74 130%	545 154%	498 139%	198 139%	963 147%	278 141%	733 153%	936 147%	551 151%	690 142%

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

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

28 Aug 2015  
Table 94

8. .asia

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	983	228	149	185	144	277	679	304	129	273	404	110	67*	402	404	177	760	223	526	747	412	571
I have no reason to go there	481 49% CF	140 61% ACDEF	61 41%	94 51%	70 49%	116 42%	351 52% H	130 43%	66 51%	125 46%	188 47%	55 50%	47 70% IJKL	191 48%	188 47%	102 58% NO	368 48%	113 51%	283 54% T	355 48%	216 52%	265 46%
I've never been to this type of website before	470 48% D	112 49% D	89 60% ABDF	71 38%	76 53% D	122 44%	315 46%	155 51%	69 53% M	138 51% M	190 47% M	51 46%	22 33%	207 51% P	190 47%	73 41%	359 47%	111 50%	261 50%	348 47%	188 46%	282 49%
I don't trust this extension	185 19% F	60 26% ACEF	26 17%	40 22% F	24 17%	35 13%	133 20%	52 17%	32 25%	48 18%	76 19%	19 17%	10 15%	80 20%	76 19%	29 16%	146 19%	39 17%	103 20%	143 19%	83 20%	102 18%
I'm afraid of my information being stolen if I go here	133 14% F	48 21% ADEF	23 15%	20 11%	15 10%	27 10%	91 13%	42 14%	23 18%	37 14%	50 12%	15 14%	8 12%	60 15%	50 12%	23 13%	117 15% R	16 7%	73 14%	108 14%	66 16%	67 12%
It doesn't seem legitimate	128 13% EF	47 21% AEF	22 15% EF	29 16% EF	9 6%	21 8%	82 12%	46 15%	23 18% L	40 15% L	52 13%	7 6%	6 9%	63 16% P	52 13%	13 7%	105 14%	23 10%	61 12%	104 14%	53 13%	75 13%
Site is not a common/popular domain name	7 1%	1	2 1%	-	1 1%	3 1%	6 1%	1	1 1%	3 1%	3 1%	-	-	4 1%	3 1%	-	6 1%	1	5 1%	6 1%	4 1%	3 1%
Not familiar with this type of domain/Don't know enough about it	6 1%	1	2 1%	-	-	3 1%	4 1%	2 1%	1 1%	1	3 1%	1 1%	-	2	3 1%	1 1%	3	3 1%	3 1%	6 1%	4 1%	2
Foreign/Not in preferred language	5 1%	2 1%	1 1%	2 1%	-	-	5 1%	-	1 1%	1	3 1%	-	-	2	3 1%	-	5 1%	-	2	5 1%	3 1%	2
Site doesn't have what I am looking for	4	4 2% AF	-	-	-	-	3	1	-	2 1%	2	-	-	2	2	-	4 1%	-	4 1%	3	3 1%	1
Content/Information	1	-	-	-	-	1	1	-	-	-	1	-	-	-	1	-	1	-	1	1	-	1
Have used/likely to visit/Positive mentions	1	-	1 1%	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1	1	-
None	2	-	-	-	-	2 1%	1	1	2 2% JK	-	-	-	-	2	-	-	2	-	2	1	1	1
Not sure	58 6% B	3 1%	5 3%	16 9% BC	12 8% B	22 8% B	42 6%	16 5%	5 4%	19 7%	24 6%	7 6%	3 4%	24 6%	24 6%	10 6%	42 6%	16 7%	28 5%	43 6%	17 4%	41 7% U
Declined to answer	1	1	-	-	-	-	1	-	-	1	-	-	-	1	-	-	1	-	-	1	1	-
Sigma	1482 151%	419 184%	232 156%	272 147%	207 144%	352 127%	1036 153%	446 147%	223 173%	415 152%	593 147%	155 141%	96 143%	638 159%	593 147%	251 142%	1160 153%	322 144%	827 157%	1125 151%	640 155%	842 147%

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  
Overlap formulae used. \* small base

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

28 Aug 2015  
Table 95

9. .pro

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	832	182	124	135	126	265	565	267	113	240	333	87*	59*	353	333	146	632	200	452	624	335	497
I've never been to this type of website before	410 49% F	96 53%	72 58% AF	62 46%	65 52%	115 43%	279 49%	131 49%	63 56% M	120 50% M	163 49% M	45 52% M	19 32%	183 52%	163 49%	64 44%	306 48%	104 52%	233 52%	308 49%	168 50%	242 49%
I have no reason to go there	387 47% C	112 62% ACDEF	45 36%	64 47%	55 44%	111 42%	277 49% H	110 41%	56 50%	98 41%	140 42%	52 60% JK	41 69% IJK	154 44%	140 42%	93 64% NO	286 45%	101 51%	230 51% T	278 45%	160 48%	227 46%
I don't trust this extension	132 16%	34 19%	21 17%	25 19%	19 15%	33 12%	85 15%	47 18%	28 25% KLM	39 16% M	53 16% M	10 11%	2 3%	67 19% P	53 16% P	12 8%	105 17%	27 14%	71 16%	108 17%	55 16%	77 15%
It doesn't seem legitimate	127 15% E	35 19% E	19 15% E	27 20% E	9 7%	37 14%	76 13%	51 19% G	27 24% KLM	45 19% LM	44 13%	7 8%	4 7%	72 20% OP	44 13%	11 8%	103 16%	24 12%	76 17%	97 16%	60 18%	67 13%
I'm afraid of my information being stolen if I go here	96 12% D	20 11%	17 14% D	8 6%	18 14% D	33 12% D	64 11%	32 12%	22 19% KLM	33 14% M	34 10% M	6 7%	1 2%	55 16% OP	34 10%	7 5%	73 12%	23 12%	51 11%	76 12%	39 12%	57 11%
Not familiar with this type of domain/Don't know enough about it	8 1%	1 1%	2 2%	1 1%	-	4 2%	6 1%	2 1%	2 2%	1 *	5 2%	-	-	3 1%	5 2%	-	7 1%	1 1%	7 2%	7 1%	5 1%	3 1%
Site is not a common/popular domain name	7 1%	3 2% F	2 2% F	-	2 2% F	-	5 1%	2 1%	1 1%	2 1%	3 1%	1 1%	-	3 1%	3 1%	1 1%	5 1%	2 1%	5 1%	7 1%	5 1%	2 *
Not professional (i.e., tacky, amateurish etc.)	2 *	-	-	2 1% AF	-	-	2 *	-	-	-	2 1%	-	-	-	2 1%	-	2 *	-	1 *	1 *	-	2 *
Spam	1 *	-	-	-	1 1%	-	1 *	-	-	1 *	-	-	-	1 *	-	-	1 *	-	1 *	1 *	1 *	-
Have used/likely to visit/Positive mentions	1 *	-	1 1%	-	-	-	1 *	-	-	-	1 *	-	-	-	1 *	-	1 *	-	1 *	1 *	1 *	-
Site doesn't have what I am looking for	1 *	1 1%	-	-	-	-	1 *	-	-	1 *	-	-	-	1 *	-	-	1 *	-	1 *	1 *	1 *	-
Other	2 *	-	1 1%	-	1 1%	-	1 *	1 *	1 1%	1 *	-	-	-	2 1%	-	-	2 *	-	1 *	2 *	1 *	1 *
None	2 *	-	-	-	-	2 1%	2 *	-	1 1%	1 *	-	-	-	2 1%	-	-	2 *	-	1 *	1 *	-	2 *
Not sure	56 7% B	6 3%	6 5%	12 9% B	8 6%	24 9% B	42 7%	14 5%	9 8%	17 7%	18 5%	6 7%	6 10%	26 7%	18 5%	12 8%	38 6%	18 9%	29 6%	41 7%	16 5%	40 8%
Declined to answer	1 *	-	-	1 1%	-	-	-	1 *	-	1 *	-	-	-	1 *	-	-	1 *	-	-	1 *	-	1 *
Sigma	1233 148%	308 169%	186 150%	202 150%	178 141%	359 135%	842 149%	391 146%	210 186%	360 150%	463 139%	127 146%	73 124%	570 161%	463 139%	200 137%	933 148%	300 150%	708 157%	930 149%	512 153%	721 145%

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



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

28 Aug 2015  
Table 95

Base: Very Unlikely To Visit Website With Domain Name Extension

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	832	182	124	135	126	265	565	267	113	240	333	87*	59*	353	333	146	632	200	452	624	335	497

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

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

28 Aug 2015  
Table 96

10. .coop

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	971	199	125	154	153	340	683	288	126	299	392	98*	56*	425	392	154	742	229	535	722	412	559
I've never been to this type of website before	468 48% D	101 51%	69 55% D	63 41%	78 51%	157 46%	328 48%	140 49%	72 57% M	146 49% M	187 48% M	47 48% M	16 29%	218 51% P	187 48%	63 41%	352 47%	116 51%	272 51%	342 47%	194 47%	274 49%
I have no reason to go there	455 47% CF	128 64% ACDEF	43 34%	76 49% C	67 44%	141 41%	329 48%	126 44%	58 46%	122 41%	178 45%	55 56% J	42 75% IJKL	180 42%	178 45%	97 63% NO	348 47%	107 47%	266 50%	333 46%	198 48%	257 46%
I don't trust this extension	174 18%	42 21%	22 18%	31 20%	28 18%	51 15%	121 18%	53 18%	35 28% JKLM	57 19% M	66 17% M	13 13%	3 5%	92 22% P	66 17%	16 10%	131 18%	43 19%	99 19%	134 19%	82 20%	92 16%
It doesn't seem legitimate	167 17% E	46 23% AEF	20 16%	35 23% EF	14 9%	52 15%	113 17%	54 19%	32 25% KL	60 20% L	59 15%	8 8%	8 14%	92 22% OP	59 15%	16 10%	127 17%	40 17%	94 18%	132 18%	81 20%	86 15%
I'm afraid of my information being stolen if I go here	122 13%	26 13%	19 15%	13 8%	21 14%	43 13%	86 13%	36 13%	24 19% KLM	46 15% M	41 10%	9 9%	2 4%	70 16% OP	41 10%	11 7%	92 12%	30 13%	68 13%	92 13%	50 12%	72 13%
Not familiar with this type of domain/Don't know enough about it	9 1%	2 1%	1 1%	1 1%	-	5 1%	6 1%	3 1%	3 2%	2 1%	4 1%	-	-	5 1%	4 1%	-	6 1%	3 1%	7 1%	7 1%	5 1%	4 1%
Site is not a common/popular domain name	7 1%	3 2% F	2 2% F	-	2 1% F	-	5 1%	2 1%	1 1%	1 1%	4 1%	1 1%	-	2 1%	4 1%	1 1%	5 1%	2 1%	5 1%	6 1%	5 1%	2 1%
Have used/likely to visit/Positive mentions	1 1%	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	1 1%	1 1%	1 1%	-
None	1 1%	-	-	-	1 1%	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	-	1 1%	1 1%	-
Not sure	57 6% B	6 3%	8 6%	11 7%	8 5%	24 7% B	43 6%	14 5%	8 6%	17 6%	22 6%	6 6%	4 7%	25 6%	22 6%	10 6%	41 6%	16 7%	27 5%	43 6%	20 5%	37 7%
Sigma	1461 150%	354 178%	185 148%	230 149%	219 143%	473 139%	1033 151%	428 149%	233 185%	452 151%	562 143%	139 142%	75 134%	685 161%	562 143%	214 139%	1104 149%	357 156%	839 157%	1091 151%	637 155%	824 147%

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

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

28 Aug 2015  
Table 97

11. .cn

Base: Very Unlikely To Visit Website With Domain Name Extension

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	10**	**	**	**	**	10**	7**	3**	3**	1**	5**	**	1**	4**	5**	1**	8**	2**	6**	6**	8**	2**
I don't trust this extension	3 30%	-	-	-	-	3 30%	2 29%	1 33%	1 33%	-	2 40%	-	-	1 25%	2 40%	-	3 38%	-	2 33%	1 17%	1 13%	2 100%
I have no reason to go there	3 30%	-	-	-	-	3 30%	3 43%	-	-	-	2 40%	-	1 100%	-	2 40%	1 100%	3 38%	-	1 17%	2 33%	3 38%	-
I've never been to this type of website before	2 20%	-	-	-	-	2 20%	1 14%	1 33%	1 33%	-	1 20%	-	-	1 25%	1 20%	-	2 25%	-	1 17%	1 17%	1 13%	1 50%
I'm afraid of my information being stolen if I go here	1 10%	-	-	-	-	1 10%	1 14%	-	-	1 100%	-	-	-	1 25%	-	-	-	1 50%	-	1 17%	1 13%	-
Not sure	3 30%	-	-	-	-	3 30%	2 29%	1 33%	2 67%	-	1 20%	-	-	2 50%	1 20%	-	2 25%	1 50%	3 50%	2 33%	3 38%	-
Sigma	12 120%	-	-	-	-	12 120%	9 129%	3 100%	4 133%	1 100%	6 120%	-	1 100%	5 125%	6 120%	1 100%	10 125%	2 100%	7 117%	7 117%	9 113%	3 150%

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

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

28 Aug 2015  
Table 99

13. .ph

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	5**	**	**	**	**	5**	2**	3**	**	2**	3**	**	**	2**	3**	**	1**	4**	1**	4**	3**	2**
I'm afraid of my information being stolen if I go here	1 20%	-	-	-	-	1 20%	-	1 33%	-	1 50%	-	-	-	1 50%	-	-	-	1 25%	-	1 25%	1 33%	-
I have no reason to go there	1 20%	-	-	-	-	1 20%	-	1 33%	-	1 50%	-	-	-	1 50%	-	-	-	1 25%	100%	-	-	1 50%
Not familiar with this type of domain/Don't know enough about it	1 20%	-	-	-	-	1 20%	1 50%	-	-	-	1 33%	-	-	-	1 33%	-	1 100%	-	-	1 25%	-	1 50%
Not sure	2 40%	-	-	-	-	2 40%	1 50%	1 33%	-	-	2 67%	-	-	-	2 67%	-	-	2 50%	-	2 50%	2 67%	-
Sigma	5 100%	-	-	-	-	5 100%	2 100%	3 100%	-	2 100%	3 100%	-	-	2 100%	3 100%	-	1 100%	4 100%	1 100%	4 100%	3 100%	2 100%

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

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

28 Aug 2015  
Table 100

14. .jp

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	9**	-**	-**	-**	-**	9**	8**	1**	1**	1**	6**	1**	-**	2**	6**	1**	6**	3**	5**	6**	1**	8**
I have no reason to go there	4 44%	-	-	-	-	4 44%	3 38%	1 100%	1 100%	-	2 33%	1 100%	-	1 50%	2 33%	1 100%	3 50%	1 33%	1 20%	3 50%	-	4 50%
I've never been to this type of website before	1 11%	-	-	-	-	1 11%	1 13%	-	-	-	1 17%	-	-	-	1 17%	-	-	1 33%	1 20%	1 17%	-	1 13%
It doesn't seem legitimate	1 11%	-	-	-	-	1 11%	1 13%	-	-	1 100%	-	-	-	1 50%	-	-	1 17%	-	1 20%	1 17%	1 100%	-
Not sure	3 33%	-	-	-	-	3 33%	3 38%	-	-	-	3 50%	-	-	-	3 50%	-	2 33%	1 33%	2 40%	1 17%	-	3 38%
Sigma	9 100%	-	-	-	-	9 100%	8 100%	1 100%	1 100%	1 100%	6 100%	1 100%	-	2 100%	6 100%	1 100%	6 100%	3 100%	5 100%	6 100%	1 100%	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  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

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

28 Aug 2015  
Table 101

15. .kr

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	4**	..**	..**	..**	..**	4**	4**	..**	..**	1**	2**	1**	..**	1**	2**	1**	4**	..**	1**	4**	2**	2**
I have no reason to go there	2 50%	-	-	-	-	2 50%	2 50%	-	-	1 100%	-	1 100%	-	1 100%	-	1 100%	2 50%	-	-	2 50%	1 50%	1 50%
I've never been to this type of website before	1 25%	-	-	-	-	1 25%	1 25%	-	-	-	1 50%	-	-	-	1 50%	-	1 25%	-	-	1 25%	1 50%	-
I don't trust this extension	1 25%	-	-	-	-	1 25%	1 25%	-	-	1 100%	-	-	-	1 100%	-	-	1 25%	-	-	1 25%	1 50%	-
Declined to answer	1 25%	-	-	-	-	1 25%	1 25%	-	-	-	1 50%	-	-	-	1 50%	-	1 25%	-	1 100%	1 25%	-	1 50%
Sigma	5 125%	-	-	-	-	5 125%	5 125%	-	-	2 200%	2 100%	1 100%	-	2 200%	2 100%	1 100%	5 125%	-	1 100%	5 125%	3 150%	2 100%

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

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

28 Aug 2015  
Table 102

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2**	-.**	-.**	-.**	-.**	2**	1**	1**	1**	1**	-.**	-.**	-.**	2**	-.**	-.**	1**	1**	1**	1**	2**	-.**
I've never been to this type of website before	1 50%	-	-	-	-	1 50%	1 100%	-	1 100%	-	-	-	-	1 50%	-	-	-	1 100%	-	1 100%	1 50%	-
I don't trust this extension	1 50%	-	-	-	-	1 50%	-	1 100%	-	1 100%	-	-	-	1 50%	-	-	1 100%	-	1 100%	-	1 50%	-
Sigma	2 100%	-	-	-	-	2 100%	1 100%	1 100%	1 100%	1 100%	-	-	-	2 100%	-	-	1 100%	1 100%	1 100%	1 100%	2 100%	-

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

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

28 Aug 2015  
Table 103

17. .in

Base: Very Unlikely To Visit Website With Domain Name Extension

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	19**	**	**	**	**	19**	12**	7**	3**	8**	6**	1**	1**	11**	6**	2**	14**	5**	7**	17**	6**	13**
I have no reason to go there	6 32%	-	-	-	-	6 32%	3 25%	3 43%	2 67%	1 13%	2 33%	-	1 100%	3 27%	2 33%	1 50%	4 29%	2 40%	4 57%	4 24%	3 50%	3 23%
I'm afraid of my information being stolen if I go here	4 21%	-	-	-	-	4 21%	2 17%	2 29%	1 33%	1 13%	2 33%	-	-	2 18%	2 33%	-	4 29%	-	1 14%	4 24%	1 17%	3 23%
I've never been to this type of website before	3 16%	-	-	-	-	3 16%	2 17%	1 14%	-	2 25%	1 17%	-	-	2 18%	1 17%	-	1 7%	2 40%	1 14%	3 18%	1 17%	2 15%
It doesn't seem legitimate	1 5%	-	-	-	-	1 5%	1 8%	-	-	1 13%	-	-	-	1 9%	-	-	-	1 20%	-	1 6%	-	1 8%
Not sure	6 32%	-	-	-	-	6 32%	5 42%	1 14%	-	4 50%	1 17%	1 100%	-	4 36%	1 17%	1 50%	5 36%	1 20%	1 14%	6 35%	1 17%	5 38%
Sigma	20 105%	-	-	-	-	20 105%	13 108%	7 100%	3 100%	9 113%	6 100%	1 100%	1 100%	12 109%	6 100%	2 100%	14 100%	6 120%	7 100%	18 106%	6 100%	14 108%

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



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

28 Aug 2015  
Table 104

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2**	-.**	-.**	-.**	-.**	2**	2**	-.**	-.**	2**	-.**	-.**	-.**	2**	-.**	-.**	1**	1**	2**	2**	-.**	2**
I've never been to this type of website before	1 50%	-	-	-	-	1 50%	1 50%	-	-	1 50%	-	-	-	1 50%	-	-	-	1 100%	1 50%	1 50%	-	1 50%
I have no reason to go there	1 50%	-	-	-	-	1 50%	1 50%	-	-	1 50%	-	-	-	1 50%	-	-	1 100%	-	1 50%	1 50%	-	1 50%
Sigma	2 100%	-	-	-	-	2 100%	2 100%	-	-	2 100%	-	-	-	2 100%	-	-	1 100%	1 100%	2 100%	2 100%	-	2 100%

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

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

28 Aug 2015  
Table 105

19. .ng

Base: Very Unlikely To Visit Website With Domain Name Extension

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	9**	.**	.**	.**	9**	.**	8**	1**	1**	2**	6**	.**	.**	3**	6**	.**	4**	5**	2**	9**	4**	5**
I have no reason to go there	3 33%	-	-	-	3 33%	-	2 25%	1 100%	-	-	3 50%	-	-	-	3 50%	-	-	3 60%	-	3 33%	1 25%	2 40%
I'm afraid of my information being stolen if I go here	2 22%	-	-	-	2 22%	-	2 25%	-	1 100%	1 50%	-	-	-	2 67%	-	-	2 50%	-	-	2 22%	1 25%	1 20%
Not sure	4 44%	-	-	-	4 44%	-	4 50%	-	-	1 50%	3 50%	-	-	1 33%	3 50%	-	2 50%	2 40%	2 100%	4 44%	2 50%	2 40%
Sigma	9 100%	-	-	-	9 100%	-	8 100%	1 100%	1 100%	2 100%	6 100%	-	-	3 100%	6 100%	-	4 100%	5 100%	2 100%	9 100%	4 100%	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  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

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

28 Aug 2015  
Table 106

20. .za

Base: Very Unlikely To Visit Website With Domain Name Extension

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3**	-.**	-.**	-.**	3**	-.**	3**	-.**	-.**	-.**	3**	-.**	-.**	-.**	3**	-.**	3**	-.**	2**	2**	1**	2**
It doesn't seem legitimate	1 33%	-	-	-	1 33%	-	1 33%	-	-	-	1 33%	-	-	-	1 33%	-	1 33%	-	1 50%	-	-	1 50%
I'm afraid of my information being stolen if I go here	1 33%	-	-	-	1 33%	-	1 33%	-	-	-	1 33%	-	-	-	1 33%	-	1 33%	-	-	1 50%	-	1 50%
Not sure	1 33%	-	-	-	1 33%	-	1 33%	-	-	-	1 33%	-	-	-	1 33%	-	1 33%	-	1 50%	1 50%	1 100%	-
Sigma	3 100%	-	-	-	3 100%	-	3 100%	-	-	-	3 100%	-	-	-	3 100%	-	3 100%	-	2 100%	2 100%	1 100%	2 100%

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

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

28 Aug 2015  
Table 107

21. .eg

Base: Very Unlikely To Visit Website With Domain Name Extension

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	6**	**	**	**	6**	**	6**	**	1**	3**	2**	**	**	4**	2**	**	3**	3**	2**	4**	1**	5**
I don't trust this extension	2 33%	-	-	-	2 33%	-	2 33%	-	-	1 33%	1 50%	-	-	1 25%	1 50%	-	1 33%	1 33%	-	2 50%	1 100%	1 20%
I've never been to this type of website before	1 17%	-	-	-	1 17%	-	1 17%	-	-	1 33%	-	-	-	1 25%	-	-	-	1 33%	1 50%	-	-	1 20%
I'm afraid of my information being stolen if I go here	1 17%	-	-	-	1 17%	-	1 17%	-	-	1 33%	-	-	-	1 25%	-	-	1 33%	-	1 50%	-	-	1 20%
I have no reason to go there	1 17%	-	-	-	1 17%	-	1 17%	-	1 100%	-	-	-	-	1 25%	-	-	-	1 33%	-	1 25%	-	1 20%
Declined to answer	1 17%	-	-	-	1 17%	-	1 17%	-	-	-	1 50%	-	-	-	1 50%	-	1 33%	-	-	1 25%	-	1 20%
Sigma	6 100%	-	-	-	6 100%	-	6 100%	-	1 100%	3 100%	2 100%	-	-	4 100%	2 100%	-	3 100%	3 100%	2 100%	4 100%	1 100%	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  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

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

28 Aug 2015  
Table 108

22. .co

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	20**	-**	20**	-**	-**	-**	14**	6**	1**	8**	10**	-**	1**	9**	10**	1**	17**	3**	5**	19**	9**	11**
I don't trust this extension	2 10%	-	2 10%	-	-	-	2 14%	-	-	-	2 20%	-	-	-	2 20%	-	2 12%	-	-	2 11%	1 11%	1 9%
I'm afraid of my information being stolen if I go here	2 10%	-	2 10%	-	-	-	-	2 33%	1 100%	-	1 10%	-	-	1 11%	1 10%	-	1 6%	1 33%	1 20%	2 11%	1 11%	1 9%
I've never been to this type of website before	1 5%	-	1 5%	-	-	-	1 7%	-	-	-	1 10%	-	-	-	1 10%	-	1 6%	-	-	1 5%	1 11%	-
I have no reason to go there	1 5%	-	1 5%	-	-	-	1 7%	-	-	-	1 10%	-	-	-	1 10%	-	1 6%	-	-	1 5%	-	1 9%
Content/Information	1 5%	-	1 5%	-	-	-	1 7%	-	-	1 13%	-	-	-	1 11%	-	-	1 6%	-	1 20%	1 5%	1 11%	-
Site is not a common/popular domain name	1 5%	-	1 5%	-	-	-	-	1 17%	-	1 13%	-	-	-	1 11%	-	-	1 6%	-	1 20%	1 5%	1 11%	-
Have used/likely to visit/Positive mentions	1 5%	-	1 5%	-	-	-	-	1 17%	-	1 13%	-	-	-	1 11%	-	-	1 6%	-	-	1 5%	-	1 9%
Not sure	11 55%	-	11 55%	-	-	-	9 64%	2 33%	-	5 63%	5 50%	-	1 100%	5 56%	5 50%	1 100%	9 53%	2 67%	2 40%	10 53%	4 44%	7 64%
Sigma	20 100%	-	20 100%	-	-	-	14 100%	6 100%	1 100%	8 100%	10 100%	-	1 100%	9 100%	10 100%	1 100%	17 100%	3 100%	5 100%	19 100%	9 100%	11 100%

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

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

28 Aug 2015  
Table 109

23. .ar

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	9**	..**	9**	..**	..**	..**	6**	3**	1**	1**	4**	2**	1**	2**	4**	3**	8**	1**	5**	7**	2**	7**
Have used/likely to visit/Positive mentions	2 22%	-	2 22%	-	-	-	2 33%	-	-	-	1 25%	1 50%	-	-	1 25%	1 33%	1 13%	1 100%	1 20%	2 29%	1 50%	1 14%
I've never been to this type of website before	1 11%	-	1 11%	-	-	-	1 17%	-	-	-	-	1 50%	-	-	-	1 33%	1 13%	-	-	1 14%	-	1 14%
I don't trust this extension	1 11%	-	1 11%	-	-	-	-	1 33%	-	-	1 25%	-	-	-	1 25%	-	1 13%	-	-	1 14%	-	1 14%
It doesn't seem legitimate	1 11%	-	1 11%	-	-	-	-	1 33%	-	-	1 25%	-	-	-	1 25%	-	1 13%	-	-	1 14%	-	1 14%
I'm afraid of my information being stolen if I go here	1 11%	-	1 11%	-	-	-	1 17%	-	-	-	1 25%	-	-	-	1 25%	-	1 13%	-	1 20%	-	-	1 14%
Rarely Visit	1 11%	-	1 11%	-	-	-	1 17%	-	-	-	-	-	1 100%	-	-	1 33%	1 13%	-	1 20%	1 14%	-	1 14%
Not sure	2 22%	-	2 22%	-	-	-	1 17%	1 33%	1 100%	1 100%	-	-	-	2 100%	-	-	2 25%	-	2 40%	1 14%	1 50%	1 14%
Sigma	9 100%	-	9 100%	-	-	-	6 100%	3 100%	1 100%	1 100%	4 100%	2 100%	1 100%	2 100%	4 100%	3 100%	8 100%	1 100%	5 100%	7 100%	2 100%	7 100%

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

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

28 Aug 2015  
Table 110

24. .br

Base: Very Unlikely To Visit Website With Domain Name Extension

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	21**	-**	21**	-**	-**	-**	12**	9**	4**	6**	9**	2**	-**	10**	9**	2**	18**	3**	13**	13**	12**	9**
I don't trust this extension	3 14%	-	3 14%	-	-	-	2 17%	1 11%	-	1 17%	2 22%	-	-	1 10%	2 22%	-	3 17%	-	2 15%	3 23%	3 25%	-
I'm afraid of my information being stolen if I go here	3 14%	-	3 14%	-	-	-	1 8%	2 22%	1 25%	1 17%	1 11%	-	-	2 20%	1 11%	-	2 11%	1 33%	1 8%	2 15%	3 25%	-
Have used/likely to visit/Positive mentions	3 14%	-	3 14%	-	-	-	1 8%	2 22%	1 25%	-	2 22%	-	-	1 10%	2 22%	-	3 17%	-	3 23%	1 8%	2 17%	1 11%
It doesn't seem legitimate	2 10%	-	2 10%	-	-	-	1 8%	1 11%	-	1 17%	1 11%	-	-	1 10%	1 11%	-	2 11%	-	1 8%	2 15%	2 17%	-
I've never been to this type of website before	2 10%	-	2 10%	-	-	-	-	2 22%	-	-	2 22%	-	-	-	2 22%	-	2 11%	-	2 15%	1 8%	2 17%	-
Content/Information	1 5%	-	1 5%	-	-	-	1 8%	-	1 25%	-	-	-	-	1 10%	-	-	1 6%	-	1 8%	-	-	1 11%
Prefer other sites	1 5%	-	1 5%	-	-	-	1 8%	-	-	1 17%	-	-	-	1 10%	-	-	1 6%	-	1 8%	1 8%	-	1 11%
None	1 5%	-	1 5%	-	-	-	1 8%	-	-	1 17%	-	-	-	1 10%	-	-	1 6%	-	1 8%	1 8%	1 8%	-
Not sure	7 33%	-	7 33%	-	-	-	4 33%	3 33%	1 25%	-	4 44%	2 100%	-	1 10%	4 44%	2 100%	5 28%	2 67%	4 31%	4 31%	2 17%	5 56%
Declined to answer	1 5%	-	1 5%	-	-	-	1 8%	-	-	1 17%	-	-	-	1 10%	-	-	1 6%	-	-	1 8%	-	1 11%
Sigma	24 114%	-	24 114%	-	-	-	13 108%	11 122%	4 100%	6 100%	12 133%	2 100%	-	10 100%	12 133%	2 100%	21 117%	3 100%	16 123%	16 123%	15 125%	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  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

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

28 Aug 2015  
Table 111

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2**	-.**	-.**	2**	-.**	-.**	1**	1**	1**	-.**	-.**	1**	-.**	1**	-.**	1**	2**	-.**	1**	2**	1**	1**
I have no reason to go there	1 50%	-	-	1 50%	-	-	-	1 100%	1 100%	-	-	-	-	1 100%	-	-	1 50%	-	1 100%	1 50%	-	1 100%
Not sure	1 50%	-	-	1 50%	-	-	1 100%	-	-	-	-	1 100%	-	-	-	1 100%	1 50%	-	-	1 50%	1 100%	-
Sigma	2 100%	-	-	2 100%	-	-	1 100%	1 100%	1 100%	-	-	1 100%	-	1 100%	-	1 100%	2 100%	-	1 100%	2 100%	1 100%	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  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



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

28 Aug 2015  
Table 112

Base: Very Unlikely To Visit Website With Domain Name Extension

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2**	-.**	-.**	2**	-.**	-.**	1**	1**	2**	-.**	-.**	-.**	-.**	2**	-.**	-.**	1**	1**	1**	2**	2**	-.**
Not sure	2 100%	-	-	2 100%	-	-	1 100%	1 100%	2 100%	-	-	-	-	2 100%	-	-	1 100%	1 100%	1 100%	2 100%	2 100%	-
Sigma	2 100%	-	-	2 100%	-	-	1 100%	1 100%	2 100%	-	-	-	-	2 100%	-	-	1 100%	1 100%	1 100%	2 100%	2 100%	-

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

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

28 Aug 2015  
Table 113

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	4**	-.**	-.**	4**	-.**	-.**	2**	2**	-.**	1**	3**	-.**	-.**	1**	3**	-.**	3**	1**	1**	4**	2**	2**
Have used/likely to visit/Positive mentions	2 50%	-	-	2 50%	-	-	2 100%	-	-	-	2 67%	-	-	-	2 67%	-	2 67%	-	1 100%	2 50%	-	2 100%
I've never been to this type of website before	1 25%	-	-	1 25%	-	-	-	1 50%	-	1 100%	-	-	-	1 100%	-	-	-	1 100%	-	1 25%	1 50%	-
Not sure	1 25%	-	-	1 25%	-	-	-	1 50%	-	-	1 33%	-	-	-	1 33%	-	1 33%	-	-	1 25%	1 50%	-
Sigma	4 100%	-	-	4 100%	-	-	2 100%	2 100%	-	1 100%	3 100%	-	-	1 100%	3 100%	-	3 100%	1 100%	1 100%	4 100%	2 100%	2 100%

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

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

28 Aug 2015  
Table 114

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2**	-.**	-.**	2**	-.**	-.**	-.**	2**	-.**	1**	-.**	1**	-.**	1**	-.**	1**	-.**	2**	1**	1**	-.**	2**
I have no reason to go there	1 50%	-	-	1 50%	-	-	-	1 50%	-	-	-	1 100%	-	-	-	1 100%	-	1 50%	1 100%	-	-	1 50%
Have used/likely to visit/Positive mentions	1 50%	-	-	1 50%	-	-	-	1 50%	-	1 100%	-	-	-	1 100%	-	-	-	1 50%	-	1 100%	-	1 50%
Sigma	2 100%	-	-	2 100%	-	-	-	2 100%	-	1 100%	-	1 100%	-	1 100%	-	1 100%	-	2 100%	1 100%	1 100%	-	2 100%

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

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

Base: Very Unlikely To Visit Website With Domain Name Extension

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	5**	-**	-**	5**	-**	-**	3**	2**	-**	2**	2**	1**	-**	2**	2**	1**	4**	1**	3**	5**	2**	3**
I don't trust this extension	1 20%	-	-	1 20%	-	-	-	1 50%	-	-	1 50%	-	-	-	1 50%	-	1 25%	-	1 33%	1 20%	1 50%	-
Site is not a common/popular domain name	1 20%	-	-	1 20%	-	-	1 33%	-	-	1 50%	-	-	-	1 50%	-	-	1 25%	-	1 33%	1 20%	1 50%	-
Have used/likely to visit/Positive mentions	1 20%	-	-	1 20%	-	-	1 33%	-	-	-	-	1 100%	-	-	-	1 100%	-	1 100%	-	1 20%	-	1 33%
Not sure	1 20%	-	-	1 20%	-	-	1 33%	-	-	-	1 50%	-	-	-	1 50%	-	1 25%	-	1 33%	1 20%	-	1 33%
Declined to answer	1 20%	-	-	1 20%	-	-	-	1 50%	-	1 50%	-	-	-	1 50%	-	-	1 25%	-	-	1 20%	-	1 33%
Sigma	5 100%	-	-	5 100%	-	-	3 100%	2 100%	-	2 100%	2 100%	1 100%	-	2 100%	2 100%	1 100%	4 100%	1 100%	3 100%	5 100%	2 100%	3 100%

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

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

28 Aug 2015  
Table 116

30. .fr

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	11**	-**	-**	11**	-**	-**	7**	4**	1**	5**	3**	-**	2**	6**	3**	2**	8**	3**	6**	6**	4**	7**
I have no reason to go there	4 36%	-	-	4 36%	-	-	3 43%	1 25%	1 100%	-	2 67%	-	1 50%	1 17%	2 67%	1 50%	3 38%	1 33%	1 17%	2 33%	-	4 57%
I don't trust this extension	1 9%	-	-	1 9%	-	-	-	1 25%	-	1 20%	-	-	-	1 17%	-	-	-	1 33%	1 17%	-	-	1 14%
Have used/likely to visit/Positive mentions	1 9%	-	-	1 9%	-	-	-	1 25%	-	-	-	-	1 50%	-	-	1 50%	1 13%	-	1 17%	-	-	1 14%
Other	1 9%	-	-	1 9%	-	-	1 14%	-	-	-	1 33%	-	-	-	1 33%	-	1 13%	-	-	1 17%	-	1 14%
None	1 9%	-	-	1 9%	-	-	1 14%	-	-	1 20%	-	-	-	1 17%	-	-	1 13%	-	1 17%	1 17%	1 25%	-
Not sure	4 36%	-	-	4 36%	-	-	3 43%	1 25%	-	3 60%	1 33%	-	-	3 50%	1 33%	-	3 38%	1 33%	2 33%	3 50%	3 75%	1 14%
Sigma	12 109%	-	-	12 109%	-	-	8 114%	4 100%	1 100%	5 100%	4 133%	-	2 100%	6 100%	4 133%	2 100%	9 113%	3 100%	6 100%	7 117%	4 100%	8 114%

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  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

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

28 Aug 2015  
Table 117

31. .de

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	4**	..**	..**	4**	..**	..**	2**	2**	..**	2**	2**	..**	..**	2**	2**	..**	3**	1**	1**	3**	1**	3**
I don't trust this extension	1 25%	-	-	1 25%	-	-	1 50%	-	-	1 50%	-	-	-	1 50%	-	-	1 33%	-	-	1 33%	-	1 33%
I'm afraid of my information being stolen if I go here	1 25%	-	-	1 25%	-	-	-	1 50%	-	-	1 50%	-	-	-	1 50%	-	1 33%	-	-	1 33%	1 100%	-
Have used/likely to visit/Positive mentions	1 25%	-	-	1 25%	-	-	1 50%	-	-	1 50%	-	-	-	1 50%	-	-	-	1 100%	1 100%	-	-	1 33%
Not sure	1 25%	-	-	1 25%	-	-	-	1 50%	-	-	1 50%	-	-	-	1 50%	-	1 33%	-	-	1 33%	-	1 33%
Sigma	4 100%	-	-	4 100%	-	-	2 100%	2 100%	-	2 100%	2 100%	-	-	2 100%	2 100%	-	3 100%	1 100%	1 100%	3 100%	1 100%	3 100%

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

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

28 Aug 2015  
Table 118

32. .us

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	28**	28**	..**	..**	..**	..**	16**	12**	1**	3**	13**	5**	6**	4**	13**	11**	26**	2**	18**	22**	15**	13**
I have no reason to go there	20 71%	20 71%	-	-	-	-	11 69%	9 75%	1 100%	1 33%	11 85%	2 40%	5 83%	2 50%	11 85%	7 64%	19 73%	1 50%	13 72%	15 68%	11 73%	9 69%
I've never been to this type of website before	7 25%	7 25%	-	-	-	-	6 38%	1 8%	1 100%	-	5 38%	1 20%	-	1 25%	5 38%	1 9%	7 27%	-	5 28%	6 27%	4 27%	3 23%
I don't trust this extension	6 21%	6 21%	-	-	-	-	3 19%	3 25%	1 100%	2 67%	1 8%	2 40%	-	3 75%	1 8%	2 18%	5 19%	1 50%	4 22%	5 23%	4 27%	2 15%
It doesn't seem legitimate	3 11%	3 11%	-	-	-	-	2 13%	1 8%	1 100%	-	1 8%	1 20%	-	1 25%	1 8%	1 9%	3 12%	-	2 11%	2 9%	2 13%	1 8%
I'm afraid of my information being stolen if I go here	2 7%	2 7%	-	-	-	-	2 13%	-	1 100%	-	1 8%	-	-	1 25%	1 8%	-	2 8%	-	1 6%	1 5%	1 7%	1 8%
Not familiar with this type of domain/Don't know enough about it	1 4%	1 4%	-	-	-	-	1 6%	-	-	1 33%	-	-	-	1 25%	-	-	1 4%	-	1 6%	-	-	1 8%
Site is not a common/popular domain name	1 4%	1 4%	-	-	-	-	1 6%	-	-	-	-	1 20%	-	-	-	1 9%	1 4%	-	1 6%	-	-	1 8%
Other	1 4%	1 4%	-	-	-	-	1 6%	-	-	-	-	1 20%	-	-	-	1 9%	1 4%	-	1 6%	-	-	1 8%
Not sure	1 4%	1 4%	-	-	-	-	1 6%	-	-	-	-	-	1 17%	-	-	1 9%	1 4%	-	-	1 5%	-	1 8%
Sigma	42 150%	42 150%	-	-	-	-	28 175%	14 117%	5 500%	4 133%	19 146%	8 160%	6 100%	9 225%	19 146%	14 127%	40 154%	2 100%	28 156%	30 136%	22 147%	20 154%

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

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

28 Aug 2015  
Table 119

33. .ca

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	5**	5**	-**	-**	-**	-**	4**	1**	-**	3**	2**	-**	-**	3**	2**	-**	5**	-**	-**	5**	2**	3**
It doesn't seem legitimate	2 40%	2 40%	-	-	-	-	1 25%	1 100%	-	1 33%	1 50%	-	-	1 33%	1 50%	-	2 40%	-	-	2 40%	1 50%	1 33%
I'm afraid of my information being stolen if I go here	2 40%	2 40%	-	-	-	-	1 25%	1 100%	-	2 67%	-	-	-	2 67%	-	-	2 40%	-	-	2 40%	-	2 67%
I have no reason to go there	2 40%	2 40%	-	-	-	-	1 25%	1 100%	-	2 67%	-	-	-	2 67%	-	-	2 40%	-	-	2 40%	-	2 67%
I've never been to this type of website before	1 20%	1 20%	-	-	-	-	1 25%	-	-	1 33%	-	-	-	1 33%	-	-	1 20%	-	-	1 20%	-	1 33%
Other	1 20%	1 20%	-	-	-	-	1 25%	-	-	-	1 50%	-	-	-	1 50%	-	1 20%	-	-	1 20%	-	1 33%
Not sure	2 40%	2 40%	-	-	-	-	2 50%	-	-	1 33%	1 50%	-	-	1 33%	1 50%	-	2 40%	-	-	2 40%	1 50%	1 33%
Sigma	10 200%	10 200%	-	-	-	-	7 175%	3 300%	-	7 233%	3 150%	-	-	7 233%	3 150%	-	10 200%	-	-	10 200%	2 100%	8 267%

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



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

28 Aug 2015  
Table 120

34. .mx

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	9**	9**	..**	..**	..**	..**	3**	6**	3**	5**	1**	..**	..**	8**	1**	..**	7**	2**	1**	8**	4**	5**
I'm afraid of my information being stolen if I go here	2 22%	2 22%	-	-	-	-	1 33%	1 17%	1 33%	1 20%	-	-	-	2 25%	-	-	2 29%	-	-	2 25%	2 50%	-
Have used/likely to visit/Positive mentions	2 22%	2 22%	-	-	-	-	2 67%	-	-	1 20%	1 100%	-	-	1 13%	1 100%	-	2 29%	-	-	2 25%	1 25%	1 20%
I don't trust this extension	1 11%	1 11%	-	-	-	-	-	1 17%	1 33%	-	-	-	-	1 13%	-	-	-	1 50%	-	1 13%	-	1 20%
I've never been to this type of website before	1 11%	1 11%	-	-	-	-	-	1 17%	-	1 20%	-	-	-	1 13%	-	-	-	1 50%	-	1 13%	-	1 20%
Not sure	2 22%	2 22%	-	-	-	-	-	2 33%	1 33%	1 20%	-	-	-	2 25%	-	-	2 29%	-	1 100%	1 13%	1 25%	1 20%
Declined to answer	1 11%	1 11%	-	-	-	-	-	1 17%	-	1 20%	-	-	-	1 13%	-	-	1 14%	-	-	1 13%	-	1 20%
Sigma	9 100%	9 100%	-	-	-	-	3 100%	6 100%	3 100%	5 100%	1 100%	-	-	8 100%	1 100%	-	7 100%	2 100%	1 100%	8 100%	4 100%	5 100%

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

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

28 Aug 2015  
Table 121

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Total Regi- strants  (A)	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America  (B)	South America  (C)	Europe  (D)	Africa  (E)	Asia  (F)	Male  (G)	Female  (H)	18-24  (I)	25-34  (J)	35-54  (K)	55-64  (L)	65+  (M)	18-34  (N)	35-54  (O)	55+  (P)	Primary decision maker  (Q)	Shared decision maker  (R)	Consumer  (S)	Commer- cial  (T)	Yes  (U)	No  (V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
.vn	49 94%	-	-	-	-	49 94%	30 97%	19 90%	22 96%	13 87%	14 100%	-	-	35 92%	14 100%	-	33 97%	16 89%	42 98%	23 92%	23 92%	26 96%
.de	114 91%	-	-	114 91%	-	-	69 92%	45 90%	14 93%	26 90%	53 90%	14 93%	7 100%	40 91%	53 90%	21 95%	94 91%	20 91%	76 93%	64 93%	36 86%	78 94%
.mx	93 91%	93 91%	-	-	-	-	58 88%	35 97%	16 100%	30 97%	40 85%	5 83%	2 100%	46 98% O	40 85%	7 88%	71 90%	22 96%	43 91%	73 89%	33 89%	60 92%
.pl	48 91%	-	-	48 91%	-	-	23 88%	25 93%	8 100%	14 100%	21 91%	5 63%	-	22 100%	21 91%	5 63%	36 92%	12 86%	26 93%	30 91%	17 89%	31 91%
.es	45 90%	-	-	45 90%	-	-	22 88%	23 92%	5 83%	7 100%	25 89%	6 100%	2 67%	12 92%	25 89%	8 89%	34 89%	11 92%	19 95%	32 91%	19 95%	26 87%
.ru	117 90%	-	-	-	-	117 90%	77 93%	40 85%	8 73%	49 92%	52 95%	7 70%	1 100%	57 89%	52 95%	8 73%	97 90%	20 91%	82 91%	83 93%	61 97% V	56 84%
.id	90 89%	-	-	-	-	90 89%	63 91%	27 84%	10 77%	37 88%	42 93%	1 100%	-	47 85%	42 93%	1 100%	64 88%	26 93%	67 91%	70 89%	38 93%	52 87%
.com	2960 88% D	432 91% ACD	343 86%	434 81%	388 94% ACDF	1363 89% D	1849 88%	1111 88%	388 89% LM	945 90% LM	1283 89% LM	246 83%	98 78%	1333 90% P	1283 89% P	344 81%	2313 88%	647 89%	1688 89%	2231 90%	1205 90% V	1755 87%
.ng	182 88%	-	-	-	182 88%	-	146 88%	36 88%	20 80%	92 86%	67 93%	3 100%	-	112 85%	67 93%	3 100%	105 83%	77 95% Q	86 88%	163 89%	48 87%	134 88%
.in	284 87%	-	-	-	-	284 87%	147 85%	137 90%	48 86%	96 87%	124 90%	16 80%	-	144 87%	124 90%	16 76%	222 90% R	62 81%	137 94% T	232 86%	89 89%	195 87%
.cn	475 86%	-	-	-	-	475 86%	237 83%	238 89% G	55 83%	211 89%	198 86%	7 54%	4 80%	266 88%	198 86%	11 61%	432 87%	43 80%	330 87%	316 89%	228 90% V	247 83%
.ph	88 86%	-	-	-	-	88 86%	39 88%	49 84%	17 94%	35 85%	32 84%	3 75%	1 100%	52 88%	32 84%	4 80%	58 87%	30 86%	47 89%	73 88%	29 94%	59 83%
.ca	88 85%	88 85%	-	-	-	-	53 84%	35 88%	16 84%	20 77%	28 85%	18 95%	6 100%	36 80%	28 85%	24 96%	63 85%	25 86%	52 88%	63 83%	26 79%	62 89%
.za	86 85%	-	-	-	86 85%	-	53 84%	33 87%	12 92%	20 83%	36 84%	12 80%	6 100%	32 86%	36 84%	18 86%	61 84%	25 89%	39 85%	71 87%	26 96%	60 81%
.it	45 83%	-	-	45 83%	-	-	34 85%	11 79%	3 50%	13 93%	24 86%	3 75%	2 100%	16 80%	24 86%	5 83%	37 82%	8 89%	24 89%	38 83%	30 86%	15 79%
.br	145 83%	-	145 83%	-	-	-	87 81%	58 87%	32 84%	42 81%	57 86%	12 75%	2 67%	74 82%	57 86%	14 74%	111 81%	34 89%	75 88%	114 82%	57 84%	88 82%

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

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

28 Aug 2015  
Table 121

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
.co	103 82%	-	103 82%	-	-	-	73 85%	30 77%	11 85%	29 83%	48 83%	11 79%	4 80%	40 83%	48 83%	15 79%	78 85%	25 76%	50 86%	93 85%	48 83%	55 82%
.fr	83 82%	-	-	83 82%	-	-	55 83%	28 80%	10 83%	21 84%	38 81%	11 92%	3 60%	31 84%	38 81%	14 82%	69 83%	14 78%	42 81%	57 85%	44 88%	39 76%
.ar	82 82%	-	82 82%	-	-	-	51 82%	31 82%	10 91%	19 90%	46 82%	3 38%	4 100%	29 91%	46 82%	7 58%	56 77%	26 96%	47 82%	66 84%	28 78%	54 84%
.kr	80 79%	-	-	-	-	80 79%	48 73%	32 91% G	9 75%	20 77%	45 80%	6 86%	-	29 76%	45 80%	6 86%	71 81%	9 69%	52 79%	51 78%	39 81%	41 77%
.uk	75 75%	-	-	75 75%	-	-	48 79%	27 69%	3 75%	11 69%	34 74%	15 71%	12 92%	14 70%	34 74%	27 79%	55 70%	20 95%	34 67%	52 76%	28 72%	47 77%
.tr	37 74%	-	-	37 74%	-	-	24 69%	13 87%	8 62%	12 80%	15 75%	100%	-	20 71%	15 75%	2 100%	33 77%	4 57%	19 86%	29 71%	13 68%	24 77%
.jp	128 73%	-	-	-	-	128 73%	91 72%	37 76%	7 88%	25 83%	63 71%	27 79%	6 40%	32 84%	63 71%	33 67%	95 71%	33 77%	76 72%	66 73%	32 80%	96 71%
.eg	77 73%	-	-	-	77 73%	-	71 73%	6 67%	15 63%	36 80%	24 71%	1 50%	1 100%	51 74%	24 71%	2 67%	46 68%	31 82%	33 69%	61 74%	30 65%	47 78%
.net	2348 70% BCD	304 64%	254 64%	336 63%	301 73% BCD	1153 75% ABCD	1478 71%	870 69%	315 72% LM	751 71% LM	1025 71% LM	185 62%	72 57%	1066 72% P	1025 71% P	257 61%	1872 71% R	476 66%	1358 72%	1767 71%	986 74% V	1362 67%
.org	2071 62% CD	291 62%	226 57%	306 57% ABCD	291 70% ABCD	957 62% CD	1294 62%	777 62%	279 64% LM	685 65% LM	887 61% LM	162 55%	58 46%	964 65% P	887 61% P	220 52%	1636 62%	435 60%	1198 63%	1605 65%	883 66% V	1188 59%
.info	1633 49% BCD	167 35%	166 42%	232 44% B	225 54% ABCD	843 55% ABCD	986 47%	647 51% G	217 50% LM	538 51% LM	717 50% LM	121 41%	40 32%	755 51% P	717 50% P	161 38%	1309 50% R	324 45%	929 49%	1270 51%	723 54% V	910 45%
.biz	1252 37% BCD	121 26%	103 26%	149 28% ABCD	185 45% ABCD	694 45% ABCD	746 36%	506 40% G	130 30% ILM	430 41% ILM	577 40% ILM	85 29%	30 24%	560 38% P	577 40% P	115 27%	1016 39% R	236 33%	706 37%	989 40% S	557 42% V	695 34%
.mobi	1050 31% BCD	96 20%	99 25%	117 22% BCD	142 34% BCD	596 39% ABCD	609 29%	441 35% G	141 32% LM	364 35% LM	470 33% LM	60 20% M	15 12%	505 34% P	470 33% P	75 18%	868 33% R	182 25%	601 32%	828 33%	515 39% V	535 26%
.us	80 30%	80 30%	-	-	-	-	58 32%	22 25%	1 20%	14 36% M	37 31% M	23 40% M	5 11%	15 34%	37 31%	28 27%	74 32%	6 18%	49 32%	70 30%	59 40% V	21 18%
.pro	956 28% BCDE	79 17%	89 22% B	120 23% B	74 18% B	594 39% ABCDE	522 25%	434 34% G	134 31% LM	317 30% LM	438 30% LM	54 18% M	13 10%	451 30% P	438 30% P	67 16%	810 31% R	146 20%	550 29%	750 30%	477 36% V	479 24%
.tel	883 26% BCDE	50 11%	87 22% B	96 18% B	81 20% B	569 37% ABCDE	464 22%	419 33% G	113 26% LM	321 30% LM	392 27% LM	45 15%	12 10%	434 29% P	392 27% P	57 13%	723 27% R	160 22%	506 27%	685 28%	407 31% V	476 24%

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

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

28 Aug 2015  
Table 121

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
.asia	829 25%	36 8%	71 18%	93 17%	48 12%	581 38%	439 21%	390 31%	107 25%	301 29%	374 26%	39 13%	8 6%	408 27%	374 26%	47 11%	697 26%	132 18%	486 26%	647 26%	404 30%	425 21%
.coop	804 24%	46 10%	83 21%	100 19%	58 14%	517 34%	403 19%	401 32%	99 23%	288 27%	368 25%	38 13%	11 9%	387 26%	368 25%	49 12%	680 26%	124 17%	457 24%	633 25%	394 30%	410 20%
	BDE		BE	B	B	ABCDE		G	LM	LM	LM	M	P	P	P	R	R				V	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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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

28 Aug 2015  
Table 122

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
.us	176 66%	176 66%	-	-	-	-	114 63%	62 71%	4 80%	25 64%	78 64%	33 58%	36 78% L	29 66%	78 64%	69 67%	150 64%	26 76%	100 66%	154 66%	87 59%	89 74% U
.asia	2118 63% F	415 88% ACDEF	277 69% AF	390 73% AF	296 71% AF	740 48%	1420 68% H	698 55%	276 63%	635 60%	892 62%	214 72% IJK	101 80% IJK	911 61%	892 62%	315 74% NO	1637 62%	481 66% Q	1168 62%	1566 63%	811 61%	1307 65% U
.coop	2110 63% F	400 85% ACDEF	260 65% F	372 70% AF	280 68% AF	798 52%	1420 68% H	690 55%	283 65%	631 60%	885 61%	213 72% JK	98 78% IJK	914 61%	885 61%	311 74% NO	1628 62%	482 67% Q	1183 63%	1548 62%	804 60%	1306 64% U
.tel	2028 60% F	389 82% ACDEF	256 64% F	378 71% ACEF	260 63% F	745 48%	1366 65% H	662 52%	271 62%	599 57%	858 59%	206 69% IJK	94 75% IJK	870 58%	858 59%	300 71% NO	1580 60%	448 62%	1133 60%	1498 60%	782 59%	1246 62%
.pro	1953 58% F	360 76% ACDEF	254 64% AF	356 67% AF	275 66% AF	708 46%	1310 63% H	643 51%	245 56%	604 57%	815 56%	199 67% IJK	90 71% IJK	849 57%	815 56%	289 68% NO	1489 57%	464 64% Q	1084 57%	1429 58%	724 54%	1229 61% U
.mobi	1900 57% EF	349 74% ACDEF	244 61% EF	363 68% ACEF	212 51%	732 48%	1244 59% H	656 52%	241 55%	569 54%	806 56%	192 65% IJK	92 73% IJK	810 54%	806 56%	284 67% NO	1469 56%	431 60%	1060 56%	1379 56%	696 52%	1204 59% U
.biz	1712 51% EF	325 69% ACDEF	236 59% AEF	332 62% AEF	188 45%	631 41%	1128 54% H	584 46%	251 58% JK	504 48%	712 49%	170 57% JK	75 60% JK	755 51%	712 49%	245 58% NO	1326 50%	386 53%	965 51%	1239 50%	661 50%	1051 52%
.info	1403 42% F	278 59% ACDEF	188 47% AEF	260 49% AEF	156 38%	521 34%	934 45% H	469 37%	177 41%	433 41%	591 41%	133 45%	69 55% IJK	610 41%	591 41%	202 48% NO	1082 41%	321 44%	779 41%	1008 41%	527 40%	876 43% U
.org	1036 31% EF	167 35% AEF	139 35% EF	197 37% AEF	102 25%	431 28%	672 32%	364 29%	127 29%	304 29%	444 31%	104 35% J	57 45% IJKL	431 29%	444 31%	161 38% NO	810 31%	226 31%	549 29%	722 29%	388 29%	648 32%
.eg	26 25%	-	-	-	26 25%	-	23 24%	3 33%	7 29%	18 18%	10 29%	1 50%	-	15 22%	10 29%	1 33%	20 29%	6 16%	14 29%	19 23%	14 30%	12 20%
.tr	12 24%	-	-	12 24%	-	-	10 29%	2 13%	4 31%	3 20%	5 25%	-	-	7 25%	5 25%	-	9 21%	3 43%	3 14%	11 27%	5 26%	7 23%
.net	778 23% EF	153 32% AEF	115 29% AEF	161 30% AEF	80 19%	269 18%	489 23%	289 23%	94 22%	235 22%	327 23%	80 27%	42 33% IJK	329 22%	327 23%	122 29% NO	591 22%	187 26%	400 21%	570 23%	288 22%	490 24%
.kr	20 20%	-	-	-	-	20 20%	17 26% H	3 9%	3 25%	6 23%	10 18%	1 14%	-	9 24%	10 18%	1 14%	16 18%	4 31%	13 20%	14 22%	8 17%	12 23%
.jp	32 18%	-	-	-	-	32 18%	25 20%	7 14%	1 13%	5 17%	16 18%	4 12%	6 40%	6 16%	16 18%	10 20%	27 20%	5 12%	17 16%	20 22%	6 15%	26 19%
.uk	18 18%	-	-	18 18%	-	-	10 16%	8 21%	1 25%	2 13%	10 22%	4 19%	1 8%	3 15%	10 22%	5 15%	17 22%	1 5%	13 25%	11 16%	8 21%	10 16%
.br	24 14%	-	24 14%	-	-	-	18 17%	6 9%	5 13%	9 17%	6 9%	3 19%	1 33%	14 16%	6 9%	4 21%	21 15%	3 8%	7 8%	20 14%	11 16%	13 12%

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

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

28 Aug 2015  
Table 122

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
.co	17 14%	-	17 14%	-	-	-	11 13%	6 15%	1 8%	5 14%	8 14%	2 14%	1 20%	6 13%	8 14%	3 16%	12 13%	5 15%	6 10%	13 12%	9 16%	8 12%
.ca	14 14%	14 14%	-	-	-	-	10 16%	4 10%	3 16%	6 23%	4 12%	1 5%	-	9 20%	4 12%	1 4%	10 14%	4 14%	6 10%	13 17%	7 21%	7 10%
.ar	13 13%	-	13 13%	-	-	-	9 15%	4 11%	1 9%	1 5%	8 14%	3 38%	-	2 6%	8 14%	3 25%	12 16%	1 4%	7 12%	10 13%	7 19%	6 9%
.it	7 13%	-	-	7 13%	-	-	6 15%	1 7%	2 33%	1 7%	3 11%	1 25%	-	3 15%	3 11%	1 17%	7 16%	-	2 7%	6 13%	4 11%	3 16%
.fr	13 13%	-	-	13 13%	-	-	7 11%	6 17%	2 17%	3 12%	5 11%	1 8%	2 40%	5 14%	5 11%	3 18%	10 12%	3 17%	8 15%	7 10%	4 8%	9 18%
.in	32 10%	-	-	-	-	32 10%	17 10%	15 10%	7 13%	12 11%	9 7%	3 15%	1 100%	19 11%	9 7%	4 19%	19 8%	13 17% Q	8 5%	29 11% S	9 9%	23 10%
.cn	50 9%	-	-	-	-	50 9%	33 12% H	17 6%	9 14%	20 8%	19 8%	1 8%	1 20%	29 10%	19 8%	2 11%	43 9%	7 13%	30 8%	30 8%	17 7%	33 11%
.za	9 9%	-	-	-	9 9%	-	7 11%	2 5%	1 8%	1 4%	4 9%	3 20%	-	2 5%	4 9%	3 14%	8 11%	1 4%	5 11%	6 7%	1 4%	8 11%
.mx	9 9%	9 9%	-	-	-	-	8 12%	1 3%	-	1 3%	7 15%	1 17%	-	1 2%	7 15% N	1 13%	8 10%	1 4%	4 9%	9 11%	4 11%	5 8%
.ng	18 9%	-	-	-	18 9%	-	14 8%	4 10%	3 12%	13 12% K	2 3%	-	-	16 12% O	2 3%	-	15 12% R	3 4%	9 9%	15 8%	7 13%	11 7%
.com	252 8% BE	25 5%	39 10% BEF	68 13% ABEF	15 4%	105 7% E	168 8%	84 7%	30 7%	73 7%	107 7%	26 9%	16 13% IJK	103 7%	107 7%	42 10% N	205 8%	47 6%	119 6%	169 7%	88 7%	164 8%
.id	7 7%	-	-	-	-	7 7%	4 6%	3 9%	2 15%	4 10%	1 2%	-	-	6 11%	1 2%	-	6 8%	1 4%	4 5%	6 8%	3 7%	4 7%
.ph	7 7%	-	-	-	-	7 7%	4 9%	3 5%	-	2 5%	4 11%	1 25%	-	2 3%	4 11%	1 20%	6 9%	1 3%	3 6%	4 5%	1 3%	6 8%
.de	8 6%	-	-	8 6%	-	-	5 7%	3 6%	-	3 10%	4 7%	1 7%	-	3 7%	4 7%	1 5%	7 7%	1 5%	4 5%	4 6%	5 12%	3 4%
.pl	3 6%	-	-	3 6%	-	-	2 8%	1 4%	-	-	2 9%	1 13%	-	-	2 9%	1 13%	1 3%	2 14%	2 7%	1 3%	-	3 9%
.ru	5 4%	-	-	-	-	5 4%	3 4%	2 4%	2 18%	2 4%	1 2%	-	-	4 6%	1 2%	-	3 3%	2 9%	2 2%	3 3%	2 3%	3 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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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

28 Aug 2015  
Table 122

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
.es	12%	-	-	12%	-	-	14%	-	-	-	14%	-	-	-	14%	-	13%	-	-	13%	-	13%
.vn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

28 Aug 2015  
Table 123

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Respondent 3 or 4	3230 96% D	461 97% CD	378 95%	504 95%	406 98% ACD	1481 96%	2019 96%	1211 96%	423 97% LM	1027 97% LM	1389 96% M	278 94%	113 90%	1450 97% P	1389 96% P	391 92%	2533 96%	697 96%	1825 97%	2404 97%	1295 97% V	1935 96%

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



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

28 Aug 2015  
Table 124

1. .biz

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	1252 37% BCD	121 26%	103 26%	149 28%	185 45% ABCD	694 45% ABCD	746 36%	506 40% G	130 30%	430 41% ILM	577 40% ILM	85 29%	30 24%	560 38% P	577 40% P	115 27%	1016 39% R	236 33%	706 37%	989 40% S	557 42% V	695 34%
Very likely	445 13% BCD	29 6%	35 9%	44 8%	82 20% ABCD	255 17% ABCD	255 12%	190 15% G	34 8%	158 15% ILM	215 15% ILM	28 9%	10 8%	192 13% P	215 15% P	38 9%	385 15% R	60 8%	260 14%	378 15%	233 17% V	212 10%
Somewhat likely	807 24% BCD	92 19%	68 17%	105 20%	103 25% C	439 29% ABCD	491 23%	316 25%	96 22%	272 26% LM	362 25% LM	57 19%	20 16%	368 25% P	362 25% P	77 18%	631 24%	176 24%	446 24%	611 25%	324 24%	483 24%
BOTTOM 2 BOX (NET)	1712 51% EF	325 69% ACDEF	236 59% AEF	332 62% AEF	188 45% AEF	631 41% ABCD	1128 54% H	584 46%	251 58% JK	504 48%	712 49%	170 57% JK	75 60% JK	755 51%	712 49%	245 58% NO	1326 50%	386 53%	965 51%	1239 50%	661 50%	1051 52%
Somewhat unlikely	697 21%	110 23% E	72 18%	133 25% ACEF	72 17%	310 20%	430 21%	267 21%	107 25% J	197 19%	308 21%	59 20%	26 21%	304 20%	308 21%	85 20%	541 21%	156 22%	374 20%	514 21%	256 19%	441 22%
Very unlikely	1015 30% F	215 45% ADEF	164 41% AEF	199 37% AEF	116 28% F	321 21%	698 33% H	317 25%	144 33% K	307 29%	404 28%	111 37% JK	49 39% JK	451 30%	404 28%	160 38% NO	785 30%	230 32%	591 31% T	725 29%	405 30%	610 30%
Not sure	388 12% B	27 6%	61 15% ABDE	50 9% B	41 10% B	209 14% ABDE	217 10%	171 14% G	54 12%	118 11%	153 11%	42 14%	21 17% K	172 12%	153 11%	63 15% O	287 11%	101 14% Q	214 11%	254 10%	113 8%	275 14% U
Decline to Answer	5	-	-	2	-	3	5	-	-	2	3	-	-	2	3	-	4	1	3	2	1	4
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

28 Aug 2015  
Table 125

2. .com

Base: All Qualified Respondents

	Total Regi- strants  (A)	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	Primary decision maker (Q)	Shared decision maker (R)	Consumer (S)	Commer- cial (T)	Yes (U)	No (V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	2960 88% D	432 91% ACD	343 86%	434 81% ACDF	388 94% ACDF	1363 89% D	1849 88%	1111 88%	388 89% LM	945 90% LM	1283 89% LM	246 83%	98 78%	1333 90% P	1283 89% P	344 81%	2313 88%	647 89%	1688 89%	2231 90%	1205 90% V	1755 87%
Very likely	2467 73% DF	395 84% ACDF	301 75% D	321 60% ACDF	355 86% ACDF	1095 71% D	1556 74%	911 72%	320 74% M	791 75% LM	1077 75% LM	204 69%	75 60%	1111 75% P	1077 75% P	279 66%	1941 74%	526 73%	1426 76%	1899 76%	1031 77% V	1436 71%
Somewhat likely	493 15% BCE	37 8%	42 11%	113 21% ABCE	33 8% ABCE	268 17% ABCE	293 14%	200 16%	68 16%	154 15%	206 14%	42 14%	23 18%	222 15%	206 14%	65 15%	372 14%	121 17%	262 14%	332 13%	174 13%	319 16% U
BOTTOM 2 BOX (NET)	252 8% BE	25 5%	39 10% BEF	68 13% ABEF	15 4%	105 7% E	168 8%	84 7%	30 7%	73 7%	107 7%	26 9%	16 13% IJK	103 7%	107 7%	42 10% N	205 8%	47 6%	119 6%	169 7%	88 7%	164 8%
Somewhat unlikely	118 4% BE	9 2%	13 3% ABCEF	37 7% ABCEF	7 2%	52 3%	72 3%	46 4%	15 3%	40 4%	45 3%	12 4%	6 5%	55 4%	45 3%	18 4%	96 4%	22 3%	55 3%	82 3%	42 3%	76 4%
Very unlikely	134 4% E	16 3%	26 7% ABEF	31 6% AEF	8 2%	53 3%	96 5% H	38 3%	15 3%	33 3%	62 4%	14 5%	10 8% IJ	48 3%	62 4%	24 6% N	109 4%	25 3%	64 3%	87 4%	46 3%	88 4%
Not sure	143 4% E	16 3%	18 5%	31 6% E	10 2%	68 4%	77 4%	66 5% G	17 4%	35 3%	54 4%	25 8% IJK	12 10% IJK	52 3%	54 4%	37 9% NO	114 4%	29 4%	80 4% T	83 3%	39 3%	104 5% U
Decline to Answer	2	-	-	-	1	1	2	-	-	1	1	-	-	1	1	-	1	1	1	1	-	2
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

28 Aug 2015  
Table 126

3. .info

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	1633 49% BCD	167 35%	166 42%	232 44% B	225 54% ABCD	843 55% ABCD	986 47%	647 51% G	217 50% LM	538 51% LM	717 50% LM	121 41%	40 32%	755 51% P	717 50% P	161 38%	1309 50% R	324 45%	929 49%	1270 51%	723 54% V	910 45%
Very likely	644 19% BD	49 10%	66 17% B	82 15% B ABCDF	112 27% ABCD	335 22% ABCD	377 18%	267 21% G	84 19% M	215 20% M	284 20% M	51 17% M	10 8%	299 20% P	284 20% P	61 14%	524 20% R	120 17%	372 20%	527 21%	305 23% V	339 17%
Somewhat likely	989 29% BC	118 25%	100 25%	150 28% B	113 27% ABCDEF	508 33% ABCDEF	609 29%	380 30%	133 31% L	323 31% L	433 30% L	70 24%	30 24%	456 31% P	433 30% P	100 24%	785 30%	204 28%	557 30%	743 30%	418 31% V	571 28%
BOTTOM 2 BOX (NET)	1403 42% F	278 59% ACDEF	188 47% AEF	260 49% AEF	156 38% F	521 34% F	934 45% H	469 37%	177 41%	433 41%	591 41%	133 45%	69 55% IJK	610 41%	591 41%	202 48% NO	1082 41%	321 44%	779 41%	1008 41%	527 40%	876 43% U
Somewhat unlikely	642 19% E	110 23% AEF	73 18% ACDEF	126 24% ACDEF	60 14% F	273 18% F	401 19%	241 19%	89 20%	202 19%	273 19%	54 18%	24 19%	291 20%	273 19%	78 18%	504 19%	138 19%	360 19%	460 19%	248 19%	394 19%
Very unlikely	761 23% F	168 36% ACDEF	115 29% AF	134 25% F	96 23% F	248 16% F	533 25% H	228 18%	88 20%	231 22%	318 22%	79 27% I	45 36% IJK	319 21%	318 22%	124 29% NO	578 22%	183 25%	419 22%	548 22%	279 21%	482 24%
Not sure	319 10% B	28 6% BD	46 12% BD	41 8% BD	33 8% BD	171 11% ABD	174 8%	145 11% G	41 9%	83 8%	135 9%	43 14% IJK	17 13% J	124 8%	135 9%	60 14% NO	240 9%	79 11%	178 9%	206 8%	82 6%	237 12% U
Decline to Answer	2	-	-	-	-	2	2	-	-	-	2	-	-	-	2	-	2	-	2	-	-	2
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

28 Aug 2015  
Table 127

4. .mobi

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	1050 31% BCD	96 20%	99 25%	117 22%	142 34% BCD	596 39% ABCD	609 29%	441 35% G	141 32% LM	364 35% LM	470 33% LM	60 20% M	15 12%	505 34% P	470 33% P	75 18%	868 33% R	182 25%	601 32%	828 33%	515 39% V	535 26%
Very likely	372 11% BD	29 6%	34 9%	36 7%	59 14% ABCD	214 14% ABCD	197 9%	175 14% G	44 10% LM	136 13% LM	173 12% LM	16 5%	3 2%	180 12% P	173 12% P	19 4%	328 12% R	44 6%	219 12%	305 12%	205 15% V	167 8%
Somewhat likely	678 20% BCD	67 14%	65 16%	81 15%	83 20% B	382 25% ABCDE	412 20%	266 21%	97 22% LM	228 22% LM	297 21% LM	44 15%	12 10%	325 22% P	297 21% P	56 13%	540 21%	138 19%	382 20%	523 21%	310 23% V	368 18%
BOTTOM 2 BOX (NET)	1900 57% EF	349 74% ACDEF	244 61% EF	363 68% ACEF	212 51%	732 48% B	1244 59% H	656 52%	241 55%	569 54%	806 56%	192 65% IJK	92 73% IJK	810 54%	806 56%	284 67% NO	1469 56%	431 60%	1060 56%	1379 56%	696 52%	1204 59% U
Somewhat unlikely	701 21%	84 18%	72 18%	130 24% ABCE	74 18%	341 22% B	432 21%	269 21%	97 22% M	230 22% M	299 21% M	60 20% M	15 12%	327 22%	299 21%	75 18%	543 21%	158 22%	382 20%	512 21%	239 18%	462 23% U
Very unlikely	1199 36% F	265 56% ACDEF	172 43% AEF	233 44% AEF	138 33% F	391 25% F	812 39% H	387 31%	144 33%	339 32%	507 35%	132 44% IJK	77 61% IJKL	483 32%	507 35%	209 49% NO	926 35%	273 38%	678 36%	867 35%	457 34%	742 37%
Not sure	405 12% B	28 6%	57 14% BD	53 10% B	60 14% BD	207 13% ABD	241 11%	164 13%	53 12%	121 11%	167 12%	45 15%	19 15%	174 12%	167 12%	64 15% O	294 11%	111 15% Q	225 12%	277 11%	121 9%	284 14% U
Decline to Answer	2	-	-	-	-	2	2	-	-	-	2	-	-	-	2	-	2	-	2	-	-	2
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

28 Aug 2015  
Table 128

5. .net

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	2348 70% BCD	304 64%	254 64%	336 63%	301 73% BCD	1153 75% ABCD	1478 71%	870 69%	315 72% LM	751 71% LM	1025 71% LM	185 62%	72 57%	1066 72% P	1025 71% P	257 61%	1872 71% R	476 66%	1358 72%	1767 71%	986 74% V	1362 67%
Very likely	1327 40% BD	145 31%	144 36%	163 31%	195 47% ABCD	680 44% ABCD	853 41%	474 38%	181 42% LM	439 42% LM	571 40% M	102 34%	34 27%	620 42% P	571 40% P	136 32%	1076 41% R	251 35%	775 41%	1034 42%	590 44% V	737 36%
Somewhat likely	1021 30% E	159 34% E	110 28%	173 32% E	106 26%	473 31% E	625 30%	396 31%	134 31%	312 30%	454 31%	83 28%	38 30%	446 30%	454 31%	121 29%	796 30%	225 31%	583 31%	733 30%	396 30%	625 31%
BOTTOM 2 BOX (NET)	778 23% EF	153 32% AEF	115 29% AEF	161 30% AEF	80 19%	269 18% AEF	489 23%	289 23%	94 22%	235 22%	327 23%	80 27%	42 33% IJK	329 22%	327 23%	122 29% NO	591 22%	187 26%	400 21%	570 23%	288 22%	490 24%
Somewhat unlikely	401 12% F	75 16% AEF	52 13% F	86 16% AEF	42 10%	146 9% AEF	240 11%	161 13%	52 12%	131 12%	164 11%	36 12%	18 14%	183 12%	164 11%	54 13%	300 11%	101 14%	209 11%	305 12%	162 12%	239 12%
Very unlikely	377 11% F	78 16% AEF	63 16% AEF	75 14% AEF	38 9%	123 8% AEF	249 12%	128 10%	42 10%	104 10%	163 11%	44 15% IJ	24 19% IJK	146 10%	163 11%	68 16% NO	291 11%	86 12%	191 10%	265 11%	126 9%	251 12% U
Not sure	228 7% B	16 3%	31 8% B	36 7% B	32 8% B	113 7% B	126 6%	102 8% G	26 6%	67 6%	91 6%	32 11% IJK	12 10%	93 6%	91 6%	44 10% NO	168 6%	60 8%	128 7%	146 6%	58 4%	170 8% U
Decline to Answer	3	-	-	-	1	2	3	-	-	1	2	-	-	1	2	-	2	1	2	1	-	3
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

28 Aug 2015  
Table 129

6. .org

Base: All Qualified Respondents

	Total Regi- strants  (A)	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	Primary decision maker (Q)	Shared decision maker (R)	Consumer (S)	Commer- cial (T)	Yes (U)	No (V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	2071 62% CD	291 62%	226 57%	306 57% ABCD	291 70% ABCD	957 62% CD	1294 62%	777 62%	279 64% LM	685 65% LM	887 61% LM	162 55%	58 46%	964 65% P	887 61% P	220 52%	1636 62%	435 60%	1198 63%	1605 65%	883 66% V	1188 59%
Very likely	1095 33% D	150 32% D	134 34% D	131 25% ABCD	181 44% ABCD	499 32% D	697 33%	398 32%	136 31% M	377 36% M	464 32% M	91 31%	27 21%	513 34% P	464 32%	118 28%	872 33%	223 31%	634 34%	870 35%	483 36% V	612 30%
Somewhat likely	976 29% C	141 30% C	92 23%	175 33% ACE	110 27%	458 30% C	597 28%	379 30%	143 33% L	308 29%	423 29%	71 24%	31 25%	451 30% P	423 29% P	102 24%	764 29%	212 29%	564 30%	735 30%	400 30%	576 28%
BOTTOM 2 BOX (NET)	1036 31% EF	167 35% AEF	139 35% EF	197 37% AEF	102 25%	431 28% E	672 32%	364 29%	127 29%	304 29%	444 31%	104 35% J	57 45% IJKL	431 29%	444 31%	161 38% NO	810 31%	226 31%	549 29%	722 29%	388 29%	648 32%
Somewhat unlikely	479 14% E	71 15% E	54 14%	98 18% ACEF	42 10%	214 14% E	295 14%	184 15%	62 14%	143 14%	204 14%	46 15%	24 19%	205 14%	204 14%	70 17%	365 14%	114 16%	267 14%	339 14%	189 14%	290 14%
Very unlikely	557 17% F	96 20% AEF	85 21% AEF	99 19% F	60 14%	217 14% H	377 18% H	180 14%	65 15%	161 15%	240 17%	58 20%	33 26% IJK	226 15%	240 17%	91 22% NO	445 17%	112 15%	282 15%	383 15%	199 15%	358 18% U
Not sure	246 7% BE	15 3%	35 9% BE	30 6%	20 5%	146 9% ABDE	126 6%	120 10% G	28 6%	64 6%	112 8%	31 10% J	11 9%	92 6%	112 8%	42 10% N	184 7%	62 9%	138 7%	155 6%	61 5%	185 9% U
Decline to Answer	4	-	-	-	1	3	4	-	1	1	2	-	-	2	2	-	3	1	3	2	-	4
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

28 Aug 2015  
Table 130

7. .tel

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	883 26% BCDE	50 11%	87 22% B	96 18% B	81 20% B	569 37% ABCDE	464 22%	419 33% G	113 26% LM	321 30% LM	392 27% LM	45 15%	12 10%	434 29% P	392 27% P	57 13%	723 27% R	160 22%	506 27%	685 28%	407 31% V	476 24%
Very likely	308 9% BD	15 3%	29 7% B	33 6% B	28 7% B	203 13% ABCDE	153 7%	155 12% G	33 8% M	118 11% ILM	138 10% LM	16 5%	3 2%	151 10% P	138 10% P	19 4%	275 10% R	33 5%	190 10%	249 10%	170 13% V	138 7%
Somewhat likely	575 17% BDE	35 7%	58 15% B	63 12% B	53 13% B	366 24% ABCDE	311 15%	264 21% G	80 18% LM	203 19% LM	254 18% LM	29 10%	9 7%	283 19% P	254 18% P	38 9%	448 17%	127 18%	316 17%	436 18%	237 18%	338 17%
BOTTOM 2 BOX (NET)	2028 60% F	389 82% ACDEF	256 64% F	378 71% ACEF	260 63% F	745 48% ABC	1366 65% H	662 52%	271 62%	599 57%	858 59%	206 69% IJK	94 75% IJK	870 58%	858 59%	300 71% NO	1580 60%	448 62%	1133 60%	1498 60%	782 59%	1246 62%
Somewhat unlikely	677 20% B	67 14%	67 17%	136 26% ABCE	72 17%	335 22% ABC	420 20%	257 20%	109 25% JKM	213 20% M	283 20% M	61 21% M	11 9%	322 22% P	283 20%	72 17%	520 20%	157 22%	363 19%	494 20%	225 17%	452 22% U
Very unlikely	1351 40% F	322 68% ACDEF	189 47% AF	242 45% AF	188 45% AF	410 27% ABC	946 45% H	405 32%	162 37%	386 37%	575 40%	145 49% IJK	83 66% IJKL	548 37%	575 40%	228 54% NO	1060 40%	291 40%	770 41%	1004 40%	557 42%	794 39%
Not sure	442 13% B	34 7%	57 14% B	57 11%	73 18% ABD	221 14% BD	262 13%	180 14%	51 12%	132 13%	193 13%	46 15%	20 16%	183 12%	193 13%	66 16%	327 12%	115 16% Q	247 13%	299 12%	142 11%	300 15% U
Decline to Answer	4	-	-	2	-	2	4	-	-	2	2	-	-	2	2	-	3	1	2	2	1	3
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

28 Aug 2015  
Table 131

8. .asia

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	829 25% BCDE	36 8% BE	71 18% BE	93 17% BE	48 12% B	581 38% ABCDE	439 21% G	390 31% G	107 25% LM	301 29% LM	374 26% LM	39 13% M	8 6% P	408 27% P	374 26% P	47 11% R	697 26% R	132 18% R	486 26% R	647 26% R	404 30% V	425 21% V
Very likely	301 9% BCDE	15 3% B	24 6% B	24 5% B	18 4% B	220 14% ABCDE	150 7% G	151 12% G	35 8% M	112 11% LM	137 9% LM	15 5% P	2 2% P	147 10% P	137 9% P	17 4% R	265 10% R	36 5% R	198 10% R	248 10% R	171 13% V	130 6% V
Somewhat likely	528 16% BCE	21 4% BE	47 12% BE	69 13% BE	30 7% B	361 23% ABCDE	289 14% G	239 19% G	72 17% LM	189 18% LM	237 16% LM	24 8% P	6 5% P	261 18% P	237 16% P	30 7% R	432 16% R	96 13% R	288 15% R	399 16% R	233 17% V	295 15% V
BOTTOM 2 BOX (NET)	2118 63% F	415 88% ACDEF	277 69% AF	390 73% AF	296 71% AF	740 48% H	1420 68% H	698 55% H	276 63% KLM	635 60% KM	892 62% M	214 72% IJK	101 80% IJK	911 61% OP	892 62% OP	315 74% NO	1637 62% Q	481 66% Q	1168 62% R	1566 63% R	811 61% U	1307 65% U
Somewhat unlikely	615 18% B	53 11% B	63 16% B	99 19% B	65 16% B	335 22% ABCE	372 18% H	243 19% H	103 24% KLM	214 20% KM	234 16% M	52 18% M	12 10% P	317 21% OP	234 16% OP	64 15% R	465 18% R	150 21% R	340 18% R	436 18% R	203 15% U	412 20% U
Very unlikely	1503 45% F	362 77% ACDEF	214 54% AF	291 55% AF	231 56% AF	405 26% H	1048 50% H	455 36% H	173 40% IJ	421 40% IJK	658 46% IJKL	162 55% IJK	89 71% IJKL	594 40% NO	658 46% N	251 59% NO	1172 45% NO	331 46% Q	828 44% R	1130 45% R	608 46% U	895 44% U
Not sure	408 12% BD	22 5% B	52 13% B	70 9% B	17 4% ABD	214 14% ABD	235 11% G	173 14% G	52 12% H	118 11% H	177 12% H	44 15% I	17 13% I	170 11% I	177 12% I	61 14% J	297 11% J	111 15% Q	232 12% R	271 11% R	117 9% U	291 14% U
Decline to Answer	2	-	-	-	-	2	2	-	-	-	2	-	-	-	2	-	2	-	2	-	-	2
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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



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

28 Aug 2015  
Table 132

9. .pro

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	956 28% BCDE	79 17%	89 22% B	120 23% B	74 18% ABCDE	594 39%	522 25%	434 34% G	134 31% LM	317 30% LM	438 30% LM	54 18% M	13 10%	451 30% P	438 30% P	67 16%	810 31% R	146 20%	550 29%	750 30%	477 36% V	479 24%
Very likely	314 9% BE	19 4%	30 8% B	42 8% B	20 5% ABCDE	203 13%	165 8%	149 12% G	37 9% M	112 11% LM	147 10% LM	15 5%	3 2%	149 10% P	147 10% P	18 4%	291 11% R	23 3%	193 10%	249 10%	190 14% V	124 6%
Somewhat likely	642 19% BCDE	60 13%	59 15%	78 15%	54 13% ABCDE	391 25%	357 17%	285 23% G	97 22% LM	205 19% LM	291 20% LM	39 13%	10 8%	302 20% P	291 20% P	49 12%	519 20%	123 17%	357 19%	501 20%	287 22% V	355 18%
BOTTOM 2 BOX (NET)	1953 58% F	360 76% ACDEF	254 64% AF	356 67% AF	275 66% AF	708 46%	1310 63% H	643 51%	245 56%	604 57%	815 56%	199 67% IJK	90 71% IJK	849 57%	815 56%	289 68% NO	1489 57%	464 64% Q	1084 57%	1429 58%	724 54%	1229 61% U
Somewhat unlikely	711 21%	85 18%	83 21%	135 25% ABF	88 21%	320 21%	437 21%	274 22%	102 23%	231 22%	293 20%	65 22%	20 16%	333 22%	293 20%	85 20%	529 20%	182 25% Q	398 21%	506 20%	223 17%	488 24% U
Very unlikely	1242 37% F	275 58% ACDEF	171 43% AF	221 41% AF	187 45% AF	388 25%	873 42% H	369 29%	143 33%	373 35%	522 36%	134 45% IJK	70 56% IJK	516 35%	522 36%	204 48% NO	960 36%	282 39%	686 36%	923 37%	501 38%	741 37%
Not sure	445 13% BD	34 7%	57 14% B	56 11%	65 16% BD	233 15% ABD	261 12%	184 15%	56 13%	132 13%	190 13%	44 15%	23 18%	188 13%	190 13%	67 16%	331 13%	114 16% Q	252 13%	304 12%	130 10%	315 16% U
Decline to Answer	3	-	-	1	-	2	3	-	-	1	2	-	-	1	2	-	3	-	2	1	1	2
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

28 Aug 2015  
Table 133

10. .coop

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	804 24% BDE	46 10%	83 21% BE	100 19% B	58 14% B	517 34% ABCDE	403 19%	401 32% G	99 23% LM	288 27% LM	368 25% LM	38 13%	11 9%	387 26% P	368 25% P	49 12%	680 26% R	124 17%	457 24%	633 25%	394 30% V	410 20%
Very likely	288 9% BE	12 3%	29 7% B	38 7% BE	17 4% ABCDE	192 12% ABCDE	136 6%	152 12% G	34 8% M	109 10% LM	127 9% M	16 5%	2 2%	143 10% P	127 9% P	18 4%	257 10% R	31 4%	173 9%	233 9%	167 13% V	121 6%
Somewhat likely	516 15% BDE	34 7%	54 14% B	62 12% B	41 10% ABCDE	325 21% ABCDE	267 13%	249 20% G	65 15% LM	179 17% LM	241 17% LM	22 7%	9 7%	244 16% P	241 17% P	31 7%	423 16% R	93 13%	284 15%	400 16%	227 17% V	289 14%
BOTTOM 2 BOX (NET)	2110 63% F	400 85% ACDEF	260 65% F	372 70% AF	280 68% AF	798 52% ABCDE	1420 68% H	690 55%	283 65%	631 60%	885 61%	213 72% JK	98 78% IJK	914 61%	885 61%	311 74% NO	1628 62%	482 67% Q	1183 63%	1548 62%	804 60%	1306 64% U
Somewhat unlikely	669 20% BE	77 16%	72 18%	117 22% BE	65 16% ABE	338 22% ABE	408 19%	261 21%	121 28% JKLM	207 20% M	279 19% M	54 18% M	8 6%	328 22% P	279 19% P	62 15%	506 19%	163 23% Q	360 19%	481 19%	212 16%	457 23% U
Very unlikely	1441 43% F	323 68% ACDEF	188 47% F	255 48% AF	215 52% AF	460 30% ABCDE	1012 48% H	429 34%	162 37%	424 40%	606 42%	159 54% IJK	90 71% IJKL	586 39%	606 42%	249 59% NO	1122 43%	319 44%	823 44%	1067 43%	592 44%	849 42%
Not sure	441 13% B	27 6%	57 14% B	61 11% B	76 18% ABDF	220 14% B	271 13%	170 13%	53 12%	135 13%	190 13%	46 15%	17 13%	188 13%	190 13%	63 15%	323 12%	118 16% Q	246 13%	303 12%	134 10%	307 15% U
Decline to Answer	2	-	-	-	-	2	2	-	-	-	2	-	-	-	2	-	2	-	2	-	-	2
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

28 Aug 2015  
Table 134

11. .cn

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	550	..	..	..	..	550	284	266	66*	237	229	13**	5**	303	229	18**	496	54*	378	356	252	298
TOP 2 BOX (NET)	475 86%	-	-	-	-	475 86%	237 83%	238 89% G	55 83%	211 89%	198 86%	7 54%	4 80%	266 88%	198 86%	11 61%	432 87%	43 80%	330 87%	316 89%	228 90% V	247 83%
Very likely	325 59%	-	-	-	-	325 59%	168 59%	157 59%	39 59%	148 62%	127 55%	7 54%	4 80%	187 62%	127 55%	11 61%	292 59%	33 61%	231 61%	215 60%	164 65% V	161 54%
Somewhat likely	150 27%	-	-	-	-	150 27%	69 24%	81 30%	16 24%	63 27%	71 31%	- -	- -	79 26%	71 31%	-	140 28%	10 19%	99 26%	101 28%	64 25%	86 29%
BOTTOM 2 BOX (NET)	50 9%	-	-	-	-	50 9%	33 12% H	17 6%	9 14%	20 8%	19 8%	1 8%	1 20%	29 10%	19 8%	2 11%	43 9%	7 13%	30 8%	30 8%	17 7%	33 11%
Somewhat unlikely	27 5%	-	-	-	-	27 5%	19 7% H	8 3%	7 11% K	12 5%	8 3%	- -	- -	19 6%	8 3%	-	24 5%	3 6%	17 4%	17 5%	9 4%	18 6%
Very unlikely	23 4%	-	-	-	-	23 4%	14 5%	9 3%	2 3%	8 3%	11 5%	1 8%	1 20%	10 3%	11 5%	2 11%	19 4%	4 7%	13 3%	13 4%	8 3%	15 5%
Not sure	24 4%	-	-	-	-	24 4%	13 5%	11 4%	2 3%	6 3%	11 5%	5 38%	-	8 3%	11 5%	5 28%	20 4%	4 7%	17 4%	10 3%	7 3%	17 6%
Decline to Answer	1	-	-	-	-	1	1	-	-	-	1	-	-	-	1	-	1	-	1	-	-	1
Sigma	550 100%	-	-	-	-	550 100%	284 100%	266 100%	66 100%	237 100%	229 100%	13 100%	5 100%	303 100%	229 100%	18 100%	496 100%	54 100%	378 100%	356 100%	252 100%	298 100%

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

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

28 Aug 2015  
Table 135

12. .vn

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi-strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	52*	**	**	**	**	52*	31*	21**	23**	15**	14**	**	**	38*	14**	**	34*	18**	43*	25**	25**	27**
TOP 2 BOX (NET)	49 94%	-	-	-	-	49 94%	30 97%	19 90%	22 96%	13 87%	14 100%	-	-	35 92%	14 100%	-	33 97%	16 89%	42 98%	23 92%	23 92%	26 96%
Very likely	32 62%	-	-	-	-	32 62%	22 71%	10 48%	12 52%	11 73%	9 64%	-	-	23 61%	9 64%	-	24 71%	8 44%	26 60%	19 76%	12 48%	20 74%
Somewhat likely	17 33%	-	-	-	-	17 33%	8 26%	9 43%	10 43%	2 13%	5 36%	-	-	12 32%	5 36%	-	9 26%	8 44%	16 37%	4 16%	11 44%	6 22%
BOTTOM 2 BOX (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	3 6%	-	-	-	-	3 6%	1 3%	2 10%	1 4%	2 13%	-	-	-	3 8%	-	-	1 3%	2 11%	1 2%	2 8%	2 8%	1 4%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	52 100%	-	-	-	-	52 100%	31 100%	21 100%	23 100%	15 100%	14 100%	-	-	38 100%	14 100%	-	34 100%	18 100%	43 100%	25 100%	25 100%	27 100%

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

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

28 Aug 2015  
Table 136

13. .ph

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	102	**	**	**	**	102	44*	58*	18**	41*	38*	4**	1**	59*	38*	5**	67*	35*	53*	83*	31*	71*
TOP 2 BOX (NET)	88 86%	-	-	-	-	88 86%	39 89%	49 84%	17 94%	35 85%	32 84%	3 75%	1 100%	52 88%	32 84%	4 80%	58 87%	30 86%	47 89%	73 88%	29 94%	59 83%
Very likely	63 62%	-	-	-	-	63 62%	29 66%	34 59%	9 50%	27 66%	25 66%	1 25%	1 100%	36 61%	25 66%	2 40%	40 60%	23 66%	32 60%	52 63%	23 74%	40 56%
Somewhat likely	25 25%	-	-	-	-	25 25%	10 23%	15 26%	8 44%	8 20%	7 18%	2 50%	-	16 27%	7 18%	2 40%	18 27%	7 20%	15 28%	21 25%	6 19%	19 27%
BOTTOM 2 BOX (NET)	7 7%	-	-	-	-	7 7%	4 9%	3 5%	-	2 5%	4 11%	1 25%	-	2 3%	4 11%	1 20%	6 9%	1 3%	3 6%	4 5%	1 3%	6 8%
Somewhat unlikely	5 5%	-	-	-	-	5 5%	3 7%	2 3%	-	1 2%	3 8%	1 25%	-	1 2%	3 8%	1 20%	4 6%	1 3%	2 4%	3 4%	1 3%	4 6%
Very unlikely	2 2%	-	-	-	-	2 2%	1 2%	1 2%	-	1 2%	1 3%	-	-	1 2%	1 3%	-	2 3%	-	1 2%	1 1%	-	2 3%
Not sure	7 7%	-	-	-	-	7 7%	1 2%	6 10%	1 6%	4 10%	2 5%	-	-	5 8%	2 5%	-	3 4%	4 11%	3 6%	6 7%	1 3%	6 8%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	102 100%	-	-	-	-	102 100%	44 100%	58 100%	18 100%	41 100%	38 100%	4 100%	1 100%	59 100%	38 100%	5 100%	67 100%	35 100%	53 100%	83 100%	31 100%	71 100%

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

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

28 Aug 2015  
Table 137

14. .jp

Base: All Qualified Respondents

	Total Regi- strants  (A)	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America  (B)	South America  (C)	Europe  (D)	Africa  (E)	Asia  (F)	Male  (G)	Female  (H)	18-24  (I)	25-34  (J)	35-54  (K)	55-64  (L)	65+  (M)	18-34  (N)	35-54  (O)	55+  (P)	Primary decision maker  (Q)	Shared decision maker  (R)	Consumer  (S)	Commer- cial  (T)	Yes  (U)	No  (V)
Unweighted Base	176	..	..	..	..	176	127	49*	8**	30*	89*	34*	15**	38*	89*	49*	133	43*	106	91*	40*	136
TOP 2 BOX (NET)	128 73%	-	-	-	-	128 73%	91 72%	37 76%	7 88%	25 83%	63 71%	27 79%	6 40%	32 84%	63 71%	33 67%	95 71%	33 77%	76 72%	66 73%	32 80%	96 71%
Very likely	78 44%	-	-	-	-	78 44%	58 46%	20 41%	4 50%	15 50%	37 42%	18 53%	4 27%	19 50%	37 42%	22 45%	59 44%	19 44%	44 42%	43 47%	22 55%	56 41%
Somewhat likely	50 28%	-	-	-	-	50 28%	33 26%	17 35%	3 38%	10 33%	26 29%	9 26%	2 13%	13 34%	26 29%	11 22%	36 27%	14 33%	32 30%	23 25%	10 25%	40 29%
BOTTOM 2 BOX (NET)	32 18%	-	-	-	-	32 18%	25 20%	7 14%	1 13%	5 17%	16 18%	4 12%	6 40%	6 16%	16 18%	10 20%	27 20%	5 12%	17 16%	20 22%	6 15%	26 19%
Somewhat unlikely	20 11%	-	-	-	-	20 11%	14 11%	6 12%	-	4 13%	9 10%	2 6%	5 33%	4 11%	9 10%	7 14%	15 11%	5 12%	11 10%	13 14%	6 15%	14 10%
Very unlikely	12 7%	-	-	-	-	12 7%	11 9%	1 2%	1 13%	1 3%	7 8%	2 6%	1 7%	2 5%	7 8%	3 6%	12 9% R	-	6 6%	7 8%	-	12 9%
Not sure	16 9%	-	-	-	-	16 9%	11 9%	5 10%	-	-	10 11%	3 9%	3 20%	-	10 11% N	6 12% N	11 8%	5 12%	13 12%	5 5%	2 5%	14 10%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	176 100%	-	-	-	-	176 100%	127 100%	49 100%	8 100%	30 100%	89 100%	34 100%	15 100%	38 100%	89 100%	49 100%	133 100%	43 100%	106 100%	91 100%	40 100%	136 100%

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

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

28 Aug 2015  
Table 138

15. .kr

Base: All Qualified Respondents

	Total Regi- strants  (A)	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America  (B)	South America  (C)	Europe  (D)	Africa  (E)	Asia  (F)	Male  (G)	Female  (H)	18-24  (I)	25-34  (J)	35-54  (K)	55-64  (L)	65+  (M)	18-34  (N)	35-54  (O)	55+  (P)	Primary decision maker  (Q)	Shared decision maker  (R)	Consumer  (S)	Commer- cial  (T)	Yes  (U)	No  (V)
		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	101	..	..	..	..	101	66*	35*	12**	26**	56*	7**	..	38*	56*	7**	88*	13**	66*	65*	48*	53*
TOP 2 BOX (NET)	80 79%	-	-	-	-	80 79%	48 73%	32 91% G	9 75%	20 77%	45 80%	6 86%	-	29 76%	45 80%	6 86%	71 81%	9 69%	52 79%	51 78%	39 81%	41 77%
Very likely	59 58%	-	-	-	-	59 58%	38 58%	21 60%	5 42%	16 62%	32 57%	6 86%	-	21 55%	32 57%	6 86%	53 60%	6 46%	39 59%	37 57%	28 58%	31 58%
Somewhat likely	21 21%	-	-	-	-	21 21%	10 15%	11 31%	4 33%	4 15%	13 23%	-	-	8 21%	13 23%	-	18 20%	3 23%	13 20%	14 22%	11 23%	10 19%
BOTTOM 2 BOX (NET)	20 20%	-	-	-	-	20 20%	17 26% H	3 9%	3 25%	6 23%	10 18%	1 14%	-	9 24%	10 18%	1 14%	16 18%	4 31%	13 20%	14 22%	8 17%	12 23%
Somewhat unlikely	11 11%	-	-	-	-	11 11%	8 12%	3 9%	2 17%	5 19%	4 7%	-	-	7 18%	4 7%	-	8 9%	3 23%	9 14%	6 9%	4 8%	7 13%
Very unlikely	9 9%	-	-	-	-	9 9%	9 14% H	-	1 8%	1 4%	6 11%	1 14%	-	2 5%	6 11%	1 14%	8 9%	1 8%	4 6%	8 12%	4 8%	5 9%
Not sure	1 1%	-	-	-	-	1 1%	2%	-	-	-	2%	-	-	-	2%	-	1%	-	1 2%	-	1 2%	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	101 100%	-	-	-	-	101 100%	66 100%	35 100%	12 100%	26 100%	56 100%	7 100%	-	38 100%	56 100%	7 100%	88 100%	13 100%	66 100%	65 100%	48 100%	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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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

28 Aug 2015  
Table 139

16. .ru

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	130	**	**	**	**	130	83*	47*	11**	53*	55*	10**	1**	64*	55*	11**	108	22**	90*	89*	63*	67*
TOP 2 BOX (NET)	117 90%	-	-	-	-	117 90%	77 93%	40 85%	8 73%	49 92%	52 95%	7 70%	1 100%	57 89%	52 95%	8 73%	97 90%	20 91%	82 91%	83 93%	61 97% V	56 84%
Very likely	105 81%	-	-	-	-	105 81%	69 83%	36 77%	7 64%	41 77%	49 89%	7 70%	1 100%	48 75%	49 89%	8 73%	85 79%	20 91%	74 82%	74 83%	54 86%	51 76%
Somewhat likely	12 9%	-	-	-	-	12 9%	8 10%	4 9%	1 9%	15%	3 5%	-	-	9 14%	3 5%	-	12 11%	-	8 9%	9 10%	7 11%	5 7%
BOTTOM 2 BOX (NET)	5 4%	-	-	-	-	5 4%	3 4%	2 4%	2 18%	2 4%	1 2%	-	-	4 6%	1 2%	-	3 3%	2 9%	2 2%	3 3%	2 3%	3 4%
Somewhat unlikely	4 3%	-	-	-	-	4 3%	3 4%	1 2%	2 18%	1 2%	1 2%	-	-	3 5%	1 2%	-	2 2%	2 9%	1 1%	3 3%	1 2%	3 4%
Very unlikely	1 1%	-	-	-	-	1 1%	-	1 2%	-	1 2%	-	-	-	1 2%	-	-	1 1%	-	1 1%	-	1 2%	-
Not sure	8 6%	-	-	-	-	8 6%	3 4%	5 11%	1 9%	2 4%	2 4%	3 30%	-	3 5%	2 4%	3 27%	8 7%	-	6 7%	3 3%	-	8 12% U
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	130 100%	-	-	-	-	130 100%	83 100%	47 100%	11 100%	53 100%	55 100%	10 100%	1 100%	64 100%	55 100%	11 100%	108 100%	22 100%	90 100%	89 100%	63 100%	67 100%

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



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

28 Aug 2015  
Table 140

17. .in

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	325	**	**	**	**	325	172	153	56*	110	138	20**	1**	166	138	21**	248	77*	146	269	100	225
TOP 2 BOX (NET)	284 87%	-	-	-	-	284 87%	147 85%	137 90%	48 86%	96 87%	124 90%	16 80%	-	144 87%	124 90%	16 76%	222 90% R	62 81%	137 94% T	232 86%	89 89%	195 87%
Very likely	216 66%	-	-	-	-	216 66%	104 60%	112 73% G	39 70%	71 65%	95 69%	11 55%	-	110 66%	95 69%	11 52%	175 71% R	41 53%	111 76% T	175 65%	74 74%	142 63%
Somewhat likely	68 21%	-	-	-	-	68 21%	43 25%	25 16%	9 16%	25 23%	29 21%	5 25%	-	34 20%	29 21%	5 24%	47 19%	21 27%	26 18%	57 21%	15 15%	53 24%
BOTTOM 2 BOX (NET)	32 10%	-	-	-	-	32 10%	17 10%	15 10%	7 13%	12 11%	9 7%	3 15%	1 100%	19 11%	9 7%	4 19%	19 8%	13 17% Q	8 5%	29 11% S	9 9%	23 10%
Somewhat unlikely	21 6%	-	-	-	-	21 6%	10 6%	11 7%	5 9%	8 7%	5 4%	3 15%	-	13 8%	5 4%	3 14%	13 5%	8 10%	5 3%	20 7% S	7 7%	14 6%
Very unlikely	11 3%	-	-	-	-	11 3%	7 4%	4 3%	2 4%	4 4%	4 3%	- 100%	1	6 4%	4 3%	1 5%	6 2%	5 6%	3 2%	9 3%	2 2%	9 4%
Not sure	9 3%	-	-	-	-	9 3%	8 5% H	1 1%	1 2%	2 2%	5 4%	1 5%	-	3 2%	5 4%	1 5%	7 3%	2 3%	1 1%	8 3% S	2 2%	7 3%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	325 100%	-	-	-	-	325 100%	172 100%	153 100%	56 100%	110 100%	138 100%	20 100%	1 100%	166 100%	138 100%	21 100%	248 100%	77 100%	146 100%	269 100%	100 100%	225 100%

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

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

28 Aug 2015  
Table 141

18. .id

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	101	-**	-**	-**	-**	101	69*	32*	13**	42*	45*	1**	-**	55*	45*	1**	73*	28**	74*	79*	41*	60*
TOP 2 BOX (NET)	90 89%	-	-	-	-	90 89%	63 91%	27 84%	10 77%	37 88%	42 93%	1 100%	-	47 85%	42 93%	1 100%	64 88%	26 93%	67 91%	70 89%	38 93%	52 87%
Very likely	69 68%	-	-	-	-	69 68%	45 65%	24 75%	8 62%	29 69%	32 71%	-	-	37 67%	32 71%	-	46 63%	23 82%	52 70%	56 71%	29 71%	40 67%
Somewhat likely	21 21%	-	-	-	-	21 21%	18 26%	3 9%	2 15%	8 19%	10 22%	1 100%	-	10 18%	10 22%	1 100%	18 25%	3 11%	15 20%	14 18%	9 22%	12 20%
BOTTOM 2 BOX (NET)	7 7%	-	-	-	-	7 7%	4 6%	3 9%	2 15%	4 10%	1 2%	-	-	6 11%	1 2%	-	6 8%	1 4%	4 5%	6 8%	3 7%	4 7%
Somewhat unlikely	4 4%	-	-	-	-	4 4%	2 3%	2 6%	1 8%	2 5%	1 2%	-	-	3 5%	1 2%	-	4 5%	-	2 3%	3 4%	2 5%	2 3%
Very unlikely	3 3%	-	-	-	-	3 3%	2 3%	1 3%	1 8%	2 5%	-	-	-	3 5%	-	-	2 3%	1 4%	2 3%	3 4%	1 2%	2 3%
Not sure	4 4%	-	-	-	-	4 4%	2 3%	2 6%	1 8%	1 2%	2 4%	-	-	2 4%	2 4%	-	3 4%	1 4%	3 4%	3 4%	-	4 7%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	101 100%	-	-	-	-	101 100%	69 100%	32 100%	13 100%	42 100%	45 100%	1 100%	-	55 100%	45 100%	1 100%	73 100%	28 100%	74 100%	79 100%	41 100%	60 100%

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

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

28 Aug 2015  
Table 142

19. .ng

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	207	**	**	**	207	**	166	41*	25**	107	72*	3**	**	132	72*	3**	126	81*	98*	184	55*	152
TOP 2 BOX (NET)	182 88%	-	-	-	182 88%	-	146 88%	36 88%	20 80%	92 86%	67 93%	3 100%	-	112 85%	67 93%	3 100%	105 83%	77 95% Q	86 88%	163 89%	48 87%	134 88%
Very likely	138 67%	-	-	-	138 67%	-	112 67%	26 63%	12 48%	74 69%	51 71%	1 33%	-	86 65%	51 71%	1 33%	86 68%	52 64%	68 69%	123 67%	37 67%	101 66%
Somewhat likely	44 21%	-	-	-	44 21%	-	34 20%	10 24%	8 32%	18 17%	16 22%	2 67%	-	26 20%	16 22%	2 67%	19 15%	25 31% Q	18 18%	40 22%	11 20%	33 22%
BOTTOM 2 BOX (NET)	18 9%	-	-	-	18 9%	-	14 8%	4 10%	3 12%	13 12% K	2 3%	-	-	16 12% O	2 3%	-	15 12% R	3 4%	9 9%	15 8%	7 13%	11 7%
Somewhat unlikely	11 5%	-	-	-	11 5%	-	10 6%	1 2%	1 4%	8 7%	2 3%	-	-	9 7%	2 3%	-	9 7%	2 2%	6 6%	9 5%	4 7%	7 5%
Very unlikely	7 3%	-	-	-	7 3%	-	4 2%	3 7%	2 8%	5 5%	-	-	-	7 5% O	-	-	6 5%	1 1%	3 3%	6 3%	3 5%	4 3%
Not sure	6 3%	-	-	-	6 3%	-	5 3%	1 2%	2 8%	1 1%	3 4%	-	-	3 2%	3 4%	-	6 5% R	-	3 3%	5 3%	-	6 4%
Decline to Answer	1 *	-	-	-	1 *	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	1 1%
Sigma	207 100%	-	-	-	207 100%	-	166 100%	41 100%	25 100%	107 100%	72 100%	3 100%	-	132 100%	72 100%	3 100%	126 100%	81 100%	98 100%	184 100%	55 100%	152 100%

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

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

28 Aug 2015  
Table 143

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	101	-**	-**	-**	101	-**	63*	38*	13**	24**	43*	15**	6**	37*	43*	21**	73*	28**	46*	82*	27**	74*
TOP 2 BOX (NET)	86 85%	-	-	-	86 85%	-	53 84%	33 87%	12 92%	20 83%	36 84%	12 80%	6 100%	32 86%	36 84%	18 86%	61 84%	25 89%	39 85%	71 87%	26 96%	60 81%
Very likely	74 73%	-	-	-	74 73%	-	45 71%	29 76%	11 85%	15 63%	32 74%	11 73%	5 83%	26 70%	32 74%	16 76%	55 75%	19 68%	33 72%	60 73%	24 89%	50 68%
Somewhat likely	12 12%	-	-	-	12 12%	-	8 13%	4 11%	1 8%	5 21%	4 9%	1 7%	1 17%	6 16%	4 9%	2 10%	6 8%	6 21%	6 13%	11 13%	2 7%	10 14%
BOTTOM 2 BOX (NET)	9 9%	-	-	-	9 9%	-	7 11%	2 5%	1 8%	1 4%	4 9%	3 20%	-	2 5%	4 9%	3 14%	8 11%	1 4%	5 11%	6 7%	1 4%	8 11%
Somewhat unlikely	3 3%	-	-	-	3 3%	-	2 3%	1 3%	-	1 4%	1 2%	1 7%	-	1 3%	1 2%	1 5%	2 3%	1 4%	1 2%	3 4%	-	3 4%
Very unlikely	6 6%	-	-	-	6 6%	-	5 8%	1 3%	1 8%	-	3 7%	2 13%	-	1 3%	3 7%	2 10%	6 8%	-	4 9%	3 4%	1 4%	5 7%
Not sure	6 6%	-	-	-	6 6%	-	3 5%	3 8%	-	3 13%	3 7%	-	-	3 8%	3 7%	-	4 5%	2 7%	2 4%	5 6%	-	6 8%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	101 100%	-	-	-	101 100%	-	63 100%	38 100%	13 100%	24 100%	43 100%	15 100%	6 100%	37 100%	43 100%	21 100%	73 100%	28 100%	46 100%	82 100%	27 100%	74 100%

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

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

28 Aug 2015  
Table 144

21. .eg

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	106	**	**	**	106	**	97*	9**	24**	45*	34*	2**	1**	69*	34*	3**	68*	38*	48*	82*	46*	60*
TOP 2 BOX (NET)	77 73%	-	-	-	77 73%	-	71 73%	6 67%	15 63%	36 80%	24 71%	1 50%	1 100%	51 74%	24 71%	2 67%	46 68%	31 82%	33 69%	61 74%	30 65%	47 78%
Very likely	45 42%	-	-	-	45 42%	-	41 42%	4 44%	9 38%	20 44%	15 44%	- -	1 100%	29 42%	15 44%	1 33%	22 32%	23 61% Q	17 35%	36 44%	16 35%	29 48%
Somewhat likely	32 30%	-	-	-	32 30%	-	30 31%	2 22%	6 25%	16 36%	9 26%	1 50%	-	22 32%	9 26%	1 33%	24 35%	8 21%	16 33%	25 30%	14 30%	18 30%
BOTTOM 2 BOX (NET)	26 25%	-	-	-	26 25%	-	23 24%	3 33%	7 29%	8 18%	10 29%	1 50%	-	15 22%	10 29%	1 33%	20 29%	6 16%	14 29%	19 23%	14 30%	12 20%
Somewhat unlikely	14 13%	-	-	-	14 13%	-	13 13%	1 11%	4 17%	3 7%	6 18%	1 50%	-	7 10%	6 18%	1 33%	11 16%	3 8%	9 19%	11 13%	8 17%	6 10%
Very unlikely	12 11%	-	-	-	12 11%	-	10 10%	2 22%	3 13%	5 11%	4 12%	- -	-	8 12%	4 12%	-	9 13%	3 8%	5 10%	8 10%	6 13%	6 10%
Not sure	3 3%	-	-	-	3 3%	-	3 3%	-	2 8%	1 2%	-	- -	-	3 4%	-	-	2 3%	1 3%	1 2%	2 2%	2 4%	1 2%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	106 100%	-	-	-	106 100%	-	97 100%	9 100%	24 100%	45 100%	34 100%	2 100%	1 100%	69 100%	34 100%	3 100%	68 100%	38 100%	48 100%	82 100%	46 100%	60 100%

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

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

28 Aug 2015  
Table 145

22. .co

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	125	-**	125	-**	-**	-**	86*	39*	13**	35*	58*	14**	5**	48*	58*	19**	92*	33*	58*	110	58*	67*
TOP 2 BOX (NET)	103 82%	-	103 82%	-	-	-	73 85%	30 77%	11 85%	29 83%	48 83%	11 79%	4 80%	40 83%	48 83%	15 79%	78 85%	25 76%	50 86%	93 85%	48 83%	55 82%
Very likely	82 66%	-	82 66%	-	-	-	59 69%	23 59%	9 69%	21 60%	40 69%	8 57%	4 80%	30 63%	40 69%	12 63%	62 67%	20 61%	37 64%	75 68%	37 64%	45 67%
Somewhat likely	21 17%	-	21 17%	-	-	-	14 16%	7 18%	2 15%	8 23%	8 14%	3 21%	-	10 21%	8 14%	3 16%	16 17%	5 15%	13 22%	18 16%	11 19%	10 15%
BOTTOM 2 BOX (NET)	17 14%	-	17 14%	-	-	-	11 13%	6 15%	1 8%	5 14%	8 14%	2 14%	1 20%	6 13%	8 14%	3 16%	12 13%	5 15%	6 10%	13 12%	9 16%	8 12%
Somewhat unlikely	1 1%	-	1 1%	-	-	-	1 1%	-	-	-	2 2%	-	-	-	1 2%	-	-	1 3%	-	1 1%	1 2%	-
Very unlikely	16 13%	-	16 13%	-	-	-	10 12%	6 15%	1 8%	5 14%	7 12%	2 14%	1 20%	6 13%	7 12%	3 16%	12 13%	4 12%	6 10%	12 11%	8 14%	8 12%
Not sure	5 4%	-	5 4%	-	-	-	2 2%	3 8%	1 8%	1 3%	2 3%	1 7%	-	2 4%	2 3%	1 5%	2 2%	3 9%	2 3%	4 4%	1 2%	4 6%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	125 100%	-	125 100%	-	-	-	86 100%	39 100%	13 100%	35 100%	58 100%	14 100%	5 100%	48 100%	58 100%	19 100%	92 100%	33 100%	58 100%	110 100%	58 100%	67 100%

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

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

28 Aug 2015  
Table 146

23. .ar

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	100	-**	100	-**	-**	-**	62*	38*	11**	21**	56*	8**	4**	32*	56*	12**	73*	27**	57*	79*	36*	64*
TOP 2 BOX (NET)	82 82%	-	82 82%	-	-	-	51 82%	31 82%	10 91%	19 90%	46 82%	3 38%	4 100%	29 91%	46 82%	7 58%	56 77%	26 96%	47 82%	66 84%	28 78%	54 84%
Very likely	63 63%	-	63 63%	-	-	-	39 63%	24 63%	9 82%	13 62%	35 63%	3 38%	3 75%	22 69%	35 63%	6 50%	44 60%	19 70%	33 58%	51 65%	20 56%	43 67%
Somewhat likely	19 19%	-	19 19%	-	-	-	12 19%	7 18%	1 9%	6 29%	11 20%	-	1 25%	7 22%	11 20%	1 8%	12 16%	7 26%	14 25%	15 19%	8 22%	11 17%
BOTTOM 2 BOX (NET)	13 13%	-	13 13%	-	-	-	9 15%	4 11%	1 9%	1 5%	8 14%	3 38%	-	2 6%	8 14%	3 25%	12 16%	1 4%	7 12%	10 13%	7 19%	6 9%
Somewhat unlikely	6 6%	-	6 6%	-	-	-	3 5%	3 8%	-	-	5 9%	1 13%	-	-	5 9%	1 8%	5 7%	1 4%	3 5%	6 8%	3 8%	3 5%
Very unlikely	7 7%	-	7 7%	-	-	-	6 10%	1 3%	1 9%	1 5%	3 5%	2 25%	-	2 6%	3 5%	2 17%	7 10%	-	4 7%	4 5%	4 11%	3 5%
Not sure	5 5%	-	5 5%	-	-	-	2 3%	3 8%	-	1 5%	2 4%	2 25%	-	1 3%	2 4%	2 17%	5 7%	-	3 5%	3 4%	1 3%	4 6%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	100 100%	-	100 100%	-	-	-	62 100%	38 100%	11 100%	21 100%	56 100%	8 100%	4 100%	32 100%	56 100%	12 100%	73 100%	27 100%	57 100%	79 100%	36 100%	64 100%

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

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

28 Aug 2015  
Table 147

24. .br

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	175	**	175	**	**	**	108	67*	38*	52*	66*	16**	3**	90*	66*	19**	137	38*	85*	139	68*	107
TOP 2 BOX (NET)	145 83%	-	145 83%	-	-	-	87 81%	58 87%	32 84%	42 81%	57 86%	12 75%	2 67%	74 82%	57 86%	14 74%	111 81%	34 89%	75 88%	114 82%	57 84%	88 82%
Very likely	122 70%	-	122 70%	-	-	-	77 71%	45 67%	25 66%	35 67%	51 77%	9 56%	2 67%	60 67%	51 77%	11 58%	95 69%	27 71%	60 71%	100 72%	52 76%	70 65%
Somewhat likely	23 13%	-	23 13%	-	-	-	10 9%	13 19%	7 18%	7 13%	6 9%	3 19%	-	14 16%	6 9%	3 16%	16 12%	7 18%	15 18% T	14 10%	5 7%	18 17%
BOTTOM 2 BOX (NET)	24 14%	-	24 14%	-	-	-	18 17%	6 9%	5 13%	9 17%	6 9%	3 19%	1 33%	14 16%	6 9%	4 21%	21 15%	3 8%	7 8%	20 14%	11 16%	13 12%
Somewhat unlikely	7 4%	-	7 4%	-	-	-	5 5%	2 3%	1 3%	2 4%	3 5%	-	1 33%	3 3%	3 5%	1 5%	6 4%	1 3%	1 1%	6 4%	3 4%	4 4%
Very unlikely	17 10%	-	17 10%	-	-	-	13 12%	4 6%	4 11%	7 13%	3 5%	3 19%	-	11 12%	3 5%	3 16%	15 11%	2 5%	6 7%	14 10%	8 12%	9 8%
Not sure	6 3%	-	6 3%	-	-	-	3 3%	3 4%	1 3%	1 2%	3 5%	1 6%	-	2 2%	3 5%	1 5%	5 4%	1 3%	3 4%	5 4%	-	6 6% U
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	175 100%	-	175 100%	-	-	-	108 100%	67 100%	38 100%	52 100%	66 100%	16 100%	3 100%	90 100%	66 100%	19 100%	137 100%	38 100%	85 100%	139 100%	68 100%	107 100%

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



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

28 Aug 2015  
Table 148

25. .it

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	54*	..**	..**	54*	..**	..**	40*	14**	6**	14**	28**	4**	2**	20**	28**	6**	45*	9**	27**	46*	35*	19**
TOP 2 BOX (NET)	45 83%	-	-	45 83%	-	-	34 85%	11 79%	3 50%	13 93%	24 86%	3 75%	2 100%	16 80%	24 86%	5 83%	37 82%	8 89%	24 89%	38 83%	30 86%	15 79%
Very likely	35 65%	-	-	35 65%	-	-	28 70%	7 50%	3 50%	8 57%	19 68%	3 75%	2 100%	11 55%	19 68%	5 83%	28 62%	7 78%	18 67%	30 65%	23 66%	12 63%
Somewhat likely	10 19%	-	-	10 19%	-	-	6 15%	4 29%	-	5 36%	5 18%	-	-	5 25%	5 18%	-	9 20%	1 11%	6 22%	8 17%	7 20%	3 16%
BOTTOM 2 BOX (NET)	7 13%	-	-	7 13%	-	-	6 15%	1 7%	2 33%	1 7%	3 11%	1 25%	-	3 15%	3 11%	1 17%	7 16%	-	2 7%	6 13%	4 11%	3 16%
Somewhat unlikely	4 7%	-	-	4 7%	-	-	3 8%	1 7%	1 17%	1 7%	2 7%	-	-	2 10%	2 7%	-	4 9%	-	2 7%	3 7%	1 3%	3 16%
Very unlikely	3 6%	-	-	3 6%	-	-	3 8%	-	1 17%	-	1 4%	1 25%	-	1 5%	1 4%	1 17%	3 7%	-	-	3 7%	3 9%	-
Not sure	2 4%	-	-	2 4%	-	-	-	2 14%	1 17%	-	1 4%	-	-	1 5%	1 4%	-	1 2%	1 11%	1 4%	2 4%	1 3%	1 5%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	54 100%	-	-	54 100%	-	-	40 100%	14 100%	6 100%	14 100%	28 100%	4 100%	2 100%	20 100%	28 100%	6 100%	45 100%	9 100%	27 100%	46 100%	35 100%	19 100%

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

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

28 Aug 2015  
Table 149

26. .tr

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	50*	-**	-**	50*	-**	-**	35*	15**	13**	15**	20**	2**	-**	28**	20**	2**	43*	7**	22**	41*	19**	31*
TOP 2 BOX (NET)	37 74%	-	-	37 74%	-	-	24 69%	13 87%	8 62%	12 80%	15 75%	2 100%	-	20 71%	15 75%	2 100%	33 77%	4 57%	19 86%	29 71%	13 68%	24 77%
Very likely	28 56%	-	-	28 56%	-	-	17 49%	11 73%	5 38%	10 67%	12 60%	1 50%	-	15 54%	12 60%	1 50%	26 60%	2 29%	14 64%	22 54%	7 37%	21 68%
Somewhat likely	9 18%	-	-	9 18%	-	-	7 20%	2 13%	3 23%	2 13%	3 15%	1 50%	-	5 18%	3 15%	1 50%	7 16%	2 29%	5 23%	7 17%	6 32%	3 10%
BOTTOM 2 BOX (NET)	12 24%	-	-	12 24%	-	-	10 29%	2 13%	4 31%	3 20%	5 25%	-	-	7 25%	5 25%	-	9 21%	3 43%	3 14%	11 27%	5 26%	7 23%
Somewhat unlikely	6 12%	-	-	6 12%	-	-	4 11%	2 13%	2 15%	1 7%	3 15%	-	-	3 11%	3 15%	-	4 9%	2 29%	1 5%	6 15%	2 11%	4 13%
Very unlikely	6 12%	-	-	6 12%	-	-	6 17%	-	2 15%	2 13%	2 10%	-	-	4 14%	2 10%	-	5 12%	1 14%	2 9%	5 12%	3 16%	3 10%
Not sure	1 2%	-	-	1 2%	-	-	1 3%	-	1 8%	-	-	-	-	1 4%	-	-	1 2%	-	-	1 2%	1 5%	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	50 100%	-	-	50 100%	-	-	35 100%	15 100%	13 100%	15 100%	20 100%	2 100%	-	28 100%	20 100%	2 100%	43 100%	7 100%	22 100%	41 100%	19 100%	31 100%

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

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

28 Aug 2015  
Table 150

27. .es

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	50*	..	..	50*	..	..	25**	25**	6**	7**	28**	6**	3**	13**	28**	9**	38*	12**	20**	35*	20**	30*
TOP 2 BOX (NET)	45 90%	-	-	45 90%	-	-	22 88%	23 92%	5 83%	7 100%	25 89%	6 100%	2 67%	12 92%	25 89%	8 89%	34 89%	11 92%	19 95%	32 91%	19 95%	26 87%
Very likely	31 62%	-	-	31 62%	-	-	17 68%	14 56%	5 83%	5 71%	16 57%	3 50%	2 67%	10 77%	16 57%	5 56%	22 58%	9 75%	15 75%	21 60%	14 70%	17 57%
Somewhat likely	14 28%	-	-	14 28%	-	-	5 20%	9 36%	-	2 29%	9 32%	3 50%	-	2 15%	9 32%	3 33%	12 32%	2 17%	4 20%	11 31%	5 25%	9 30%
BOTTOM 2 BOX (NET)	1 2%	-	-	1 2%	-	-	1 4%	-	-	-	1 4%	-	-	-	1 4%	-	1 3%	-	-	1 3%	-	1 3%
Somewhat unlikely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	1 2%	-	-	1 2%	-	-	1 4%	-	-	-	1 4%	-	-	-	1 4%	-	1 3%	-	-	1 3%	-	1 3%
Not sure	4 8%	-	-	4 8%	-	-	2 8%	2 8%	1 17%	-	2 7%	-	1 33%	1 8%	2 7%	1 11%	3 8%	1 8%	1 5%	2 6%	1 5%	3 10%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	50 100%	-	-	50 100%	-	-	25 100%	25 100%	6 100%	7 100%	28 100%	6 100%	3 100%	13 100%	28 100%	9 100%	38 100%	12 100%	20 100%	35 100%	20 100%	30 100%

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

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

28 Aug 2015  
Table 151

28. .pl

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	53*	..	..	53*	..	..	26**	27**	8**	14**	23**	8**	..	22**	23**	8**	39*	14**	28**	33*	19**	34*
TOP 2 BOX (NET)	48 91%	-	-	48 91%	-	-	23 88%	25 93%	8 100%	14 100%	21 91%	5 63%	-	22 100%	21 91%	5 63%	36 92%	12 86%	26 93%	30 91%	17 89%	31 91%
Very likely	37 70%	-	-	37 70%	-	-	19 73%	18 67%	6 75%	10 71%	16 70%	5 63%	-	16 73%	16 70%	5 63%	27 69%	10 71%	20 71%	24 73%	11 58%	26 76%
Somewhat likely	11 21%	-	-	11 21%	-	-	4 15%	7 26%	2 25%	4 29%	5 22%	-	-	6 27%	5 22%	-	9 23%	2 14%	6 21%	6 18%	6 32%	5 15%
BOTTOM 2 BOX (NET)	3 6%	-	-	3 6%	-	-	2 8%	1 4%	-	-	2 9%	1 13%	-	-	2 9%	1 13%	1 3%	2 14%	2 7%	1 3%	-	3 9%
Somewhat unlikely	3 6%	-	-	3 6%	-	-	2 8%	1 4%	-	-	2 9%	1 13%	-	-	2 9%	1 13%	1 3%	2 14%	2 7%	1 3%	-	3 9%
Very unlikely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	2 4%	-	-	2 4%	-	-	1 4%	1 4%	-	-	-	2 25%	-	-	-	2 25%	2 5%	-	-	2 6%	2 11%	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	53 100%	-	-	53 100%	-	-	26 100%	27 100%	8 100%	14 100%	23 100%	8 100%	-	22 100%	23 100%	8 100%	39 100%	14 100%	28 100%	33 100%	19 100%	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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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

28 Aug 2015  
Table 152

29. .uk

Base: All Qualified Respondents

	Total Regi- strants  (A)	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America  (B)	South America  (C)	Europe  (D)	Africa  (E)	Asia  (F)	Male  (G)	Female  (H)	18-24  (I)	25-34  (J)	35-54  (K)	55-64  (L)	65+  (M)	18-34  (N)	35-54  (O)	55+  (P)	Primary decision maker  (Q)	Shared decision maker  (R)	Consumer  (S)	Commer- cial  (T)	Yes  (U)	No  (V)
		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	100	-**	-**	100	-**	-**	61*	39*	4**	16**	46*	21**	13**	20**	46*	34*	79*	21**	51*	68*	39*	61*
TOP 2 BOX (NET)	75 75%	-	-	75 75%	-	-	48 79%	27 69%	3 75%	11 69%	34 74%	15 71%	12 92%	14 70%	34 74%	27 79%	55 70%	20 95%	34 67%	52 76%	28 72%	47 77%
Very likely	53 53%	-	-	53 53%	-	-	32 52%	21 54%	2 50%	11 69%	20 43%	10 48%	10 77%	13 65%	20 43%	20 59%	39 49%	14 67%	25 49%	36 53%	22 56%	31 51%
Somewhat likely	22 22%	-	-	22 22%	-	-	16 26%	6 15%	1 25%	-	14 30%	5 24%	2 15%	1 5%	14 30%	7 21%	16 20%	6 29%	9 18%	16 24%	6 15%	16 26%
BOTTOM 2 BOX (NET)	18 18%	-	-	18 18%	-	-	10 16%	8 21%	1 25%	2 13%	10 22%	4 19%	1 8%	3 15%	10 22%	5 15%	17 22%	1 5%	13 25%	11 16%	8 21%	10 16%
Somewhat unlikely	12 12%	-	-	12 12%	-	-	8 13%	4 10%	1 25%	2 13%	5 11%	3 14%	1 8%	3 15%	5 11%	4 12%	11 14%	1 5%	8 16%	7 10%	4 10%	8 13%
Very unlikely	6 6%	-	-	6 6%	-	-	2 3%	4 10%	-	-	5 11%	1 5%	-	-	5 11%	1 3%	6 8%	-	5 10%	4 6%	4 10%	2 3%
Not sure	7 7%	-	-	7 7%	-	-	3 5%	4 10%	-	3 19%	2 4%	2 10%	-	3 15%	2 4%	2 6%	7 9%	-	4 8%	5 7%	3 8%	4 7%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	100 100%	-	-	100 100%	-	-	61 100%	39 100%	4 100%	16 100%	46 100%	21 100%	13 100%	20 100%	46 100%	34 100%	79 100%	21 100%	51 100%	68 100%	39 100%	61 100%

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

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

28 Aug 2015  
Table 153

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	101	-**	-**	101	-**	-**	66*	35*	12**	25**	47*	12**	5**	37*	47*	17**	83*	18**	52*	67*	50*	51*
TOP 2 BOX (NET)	83 82%	-	-	83 82%	-	-	55 83%	28 80%	10 83%	21 84%	38 81%	11 92%	3 60%	31 84%	38 81%	14 82%	69 83%	14 78%	42 81%	57 85%	44 88%	39 76%
Very likely	65 64%	-	-	65 64%	-	-	41 62%	24 69%	8 67%	16 64%	31 66%	8 67%	2 40%	24 65%	31 66%	10 59%	52 63%	13 72%	32 62%	45 67%	35 70%	30 59%
Somewhat likely	18 18%	-	-	18 18%	-	-	14 21%	4 11%	2 17%	5 20%	7 15%	3 25%	1 20%	7 19%	7 15%	4 24%	17 20%	1 6%	10 19%	12 18%	9 18%	9 18%
BOTTOM 2 BOX (NET)	13 13%	-	-	13 13%	-	-	7 11%	6 17%	2 17%	3 12%	5 11%	1 8%	2 40%	5 14%	5 11%	3 18%	10 12%	3 17%	8 15%	7 10%	4 8%	9 18%
Somewhat unlikely	7 7%	-	-	7 7%	-	-	2 3%	5 14% G	2 17%	2 8%	3 6%	-	-	4 11%	3 6%	-	6 7%	1 6%	4 8%	5 7%	3 6%	4 8%
Very unlikely	6 6%	-	-	6 6%	-	-	5 8%	1 3%	-	1 4%	2 4%	1 8%	2 40%	1 3%	2 4%	3 18%	4 5%	2 11%	4 8%	2 3%	1 2%	5 10%
Not sure	5 5%	-	-	5 5%	-	-	4 6%	1 3%	-	1 4%	4 9%	-	-	1 3%	4 9%	-	4 5%	1 6%	2 4%	3 4%	2 4%	3 6%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	101 100%	-	-	101 100%	-	-	66 100%	35 100%	12 100%	25 100%	47 100%	12 100%	5 100%	37 100%	47 100%	17 100%	83 100%	18 100%	52 100%	67 100%	50 100%	51 100%

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

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

28 Aug 2015  
Table 154

31. .de

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	125	-**	-**	125	-**	-**	75*	50*	15**	29**	59*	15**	7**	44*	59*	22**	103	22**	82*	69*	42*	83*
TOP 2 BOX (NET)	114 91%	-	-	114 91%	-	-	69 92%	45 90%	14 93%	26 90%	53 90%	14 93%	7 100%	40 91%	53 90%	21 95%	94 91%	20 91%	76 93%	64 93%	36 86%	78 94%
Very likely	92 74%	-	-	92 74%	-	-	56 75%	36 72%	11 73%	23 79%	40 68%	13 87%	5 71%	34 77%	40 68%	18 82%	77 75%	15 68%	60 73%	55 80%	30 71%	62 75%
Somewhat likely	22 18%	-	-	22 18%	-	-	13 17%	9 18%	3 20%	3 10%	13 22%	1 7%	2 29%	6 14%	13 22%	3 14%	17 17%	5 23%	16 20%	9 13%	6 14%	16 19%
BOTTOM 2 BOX (NET)	8 6%	-	-	8 6%	-	-	5 7%	3 6%	-	3 10%	4 7%	1 7%	-	3 7%	4 7%	1 5%	7 7%	1 5%	4 5%	4 6%	5 12%	3 4%
Somewhat unlikely	5 4%	-	-	5 4%	-	-	3 4%	2 4%	-	3 10%	2 3%	-	-	3 7%	2 3%	-	4 4%	1 5%	3 4%	2 3%	2 5%	3 4%
Very unlikely	3 2%	-	-	3 2%	-	-	2 3%	1 2%	-	-	2 3%	1 7%	-	-	2 3%	1 5%	3 3%	-	1 1%	2 3%	3 7% V	-
Not sure	3 2%	-	-	3 2%	-	-	1 1%	2 4%	1 7%	-	2 3%	-	-	1 2%	2 3%	-	2 2%	1 5%	2 2%	1 1%	1 2%	2 2%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	125 100%	-	-	125 100%	-	-	75 100%	50 100%	15 100%	29 100%	59 100%	15 100%	7 100%	44 100%	59 100%	22 100%	103 100%	22 100%	82 100%	69 100%	42 100%	83 100%

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

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

28 Aug 2015  
Table 155

32. .us

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	268	268	-**	-**	-**	-**	181	87*	5**	39*	121	57*	46*	44*	121	103	234	34*	152	234	148	120
TOP 2 BOX (NET)	80 30%	80 30%	-	-	-	-	58 32%	22 25%	1 20%	14 36% M	37 31% M	23 40% M	5 11%	15 34%	37 31%	28 27%	74 32%	6 18%	49 32%	70 30%	59 40% V	21 18%
Very likely	27 10%	27 10%	-	-	-	-	22 12%	5 6%	-	4 10%	13 11%	7 12%	3 7%	4 9%	13 11%	10 10%	27 12% R	-	13 9%	24 10%	20 14% V	7 6%
Somewhat likely	53 20%	53 20%	-	-	-	-	36 20%	17 20%	1 20%	10 26% M	24 20% M	16 28% M	2 4%	11 25%	24 20%	18 17%	47 20%	6 18%	36 24%	46 20%	39 26% V	14 12%
BOTTOM 2 BOX (NET)	176 66%	176 66%	-	-	-	-	114 63%	62 71%	4 80%	25 64%	78 64%	33 58%	36 78% L	29 66%	78 64%	69 67%	150 64%	26 76%	100 66%	154 66%	87 59%	89 74% U
Somewhat unlikely	57 21%	57 21%	-	-	-	-	40 22%	17 20%	2 40%	8 21%	28 23%	10 18%	9 20%	10 23%	28 23%	19 18%	49 21%	8 24%	37 24%	50 21%	32 22%	25 21%
Very unlikely	119 44%	119 44%	-	-	-	-	74 41%	45 52%	2 40%	17 44%	50 41%	23 40%	27 59% K	19 43%	50 41%	50 49%	101 43%	18 53%	63 41%	104 44%	55 37%	64 53% U
Not sure	12 4%	12 4%	-	-	-	-	9 5%	3 3%	-	-	6 5%	1 2%	5 11% J	-	6 5%	6 6%	10 4%	2 6%	3 2%	10 4%	2 1%	10 8% U
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	268 100%	268 100%	-	-	-	-	181 100%	87 100%	5 100%	39 100%	121 100%	57 100%	46 100%	44 100%	121 100%	103 100%	234 100%	34 100%	152 100%	234 100%	148 100%	120 100%

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



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

28 Aug 2015  
Table 156

33. .ca

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	103	103	-**	-**	-**	-**	63*	40*	19**	26**	33*	19**	6**	45*	33*	25**	74*	29**	59*	76*	33*	70*
TOP 2 BOX (NET)	88 85%	88 85%	-	-	-	-	53 84%	35 88%	16 84%	20 77%	28 85%	18 95%	6 100%	36 80%	28 85%	24 96%	63 85%	25 86%	52 88%	63 83%	26 79%	62 89%
Very likely	74 72%	74 72%	-	-	-	-	40 63%	34 85% G	15 79%	18 69%	20 61%	15 79%	6 100%	33 73%	20 61%	21 84%	54 73%	20 69%	44 75%	50 66%	19 58%	55 79% U
Somewhat likely	14 14%	14 14%	-	-	-	-	13 21% H	1 3%	1 5%	2 8%	8 24%	3 16%	-	3 7%	8 24% N	3 12%	9 12%	5 17%	8 14%	13 17%	7 21%	7 10%
BOTTOM 2 BOX (NET)	14 14%	14 14%	-	-	-	-	10 16%	4 10%	3 16%	6 23%	4 12%	1 5%	-	9 20%	4 12%	1 4%	10 14%	4 14%	6 10%	13 17%	7 21%	7 10%
Somewhat unlikely	6 6%	6 6%	-	-	-	-	5 8%	1 3%	-	2 8%	3 9%	1 5%	-	2 4%	3 9%	1 4%	4 5%	2 7%	4 7%	6 8%	3 9%	3 4%
Very unlikely	8 8%	8 8%	-	-	-	-	5 8%	3 8%	3 16%	4 15%	1 3%	-	-	7 16%	1 3%	-	6 8%	2 7%	2 3%	7 9%	4 12%	4 6%
Not sure	1 1%	1 1%	-	-	-	-	-	1 3%	-	-	1 3%	-	-	-	1 3%	-	1 1%	-	1 2%	-	-	1 1%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	103 100%	103 100%	-	-	-	-	63 100%	40 100%	19 100%	26 100%	33 100%	19 100%	6 100%	45 100%	33 100%	25 100%	74 100%	29 100%	59 100%	76 100%	33 100%	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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q721\_34. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

28 Aug 2015  
Table 157

34. .mx

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	102	102	-**	-**	-**	-**	66*	36*	16**	31*	47*	6**	2**	47*	47*	8**	79*	23**	47*	82*	37*	65*
TOP 2 BOX (NET)	93 91%	93 91%	-	-	-	-	58 88%	35 97%	16 100%	30 97%	40 85%	5 83%	2 100%	46 98% O	40 85%	7 88%	71 90%	22 96%	43 91%	73 89%	33 89%	60 92%
Very likely	72 71%	72 71%	-	-	-	-	45 68%	27 75%	13 81%	24 77%	32 68%	2 33%	1 50%	37 79%	32 68%	3 38%	56 71%	16 70%	33 70%	59 72%	30 81%	42 65%
Somewhat likely	21 21%	21 21%	-	-	-	-	13 20%	8 22%	3 19%	6 19%	8 17%	3 50%	1 50%	9 19%	8 17%	4 50%	15 19%	6 26%	10 21%	14 17%	3 8%	18 28% U
BOTTOM 2 BOX (NET)	9 9%	9 9%	-	-	-	-	8 12%	1 3%	-	1 3%	7 15%	1 17%	-	1 2%	7 15% N	1 13%	8 10%	1 4%	4 9%	9 11%	4 11%	5 8%
Somewhat unlikely	4 4%	4 4%	-	-	-	-	3 5%	1 3%	-	1 3%	3 6%	-	-	1 2%	3 6%	-	3 4%	1 4%	1 2%	4 5%	1 3%	3 5%
Very unlikely	5 5%	5 5%	-	-	-	-	5 8%	-	-	-	4 9%	1 17%	-	-	4 9% N	1 13%	5 6%	-	3 6%	5 6%	3 8%	2 3%
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	102 100%	102 100%	-	-	-	-	66 100%	36 100%	16 100%	31 100%	47 100%	6 100%	2 100%	47 100%	47 100%	8 100%	79 100%	23 100%	47 100%	82 100%	37 100%	65 100%

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

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

28 Aug 2015  
Table 158

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
.za	101 100%	-	-	-	101 100%	-	63 100%	38 100%	13 100%	24 100%	43 100%	15 100%	6 100%	37 100%	43 100%	21 100%	73 100%	28 100%	46 100%	82 100%	27 100%	74 100%
.id	100 99%	-	-	-	-	100 99%	68 99%	32 100%	13 100%	42 100%	45 100%	-	-	55 100%	45 100%	-	72 99%	28 100%	73 99%	78 99%	40 98%	60 100%
.es	49 98%	-	-	49 98%	-	-	24 96%	25 100%	5 83%	7 100%	28 100%	6 100%	3 100%	12 92%	28 100%	9 100%	37 97%	12 100%	19 95%	35 100%	20 100%	29 97%
.ph	99 97%	-	-	-	-	99 97%	43 98%	56 97%	18 100%	39 95%	37 97%	4 100%	1 100%	57 97%	37 97%	5 100%	64 96%	35 100%	53 100%	81 98%	29 94%	70 99%
.mx	99 97%	99 97%	-	-	-	-	64 97%	35 97%	15 94%	30 97%	46 98%	6 100%	2 100%	45 96%	46 98%	8 100%	76 96%	23 100%	46 96%	79 96%	36 97%	63 97%
.ng	199 96%	-	-	-	199 96%	-	160 96%	39 95%	23 92%	103 96%	70 97%	3 100%	-	126 95%	70 97%	3 100%	120 95%	79 98%	95 97%	178 97%	53 96%	146 96%
.co	120 96%	-	120 96%	-	-	-	81 94%	39 100%	13 100%	35 100%	54 93%	14 100%	4 80%	48 100%	54 93%	18 95%	88 96%	32 97%	57 98%	105 95%	56 97%	64 96%
.ar	96 96%	-	96 96%	-	-	-	60 97%	36 95%	11 100%	21 100%	52 93%	8 100%	4 100%	32 100%	52 93%	12 100%	69 95%	27 100%	56 98%	76 96%	34 94%	62 97%
.fr	96 95%	-	-	96 95%	-	-	62 94%	34 97%	11 92%	24 96%	44 94%	12 100%	5 100%	35 95%	44 94%	17 100%	79 95%	17 94%	51 98%	63 94%	46 92%	50 98%
.com	3175 95% D	446 94%	378 95%	491 92% ABCD	405 98% E	1455 95% F	1967 94%	1208 96% G	398 91%	1002 95% H	1376 95% I	280 94%	119 94%	1400 94%	1376 95%	399 94%	2492 95%	683 94%	1805 96%	2353 95%	1241 93%	1934 96% U
.vn	49 94%	-	-	-	-	49 94%	28 90%	21 100%	23 100%	13 87%	13 93%	-	-	36 95%	13 93%	-	32 94%	17 94%	42 98%	22 88%	23 92%	26 96%
.cn	515 94%	-	-	-	-	515 94%	259 91%	256 96% G	60 91%	220 93%	220 96%	11 85%	4 80%	280 92%	220 96%	15 83%	466 94%	49 91%	359 95%	335 94%	236 94%	279 94%
.in	302 93%	-	-	-	-	302 93%	157 91%	145 95%	49 88%	102 93%	130 94%	20 100%	1 100%	151 91%	130 94%	21 100%	232 94%	70 91%	142 97% T	248 92%	91 91%	211 94%
.de	116 93%	-	-	116 93%	-	-	69 92%	47 94%	15 100%	26 90%	54 92%	14 93%	7 100%	41 93%	54 92%	21 95%	95 92%	21 95%	78 95%	63 91%	35 83%	81 98% U
.br	162 93%	-	162 93%	-	-	-	100 93%	62 93%	36 95%	48 92%	60 91%	15 94%	3 100%	84 93%	60 91%	18 95%	125 91%	37 97%	80 94%	128 92%	61 90%	101 94%
.ru	120 92%	-	-	-	-	120 92%	76 92%	44 94%	6 55%	50 94%	55 100%	8 80%	1 100%	56 88%	55 100% N	9 82%	100 93%	20 91%	84 93%	84 94%	59 94%	61 91%

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

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

28 Aug 2015  
Table 158

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
.tr	46 92%	-	-	46 92%	-	-	31 89%	15 100%	11 85%	14 93%	19 95%	2 100%	-	25 89%	19 95%	2 100%	40 93%	6 86%	21 95%	37 90%	17 89%	29 94%
.uk	91 91%	-	-	91 91%	-	-	56 92%	35 90%	4 100%	16 100%	41 89%	18 86%	12 92%	20 100%	41 89%	30 88%	70 89%	21 100%	45 88%	61 90%	32 82%	59 97% U
.it	49 91%	-	-	49 91%	-	-	36 90%	13 93%	5 83%	12 86%	26 93%	4 100%	2 100%	17 85%	26 93%	6 100%	40 89%	9 100%	25 93%	42 91%	32 91%	17 89%
.pl	48 91%	-	-	48 91%	-	-	23 88%	25 93%	8 100%	14 100%	20 87%	6 75%	-	22 100%	20 87%	6 75%	36 92%	12 86%	26 93%	30 91%	17 89%	31 91%
.ca	93 90%	93 90%	-	-	-	-	56 89%	37 93%	18 95%	23 88%	28 85%	18 95%	6 100%	41 91%	28 85%	24 96%	67 91%	26 90%	56 95% T	66 87%	28 85%	65 93%
.net	3009 90% D	430 91% D	352 88%	450 84%	396 96% ABCDEF	1381 90% D	1867 89%	1142 91%	366 84%	938 89%	1319 91%	269 91%	117 93%	1304 88%	1319 91% N	386 91% N	2365 90%	644 89%	1717 91%	2247 90%	1190 89%	1819 90%
.eg	95 90%	-	-	-	95 90%	-	87 90%	8 89%	21 88%	41 91%	30 88%	2 100%	1 100%	62 90%	30 88%	3 100%	62 91%	33 87%	41 85%	73 89%	40 87%	55 92%
.jp	157 89%	-	-	-	-	157 89%	112 88%	45 92%	7 88%	25 83%	79 89%	31 91%	15 100%	32 84%	79 89%	46 94%	117 88%	40 93%	94 89%	82 90%	33 83%	124 91%
.kr	90 89%	-	-	-	-	90 89%	57 86%	33 94%	10 83%	22 85%	51 91%	7 100%	-	32 84%	51 91%	7 100%	78 89%	12 92%	62 94%	57 88%	43 90%	47 89%
.org	2964 88% F	445 94% ADF	373 93% ADF	459 86%	391 94% ADF	1296 84%	1848 88%	1116 89%	370 85%	927 88%	1289 89%	262 88%	116 92%	1297 87%	1289 89%	378 89%	2325 88%	639 88%	1670 88%	2246 90% S	1185 89%	1779 88%
.us	226 84%	226 84%	-	-	-	-	150 83%	76 87%	3 60%	30 77%	104 86%	50 88%	39 85%	33 75%	104 86%	89 86%	196 84%	30 88%	125 82%	199 85%	126 85%	100 83%
.info	2588 77%	362 77%	301 75%	410 77%	340 82% ABCF	1175 76%	1577 75%	1011 80% G	326 75%	784 74%	1155 80% IJM	233 78%	90 71%	1110 75%	1155 80% N	323 76%	2037 77%	551 76%	1469 78%	1964 79%	1041 78%	1547 76%

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

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

28 Aug 2015  
Table 159

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
.info	769 23% E	111 23% E	99 25% E	123 23%	74 18%	362 24% E	519 25% H	250 20%	109 25% K	270 26% K	290 20%	64 22%	36 29% K	379 25% O	290 20%	100 24%	596 23%	173 24%	419 22%	520 21%	291 22%	478 24%
.us	42 16%	42 16%	-	-	-	-	31 17%	11 13%	2 40%	9 23%	17 14%	7 12%	7 15%	11 25%	17 14%	14 14%	38 16%	4 12%	27 18%	35 15%	22 15%	20 17%
.org	393 12% BCE	28 6%	27 7%	74 14% BCE	23 6%	241 16% ABCE	248 12%	145 11%	65 15% KM	127 12%	156 11%	35 12%	10 8%	192 13%	156 11%	45 11%	308 12%	85 12%	218 12% T	238 10%	147 11%	246 12%
.kr	11 11%	-	-	-	-	11 11%	9 14%	2 6%	2 17%	4 15%	5 9%	-	-	6 16%	5 9%	-	10 11%	1 8%	4 6%	8 12%	5 10%	6 11%
.jp	19 11%	-	-	-	-	19 11%	15 12%	4 8%	1 13%	5 17%	10 11%	3 9%	-	6 16%	10 11%	3 6%	16 12%	3 7%	12 11%	9 10%	7 18%	12 9%
.eg	11 10%	-	-	-	11 10%	-	10 10%	11 11%	3 13%	4 9%	4 12%	-	-	7 10%	4 12%	-	6 9%	5 13%	7 15%	9 11%	6 13%	5 8%
.net	348 10% E	43 9% E	48 12% E	83 16% ABEF	18 4%	156 10% E	229 11%	119 9%	69 16% JKLM	116 11%	126 9%	28 9%	9 7%	185 12% OP	126 9%	37 9%	268 10%	80 11%	171 9%	237 10%	142 11%	206 10%
.ca	10 10%	10 10%	-	-	-	-	7 11%	3 8%	1 5%	3 12%	5 15%	1 5%	-	4 9%	5 15%	1 4%	7 9%	3 10%	3 5%	10 13% S	5 15%	5 7%
.pl	5 9%	-	-	5 9%	-	-	3 12%	2 7%	-	-	3 13%	2 25%	-	-	3 13%	2 25%	3 8%	2 14%	2 7%	3 9%	2 11%	3 9%
.it	5 9%	-	-	5 9%	-	-	4 10%	1 7%	1 17%	2 14%	2 7%	-	-	3 15%	2 7%	-	5 11%	-	2 7%	4 9%	3 9%	2 11%
.uk	9 9%	-	-	9 9%	-	-	5 8%	4 10%	-	-	5 11%	3 14%	1 8%	-	5 11%	4 12%	9 11%	-	6 12%	7 10%	7 18% V	2 3%
.tr	4 8%	-	-	4 8%	-	-	4 11%	-	2 15%	1 7%	1 5%	-	-	3 11%	1 5%	-	3 7%	1 14%	1 5%	4 10%	2 11%	2 6%
.ru	10 8%	-	-	-	-	10 8%	7 8%	3 6%	5 45%	3 6%	-	2 20%	-	8 13% O	-	2 18%	8 7%	2 9%	6 7%	5 6%	4 6%	6 9%
.br	13 7%	-	13 7%	-	-	-	8 7%	5 7%	2 5%	4 8%	6 9%	1 6%	-	6 7%	6 9%	1 5%	12 9%	1 3%	5 6%	11 8%	7 10%	6 6%
.de	9 7%	-	-	9 7%	-	-	6 8%	3 6%	-	3 10%	5 8%	1 7%	-	3 7%	5 8%	1 5%	8 8%	1 5%	4 5%	6 9%	7 17% V	2 2%
.in	23 7%	-	-	-	-	23 7%	15 9%	8 5%	7 13%	8 7%	8 6%	-	-	15 9%	8 6%	-	16 6%	7 9%	4 3%	21 8% S	9 9%	14 6%

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

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

28 Aug 2015  
Table 159

Base: All Qualified Respondents

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
.cn	35 6%	-	-	-	-	35 6%	25 9% H	10 4%	6 9%	17 7%	9 4%	2 15%	1 20%	23 8%	9 4%	3 17%	30 6%	5 9%	19 5%	21 6%	16 6%	19 6%
.vn	3 6%	-	-	-	-	3 6%	3 10%	-	-	2 13%	1 7%	-	-	2 5%	1 7%	-	2 6%	1 6%	1 2%	3 12%	2 8%	1 4%
.com	182 5% E	27 6% E	22 6% E	42 8% AEF	9 2%	82 5% E	129 6% H	53 4%	37 9% JK	52 5%	69 5%	17 6%	7 6%	89 6%	69 5%	24 6%	141 5%	41 6%	83 4%	131 5%	91 7% V	91 4%
.fr	5 5%	-	-	5 5%	-	-	4 6%	1 3%	1 8%	1 4%	3 6%	-	-	2 5%	3 6%	-	4 5%	1 6%	1 2%	4 6%	4 8%	1 2%
.ar	4 4%	-	4 4%	-	-	-	2 3%	2 5%	-	-	4 7%	-	-	-	4 7%	-	4 5%	-	1 2%	3 4%	2 6%	2 3%
.co	5 4%	-	5 4%	-	-	-	5 6%	-	-	-	4 7%	-	1 20%	-	4 7%	1 5%	4 4%	1 3%	1 2%	5 5%	2 3%	3 4%
.ng	8 4%	-	-	-	8 4%	-	6 4%	2 5%	2 8%	4 4%	2 3%	-	-	6 5%	2 3%	-	6 5%	2 2%	3 3%	6 3%	2 4%	6 4%
.ph	3 3%	-	-	-	-	3 3%	1 2%	2 3%	-	2 5%	1 3%	-	-	2 3%	1 3%	-	3 4%	-	-	2 2%	2 6%	1 1%
.mx	3 3%	3 3%	-	-	-	-	2 3%	1 3%	1 6%	1 3%	1 2%	-	-	2 4%	1 2%	-	3 4%	-	1 2%	3 4%	1 3%	2 3%
.es	1 2%	-	-	1 2%	-	-	1 4%	-	1 17%	-	-	-	-	1 8%	-	-	1 3%	-	1 5%	-	-	1 3%
.id	1 1%	-	-	-	-	1 1%	1 1%	-	-	-	-	1 100%	-	-	-	1 100%	1 1%	-	1 1%	1 1%	1 2%	-
.za	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	3175 95% D	446 94%	378 95%	491 92%	405 98% ABCD	1455 95% D	1967 94%	1208 96% G	398 91%	1002 95% I	1376 95% J	280 94%	119 94%	1400 94%	1376 95%	399 94%	2492 95%	683 94%	1805 96%	2353 95%	1241 93%	1934 96% U
Very trustworthy	2152 64% DF	307 65% D	297 74% ABDF	277 52% ABDF	315 76% D	956 62% D	1312 63%	840 67% G	281 65% M	718 68% KLM	921 64% LM	171 58%	61 48%	999 67% P	921 64% P	232 55%	1688 64%	464 64%	1219 65%	1654 67%	852 64%	1300 64%
Somewhat trustworthy	1023 30% CE	139 29% CE	81 20%	214 40% ABCEF	90 22%	499 32% ACE	655 31%	368 29%	117 27%	284 27%	455 31% J	109 37% IJ	58 46% IJK	401 27%	455 31% N	167 39% NO	804 31%	219 30%	586 31% T	699 28%	389 29%	634 31%
BOTTOM 2 BOX (NET)	182 5% E	27 6% E	22 6% E	42 8% AEF	9 2%	82 5% E	129 6% H	53 4%	37 9% JK	52 5%	69 5%	17 6%	7 6%	89 6%	69 5%	24 6%	141 5%	41 6%	83 4%	131 5%	91 7% V	91 4%
Not very trustworthy	144 4% E	20 4% E	18 5% E	34 6% AEF	7 2%	65 4% E	100 5%	44 3%	29 7% JK	39 4%	57 4%	14 5%	5 4%	68 5%	57 4%	19 4%	114 4%	30 4%	63 3%	106 4% S	69 5% V	75 4%
Not at all trustworthy	38 1%	7 1%	4 1%	8 2%	2 1%	17 1%	29 1%	9 1%	8 2%	13 1%	12 1%	3 1%	2 2%	21 1%	12 1%	5 1%	27 1%	11 2%	20 1%	25 1%	22 2% V	16 1%
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	3009 90% D	430 91% D	352 88%	450 84% ABCD	396 96% F	1381 90% D	1867 89%	1142 91%	366 84%	938 89% I	1319 91% I	269 91% I	117 93% I	1304 88%	1319 91% N	386 91% N	2365 90%	644 89%	1717 91%	2247 90%	1190 89%	1819 90%
Very trustworthy	1470 44% D	215 45% D	191 48% D	174 33% ABDF	220 53% D	670 44% D	915 44%	555 44%	173 40%	457 43%	673 47% IL	119 40%	48 38%	630 42%	673 47% NP	167 39%	1164 44%	306 42%	817 43%	1180 48% S	612 46% V	858 42%
Somewhat trustworthy	1539 46% C	215 45%	161 40%	276 52% ABCEF	176 43%	711 46% C	952 45%	587 47%	193 44%	481 46%	646 45%	150 51%	69 55% IK	674 45%	646 45%	219 52% NO	1201 46%	338 47%	900 48% T	1067 43%	578 43%	961 47% U
BOTTOM 2 BOX (NET)	348 10% E	43 9% E	48 12% E	83 16% ABEF	18 4%	156 10% E	229 11%	119 9%	69 16% JKLM	116 11%	126 9%	28 9%	9 7%	185 12% OP	126 9%	37 9%	268 10%	80 11%	171 9%	237 10%	142 11%	206 10%
Not very trustworthy	292 9% BE	30 6%	41 10% BE	70 13% ABEF	17 4%	134 9% E	191 9%	101 8%	57 13% JKLM	99 9%	106 7%	22 7%	8 6%	156 10% OP	106 7%	30 7%	218 8%	74 10%	149 8%	193 8%	107 8%	185 9%
Not at all trustworthy	56 2% E	13 3% E	7 2% E	13 2% E	1 %	22 1% E	38 2%	18 1%	12 3%	17 2%	20 1%	6 2%	1 1%	29 2%	20 1%	7 2%	50 2% R	6 1%	22 1%	44 2% S	35 3% V	21 1%
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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



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

28 Aug 2015  
Table 162

3. .info

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	2588 77%	362 77%	301 75%	410 77%	340 82% ABCF	1175 76%	1577 75%	1011 80% G	326 75%	784 74%	1155 80% IJM	233 78%	90 71%	1110 75%	1155 80% N	323 76%	2037 77%	551 76%	1469 78%	1964 79%	1041 78%	1547 76%
Very trustworthy	813 24% F	112 24%	115 29% ADF	123 23%	115 28% F	348 23%	478 23%	335 27% G	87 20%	245 23% M	394 27% IJM	69 23% M	18 14%	332 22%	394 27% NP	87 21%	675 26% R	138 19%	477 25%	659 27%	369 28% V	444 22%
Somewhat trustworthy	1775 53% C	250 53%	186 47%	287 54% C	225 54% C	827 54% C	1099 52%	676 54%	239 55%	539 51%	761 53%	164 55%	72 57%	778 52%	761 53%	236 56%	1362 52%	413 57% Q	992 53%	1305 53%	672 50%	1103 54% U
BOTTOM 2 BOX (NET)	769 23% E	111 23% E	99 25% E	123 23%	74 18%	362 24% E	519 25% H	250 20%	109 25% K	270 26% K	290 20%	64 22%	36 29% K	379 25% O	290 20%	100 24%	596 23%	173 24%	419 22%	520 21%	291 22%	478 24%
Not very trustworthy	654 19% E	86 18%	79 20%	102 19%	64 15%	323 21% AE	439 21% H	215 17%	89 20%	236 22% K	243 17%	52 18%	34 27% KL	325 22% O	243 17%	86 20%	504 19%	150 21%	366 19% T	436 18%	237 18%	417 21% U
Not at all trustworthy	115 3% F	25 5% AEF	20 5% F	21 4%	10 2%	39 3%	80 4%	35 3%	20 5%	34 3%	47 3%	12 4%	2 2%	54 4%	47 3%	14 3%	92 3%	23 3%	53 3%	84 3%	54 4%	61 3%
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

28 Aug 2015  
Table 163

4. .org

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	2964 88% F	445 94% ADF	373 93% ADF	459 86% ADF	391 94% ADF	1296 84% ADF	1848 88% ADF	1116 89% ADF	370 85% I	927 88% I	1289 89% I	262 88% I	116 92% I	1297 87% I	1289 89% I	378 89% I	2325 88% I	639 88% I	1670 88% I	2246 90% S	1185 89% S	1779 88% S
Very trustworthy	1662 50% DF	304 64% ADF	264 66% ADF	218 41% ADF	268 65% ADF	608 40% ADF	1067 51% H	595 47% H	200 46% H	521 49% H	737 51% H	148 50% H	56 44% H	721 48% H	737 51% H	204 48% H	1317 50% H	345 48% H	931 49% H	1318 53% S	683 51% S	979 48% S
Somewhat trustworthy	1302 39% BCE	141 30% BCE	109 27% ABCE	241 45% ABCE	123 30% ABCE	688 45% ABCE	781 37% G	521 41% G	170 39% G	406 39% G	552 38% G	114 38% G	60 48% JK	576 39% G	552 38% G	174 41% G	1008 38% G	294 41% G	739 39% G	928 37% G	502 38% G	800 40% G
BOTTOM 2 BOX (NET)	393 12% BCE	28 6% BCE	27 7% BCE	74 14% BCE	23 6% BCE	241 16% ABCE	248 12% ABCE	145 11% ABCE	65 15% KM	127 12% KM	156 11% KM	35 12% KM	10 8% KM	192 13% KM	156 11% KM	45 11% KM	308 12% KM	85 12% KM	218 12% T	238 10% T	147 11% T	246 12% T
Not very trustworthy	315 9% BCE	18 4% BCE	19 5% BCE	53 10% BCE	16 4% ABCE	209 14% ABCE	183 9% H	132 10% H	52 12% H	97 9% H	130 9% H	27 9% H	9 7% H	149 10% H	130 9% H	36 9% H	246 9% H	69 10% H	187 10% T	183 7% T	106 8% U	209 10% U
Not at all trustworthy	78 2% AEF	10 2% AEF	8 2% AEF	21 4% AEF	7 2% AEF	32 2% AEF	65 3% H	13 1% H	13 3% H	30 3% H	26 2% H	8 3% H	1 1% H	43 3% H	26 2% H	9 2% H	62 2% H	16 2% H	31 2% H	55 2% H	41 3% V	37 2% V
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

28 Aug 2015  
Table 164

5. .cn

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	550	-**	-**	-**	-**	550	284	266	66*	237	229	13**	5**	303	229	18**	496	54*	378	356	252	298
TOP 2 BOX (NET)	515 94%	-	-	-	-	515 94%	259 91%	256 96% G	60 91%	220 93%	220 96%	11 85%	4 80%	280 92%	220 96%	15 83%	466 94%	49 91%	359 95%	335 94%	236 94%	279 94%
Very trustworthy	317 58%	-	-	-	-	317 58%	156 55%	161 61%	40 61%	147 62% K	121 53%	7 54%	2 40%	187 62% O	121 53%	9 50%	288 58%	29 54%	228 60%	208 58%	148 59%	169 57%
Somewhat trustworthy	198 36%	-	-	-	-	198 36%	103 36%	95 36%	20 30%	73 31%	99 43% J	4 31%	2 40%	93 31%	99 43% N	6 33%	178 36%	20 37%	131 35%	127 36%	88 35%	110 37%
BOTTOM 2 BOX (NET)	35 6%	-	-	-	-	35 6%	25 9% H	10 4%	6 9%	17 7%	9 4%	2 15%	1 20%	23 8%	9 4%	3 17%	30 6%	5 9%	19 5%	21 6%	16 6%	19 6%
Not very trustworthy	31 6%	-	-	-	-	31 6%	23 8% H	8 3%	6 9% K	15 6%	7 3%	2 15%	1 20%	21 7% O	7 3%	3 17%	28 6%	3 6%	17 4%	19 5%	14 6%	17 6%
Not at all trustworthy	4 1%	-	-	-	-	4 1%	2 1%	2 1%	-	2 1%	2 1%	-	-	2 1%	2 1%	-	2 1%	2 4% Q	2 1%	2 1%	2 1%	2 1%
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	550 100%	-	-	-	-	550 100%	284 100%	266 100%	66 100%	237 100%	229 100%	13 100%	5 100%	303 100%	229 100%	18 100%	496 100%	54 100%	378 100%	356 100%	252 100%	298 100%

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

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

28 Aug 2015  
Table 165

6. .vn

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	52*	..	..	..	..	52*	31*	21**	23**	15**	14**	..	..	38*	14**	..	34*	18**	43*	25**	25**	27**
TOP 2 BOX (NET)	49 94%	-	-	-	-	49 94%	28 90%	21 100%	23 100%	13 87%	13 93%	-	-	36 95%	13 93%	-	32 94%	17 94%	42 98%	22 88%	23 92%	26 96%
Very trustworthy	37 71%	-	-	-	-	37 71%	24 77%	13 62%	17 74%	11 73%	9 64%	-	-	28 74%	9 64%	-	26 76%	11 61%	32 74%	18 72%	16 64%	21 78%
Somewhat trustworthy	12 23%	-	-	-	-	12 23%	4 13%	8 38%	6 26%	2 13%	4 29%	-	-	8 21%	4 29%	-	6 18%	6 33%	10 23%	4 16%	7 28%	5 19%
BOTTOM 2 BOX (NET)	3 6%	-	-	-	-	3 6%	3 10%	-	-	2 13%	1 7%	-	-	2 5%	1 7%	-	2 6%	1 6%	1 2%	3 12%	2 8%	1 4%
Not very trustworthy	2 4%	-	-	-	-	2 4%	2 6%	-	-	1 7%	1 7%	-	-	1 3%	1 7%	-	2 6%	-	1 2%	2 8%	1 4%	1 4%
Not at all trustworthy	1 2%	-	-	-	-	1 2%	1 3%	-	-	1 7%	-	-	-	1 3%	-	-	-	1 6%	-	1 4%	1 4%	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	52 100%	-	-	-	-	52 100%	31 100%	21 100%	23 100%	15 100%	14 100%	-	-	38 100%	14 100%	-	34 100%	18 100%	43 100%	25 100%	25 100%	27 100%

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

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

28 Aug 2015  
Table 166

7. .ph

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	102	..	..	..	..	102	44*	58*	18**	41*	38*	4**	1**	59*	38*	5**	67*	35*	53*	83*	31*	71*
TOP 2 BOX (NET)	99 97%	-	-	-	-	99 97%	43 98%	56 97%	18 100%	39 95%	37 97%	4 100%	1 100%	57 97%	37 97%	5 100%	64 96%	35 100%	53 100%	81 98%	29 94%	70 99%
Very trustworthy	79 77%	-	-	-	-	79 77%	32 73%	47 81%	13 72%	30 73%	33 87%	2 50%	1 100%	43 73%	33 87%	3 60%	50 75%	29 83%	37 70%	70 84% S	23 74%	56 79%
Somewhat trustworthy	20 20%	-	-	-	-	20 20%	11 25%	9 16%	5 28%	9 22%	4 11%	2 50%	-	14 24%	4 11%	2 40%	14 21%	6 17%	16 30% T	11 13%	6 19%	14 20%
BOTTOM 2 BOX (NET)	3 3%	-	-	-	-	3 3%	1 2%	2 3%	-	2 5%	1 3%	-	-	2 3%	1 3%	-	3 4%	-	-	2 2%	2 6%	1 1%
Not very trustworthy	3 3%	-	-	-	-	3 3%	1 2%	2 3%	-	2 5%	1 3%	-	-	2 3%	1 3%	-	3 4%	-	-	2 2%	2 6%	1 1%
Not at all trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	102 100%	-	-	-	-	102 100%	44 100%	58 100%	18 100%	41 100%	38 100%	4 100%	1 100%	59 100%	38 100%	5 100%	67 100%	35 100%	53 100%	83 100%	31 100%	71 100%

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

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

28 Aug 2015  
Table 167

8. .jp

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	176	-**	-**	-**	-**	176	127	49*	8**	30*	89*	34*	15**	38*	89*	49*	133	43*	106	91*	40*	136
TOP 2 BOX (NET)	157 89%	-	-	-	-	157 89%	112 88%	45 92%	7 88%	25 83%	79 89%	31 91%	15 100%	32 84%	79 89%	46 94%	117 88%	40 93%	94 89%	82 90%	33 83%	124 91%
Very trustworthy	44 25%	-	-	-	-	44 25%	37 29% H	7 14%	2 25%	8 27%	22 25%	8 24%	4 27%	10 26%	22 25%	12 24%	36 27%	8 19%	26 25%	28 31%	10 25%	34 25%
Somewhat trustworthy	113 64%	-	-	-	-	113 64%	75 59%	38 78% G	5 63%	17 57%	57 64%	23 68%	11 73%	22 58%	57 64%	34 69%	81 61%	32 74%	68 64%	54 59%	23 58%	90 66%
BOTTOM 2 BOX (NET)	19 11%	-	-	-	-	19 11%	15 12%	4 8%	1 13%	5 17%	10 11%	3 9%	-	6 16%	10 11%	3 6%	16 12%	3 7%	12 11%	9 10%	7 18%	12 9%
Not very trustworthy	18 10%	-	-	-	-	18 10%	15 12%	3 6%	1 13%	5 17%	9 10%	3 9%	-	6 16%	9 10%	3 6%	15 11%	3 7%	12 11%	8 9%	6 15%	12 9%
Not at all trustworthy	1 1%	-	-	-	-	1 1%	-	1 2%	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	-	1 1%	1 3%	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	176 100%	-	-	-	-	176 100%	127 100%	49 100%	8 100%	30 100%	89 100%	34 100%	15 100%	38 100%	89 100%	49 100%	133 100%	43 100%	106 100%	91 100%	40 100%	136 100%

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

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

28 Aug 2015  
Table 168

9. .kr

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	101	..	..	..	..	101	66*	35*	12**	26**	56*	7**	..	38*	56*	7**	88*	13**	66*	65*	48*	53*
TOP 2 BOX (NET)	90 89%	-	-	-	-	90 89%	57 86%	33 94%	10 83%	22 85%	51 91%	7 100%	-	32 84%	51 91%	7 100%	78 89%	12 92%	62 94%	57 88%	43 90%	47 89%
Very trustworthy	42 42%	-	-	-	-	42 42%	32 48%	10 29%	4 33%	8 31%	26 46%	4 57%	-	12 32%	26 46%	4 57%	37 42%	5 38%	30 45%	30 46%	20 42%	22 42%
Somewhat trustworthy	48 48%	-	-	-	-	48 48%	25 38%	23 66% G	6 50%	14 54%	25 45%	3 43%	-	20 53%	25 45%	3 43%	41 47%	7 54%	32 48%	27 42%	23 48%	25 47%
BOTTOM 2 BOX (NET)	11 11%	-	-	-	-	11 11%	9 14%	2 6%	2 17%	4 15%	5 9%	-	-	6 16%	5 9%	-	10 11%	1 8%	4 6%	8 12%	5 10%	6 11%
Not very trustworthy	10 10%	-	-	-	-	10 10%	8 12%	2 6%	2 17%	3 12%	5 9%	-	-	5 13%	5 9%	-	9 10%	1 8%	4 6%	7 11%	4 8%	6 11%
Not at all trustworthy	1 1%	-	-	-	-	1 1%	1 2%	-	-	1 4%	-	-	-	1 3%	-	-	1 1%	-	-	1 2%	1 2%	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	101 100%	-	-	-	-	101 100%	66 100%	35 100%	12 100%	26 100%	56 100%	7 100%	-	38 100%	56 100%	7 100%	88 100%	13 100%	66 100%	65 100%	48 100%	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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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

28 Aug 2015  
Table 169

10. .ru

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	130	-**	-**	-**	-**	130	83*	47*	11**	53*	55*	10**	1**	64*	55*	11**	108	22**	90*	89*	63*	67*
TOP 2 BOX (NET)	120 92%	-	-	-	-	120 92%	76 92%	44 94%	6 55%	50 94%	55 100%	8 80%	1 100%	56 88%	55 100% N	9 82%	100 93%	20 91%	84 93%	84 94%	59 94%	61 91%
Very trustworthy	87 67%	-	-	-	-	87 67%	50 60%	37 79% G	5 45%	33 62%	42 76%	6 60%	1 100%	38 59%	42 76%	7 64%	72 67%	15 68%	60 67%	61 69%	42 67%	45 67%
Somewhat trustworthy	33 25%	-	-	-	-	33 25%	26 31% H	7 15%	1 9%	17 32%	13 24%	2 20%	-	18 28%	13 24%	2 18%	28 26%	5 23%	24 27%	23 26%	17 27%	16 24%
BOTTOM 2 BOX (NET)	10 8%	-	-	-	-	10 8%	7 8%	3 6%	5 45%	3 6%	-	2 20%	-	8 13% O	-	2 18%	8 7%	2 9%	6 7%	5 6%	4 6%	6 9%
Not very trustworthy	7 5%	-	-	-	-	7 5%	5 6%	2 4%	4 36%	2 4%	-	1 10%	-	6 9% O	-	1 9%	5 5%	2 9%	3 3%	5 6%	2 3%	5 7%
Not at all trustworthy	3 2%	-	-	-	-	3 2%	2 2%	1 2%	1 9%	1 2%	-	1 10%	-	2 3%	-	1 9%	3 3%	-	3 3%	-	2 3%	1 1%
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	130 100%	-	-	-	-	130 100%	83 100%	47 100%	11 100%	53 100%	55 100%	10 100%	1 100%	64 100%	55 100%	11 100%	108 100%	22 100%	90 100%	89 100%	63 100%	67 100%

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



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

28 Aug 2015  
Table 170

11. .in

Base: All Qualified Respondents

	Total Regi- strants  (A)	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	Primary decision maker (Q)	Shared decision maker (R)	Consumer (S)	Commer- cial (T)	Yes (U)	No (V)
		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	325	..	..	..	..	325	172	153	56*	110	138	20**	1**	166	138	21**	248	77*	146	269	100	225
TOP 2 BOX (NET)	302 93%	-	-	-	-	302 93%	157 91%	145 95%	49 88%	102 93%	130 94%	20 100%	1 100%	151 91%	130 94%	21 100%	232 94%	70 91%	142 97% T	248 92%	91 91%	211 94%
Very trustworthy	217 67%	-	-	-	-	217 67%	110 64%	107 70%	35 63%	68 62%	98 71%	15 75%	1 100%	103 62%	98 71%	16 76%	173 70% R	44 57%	103 71%	177 66%	64 64%	153 68%
Somewhat trustworthy	85 26%	-	-	-	-	85 26%	47 27%	38 25%	14 25%	34 31%	32 23%	5 25%	-	48 29%	32 23%	5 24%	59 24%	26 34%	39 27%	71 26%	27 27%	58 26%
BOTTOM 2 BOX (NET)	23 7%	-	-	-	-	23 7%	15 9%	8 5%	7 13%	8 7%	8 6%	-	-	15 9%	8 6%	-	16 6%	7 9%	4 3%	21 8% S	9 9%	14 6%
Not very trustworthy	18 6%	-	-	-	-	18 6%	13 8%	5 3%	7 13% K	6 5%	5 4%	-	-	13 8%	5 4%	-	12 5%	6 8%	1 1%	18 7% S	6 6%	12 5%
Not at all trustworthy	5 2%	-	-	-	-	5 2%	2 1%	3 2%	-	2 2%	3 2%	-	-	2 1%	3 2%	-	4 2%	1 1%	3 2%	3 1%	3 3%	2 1%
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	325 100%	-	-	-	-	325 100%	172 100%	153 100%	56 100%	110 100%	138 100%	20 100%	1 100%	166 100%	138 100%	21 100%	248 100%	77 100%	146 100%	269 100%	100 100%	225 100%

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

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

28 Aug 2015  
Table 171

12. .id

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	101	..	..	..	..	101	69*	32*	13**	42*	45*	1**	..	55*	45*	1**	73*	28**	74*	79*	41*	60*
TOP 2 BOX (NET)	100 99%	-	-	-	-	100 99%	68 99%	32 100%	13 100%	42 100%	45 100%	-	-	55 100%	45 100%	-	72 99%	28 100%	73 99%	78 99%	40 98%	60 100%
Very trustworthy	78 77%	-	-	-	-	78 77%	52 75%	26 81%	11 85%	34 81%	33 73%	-	-	45 82%	33 73%	-	55 75%	23 82%	59 80%	62 78%	30 73%	48 80%
Somewhat trustworthy	22 22%	-	-	-	-	22 22%	16 23%	6 19%	2 15%	8 19%	12 27%	-	-	10 18%	12 27%	-	17 23%	5 18%	14 19%	16 20%	10 24%	12 20%
BOTTOM 2 BOX (NET)	1 1%	-	-	-	-	1 1%	1 1%	-	-	-	-	1 100%	-	-	-	1 100%	1 1%	-	1 1%	1 1%	1 2%	-
Not very trustworthy	1 1%	-	-	-	-	1 1%	1 1%	-	-	-	-	1 100%	-	-	-	1 100%	1 1%	-	1 1%	1 1%	1 2%	-
Not at all trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	101 100%	-	-	-	-	101 100%	69 100%	32 100%	13 100%	42 100%	45 100%	1 100%	-	55 100%	45 100%	1 100%	73 100%	28 100%	74 100%	79 100%	41 100%	60 100%

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

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

28 Aug 2015  
Table 172

13. .ng

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	207	-**	-**	-**	207	-**	166	41*	25**	107	72*	3**	-**	132	72*	3**	126	81*	98*	184	55*	152
TOP 2 BOX (NET)	199 96%	-	-	-	199 96%	-	160 96%	39 95%	23 92%	103 96%	70 97%	3 100%	-	126 95%	70 97%	3 100%	120 95%	79 98%	95 97%	178 97%	53 96%	146 96%
Very trustworthy	141 68%	-	-	-	141 68%	-	117 70%	24 59%	17 68%	75 70%	47 65%	2 67%	-	92 70%	47 65%	2 67%	90 71%	51 63%	72 73%	128 70%	42 76%	99 65%
Somewhat trustworthy	58 28%	-	-	-	58 28%	-	43 26%	15 37%	6 24%	28 26%	23 32%	1 33%	-	34 26%	23 32%	1 33%	30 24%	28 35%	23 23%	50 27%	11 20%	47 31%
BOTTOM 2 BOX (NET)	8 4%	-	-	-	8 4%	-	6 4%	2 5%	2 8%	4 4%	2 3%	-	-	6 5%	2 3%	-	6 5%	2 2%	3 3%	6 3%	2 4%	6 4%
Not very trustworthy	7 3%	-	-	-	7 3%	-	5 3%	2 5%	1 4%	4 4%	2 3%	-	-	5 4%	2 3%	-	5 4%	2 2%	3 3%	5 3%	2 4%	5 3%
Not at all trustworthy	1	-	-	-	1	-	1 1%	-	1 4%	-	-	-	-	1 1%	-	-	1 1%	-	-	1 1%	-	1 1%
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	207 100%	-	-	-	207 100%	-	166 100%	41 100%	25 100%	107 100%	72 100%	3 100%	-	132 100%	72 100%	3 100%	126 100%	81 100%	98 100%	184 100%	55 100%	152 100%

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

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

28 Aug 2015  
Table 173

14. .za

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	101	-**	-**	-**	101	-**	63*	38*	13**	24**	43*	15**	6**	37*	43*	21**	73*	28**	46*	82*	27**	74*
TOP 2 BOX (NET)	101 100%	-	-	-	101 100%	-	63 100%	38 100%	13 100%	24 100%	43 100%	15 100%	6 100%	37 100%	43 100%	21 100%	73 100%	28 100%	46 100%	82 100%	27 100%	74 100%
Very trustworthy	64 63%	-	-	-	64 63%	-	40 63%	24 63%	8 62%	14 58%	27 63%	11 73%	4 67%	22 59%	27 63%	15 71%	48 66%	16 57%	27 59%	53 65%	15 56%	49 66%
Somewhat trustworthy	37 37%	-	-	-	37 37%	-	23 37%	14 37%	5 38%	10 42%	16 37%	4 27%	2 33%	15 41%	16 37%	6 29%	25 34%	12 43%	19 41%	29 35%	12 44%	25 34%
BOTTOM 2 BOX (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	101 100%	-	-	-	101 100%	-	63 100%	38 100%	13 100%	24 100%	43 100%	15 100%	6 100%	37 100%	43 100%	21 100%	73 100%	28 100%	46 100%	82 100%	27 100%	74 100%

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

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

28 Aug 2015  
Table 174

15. .eg

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	106	-**	-**	-**	106	-**	97*	9**	24**	45*	34*	2**	1**	69*	34*	3**	68*	38*	48*	82*	46*	60*
TOP 2 BOX (NET)	95 90%	-	-	-	95 90%	-	87 90%	8 89%	21 88%	41 91%	30 88%	2 100%	1 100%	62 90%	30 88%	3 100%	62 91%	33 87%	41 85%	73 89%	40 87%	55 92%
Very trustworthy	51 48%	-	-	-	51 48%	-	46 47%	5 56%	10 42%	20 44%	19 56%	1 50%	1 100%	30 43%	19 56%	2 67%	31 46%	20 53%	23 48%	36 44%	23 50%	28 47%
Somewhat trustworthy	44 42%	-	-	-	44 42%	-	41 42%	3 33%	11 46%	21 47%	11 32%	1 50%	-	32 46%	11 32%	1 33%	31 46%	13 34%	18 38%	37 45%	17 37%	27 45%
BOTTOM 2 BOX (NET)	11 10%	-	-	-	11 10%	-	10 10%	1 11%	3 13%	4 9%	4 12%	-	-	7 10%	4 12%	-	6 9%	5 13%	7 15%	9 11%	6 13%	5 8%
Not very trustworthy	9 8%	-	-	-	9 8%	-	8 8%	1 11%	2 8%	3 7%	4 12%	-	-	5 7%	4 12%	-	5 7%	4 11%	6 13%	8 10%	6 13%	3 5%
Not at all trustworthy	2 2%	-	-	-	2 2%	-	2 2%	-	1 4%	1 2%	-	-	-	2 3%	-	-	1 1%	1 3%	1 2%	1 1%	-	2 3%
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	106 100%	-	-	-	106 100%	-	97 100%	9 100%	24 100%	45 100%	34 100%	2 100%	1 100%	69 100%	34 100%	3 100%	68 100%	38 100%	48 100%	82 100%	46 100%	60 100%

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

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

28 Aug 2015  
Table 175

16. .co

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	125	-**	125	-**	-**	-**	86*	39*	13**	35*	58*	14**	5**	48*	58*	19**	92*	33*	58*	110	58*	67*
TOP 2 BOX (NET)	120 96%	-	120 96%	-	-	-	81 94%	39 100%	13 100%	35 100%	54 93%	14 100%	4 80%	48 100%	54 93%	18 95%	88 96%	32 97%	57 98%	105 95%	56 97%	64 96%
Very trustworthy	91 73%	-	91 73%	-	-	-	63 73%	28 72%	10 77%	20 57%	48 83% J	9 64%	4 80%	30 63%	48 83% N	13 68%	64 70%	27 82%	39 67%	82 75%	44 76%	47 70%
Somewhat trustworthy	29 23%	-	29 23%	-	-	-	18 21%	11 28%	3 23%	15 43% K	6 10%	5 36%	-	18 38% O	6 10%	5 26%	24 26%	5 15%	18 31% T	23 21%	12 21%	17 25%
BOTTOM 2 BOX (NET)	5 4%	-	5 4%	-	-	-	5 6%	-	-	-	4 7%	-	1 20%	-	4 7%	1 5%	4 4%	1 3%	1 2%	5 5%	2 3%	3 4%
Not very trustworthy	2 2%	-	2 2%	-	-	-	2 2%	-	-	-	2 3%	-	-	-	2 3%	-	1 1%	1 3%	1 2%	2 2%	1 2%	1 1%
Not at all trustworthy	3 2%	-	3 2%	-	-	-	3 3%	-	-	-	2 3%	-	1 20%	-	2 3%	1 5%	3 3%	-	-	3 3%	1 2%	2 3%
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	125 100%	-	125 100%	-	-	-	86 100%	39 100%	13 100%	35 100%	58 100%	14 100%	5 100%	48 100%	58 100%	19 100%	92 100%	33 100%	58 100%	110 100%	58 100%	67 100%

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

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

28 Aug 2015  
Table 176

17. .ar

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	100	-**	100	-**	-**	-**	62*	38*	11**	21**	56*	8**	4**	32*	56*	12**	73*	27**	57*	79*	36*	64*
TOP 2 BOX (NET)	96 96%	-	96 96%	-	-	-	60 97%	36 95%	11 100%	21 100%	52 93%	8 100%	4 100%	32 100%	52 93%	12 100%	69 95%	27 100%	56 98%	76 96%	34 94%	62 97%
Very trustworthy	61 61%	-	61 61%	-	-	-	37 60%	24 63%	7 64%	15 71%	31 55%	5 63%	3 75%	22 69%	31 55%	8 67%	44 60%	17 63%	33 58%	50 63%	19 53%	42 66%
Somewhat trustworthy	35 35%	-	35 35%	-	-	-	23 37%	12 32%	4 36%	6 29%	21 38%	3 38%	1 25%	10 31%	21 38%	4 33%	25 34%	10 37%	23 40%	26 33%	15 42%	20 31%
BOTTOM 2 BOX (NET)	4 4%	-	4 4%	-	-	-	2 3%	2 5%	-	-	4 7%	-	-	-	4 7%	-	4 5%	-	1 2%	3 4%	2 6%	2 3%
Not very trustworthy	4 4%	-	4 4%	-	-	-	2 3%	2 5%	-	-	4 7%	-	-	-	4 7%	-	4 5%	-	1 2%	3 4%	2 6%	2 3%
Not at all trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	100 100%	-	100 100%	-	-	-	62 100%	38 100%	11 100%	21 100%	56 100%	8 100%	4 100%	32 100%	56 100%	12 100%	73 100%	27 100%	57 100%	79 100%	36 100%	64 100%

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

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

28 Aug 2015  
Table 177

18. .br

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	175	-**	175	-**	-**	-**	108	67*	38*	52*	66*	16**	3**	90*	66*	19**	137	38*	85*	139	68*	107
TOP 2 BOX (NET)	162 93%	-	162 93%	-	-	-	100 93%	62 93%	36 95%	48 92%	60 91%	15 94%	3 100%	84 93%	60 91%	18 95%	125 91%	37 97%	80 94%	128 92%	61 90%	101 94%
Very trustworthy	130 74%	-	130 74%	-	-	-	83 77%	47 70%	26 68%	38 73%	51 77%	12 75%	3 100%	64 71%	51 77%	15 79%	103 75%	27 71%	64 75%	104 75%	54 79%	76 71%
Somewhat trustworthy	32 18%	-	32 18%	-	-	-	17 16%	15 22%	10 26%	10 19%	9 14%	3 19%	-	20 22%	9 14%	3 16%	22 16%	10 26%	16 19%	24 17%	7 10%	25 23% U
BOTTOM 2 BOX (NET)	13 7%	-	13 7%	-	-	-	8 7%	5 7%	2 5%	4 8%	6 9%	1 6%	-	6 7%	6 9%	1 5%	12 9%	1 3%	5 6%	11 8%	7 10%	6 6%
Not very trustworthy	8 5%	-	8 5%	-	-	-	5 5%	3 4%	1 3%	2 4%	4 6%	1 6%	-	3 3%	4 6%	1 5%	7 5%	1 3%	3 4%	6 4%	3 4%	5 5%
Not at all trustworthy	5 3%	-	5 3%	-	-	-	3 3%	2 3%	1 3%	2 4%	2 3%	-	-	3 3%	2 3%	-	5 4%	-	2 2%	5 4%	4 6%	1 1%
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	175 100%	-	175 100%	-	-	-	108 100%	67 100%	38 100%	52 100%	66 100%	16 100%	3 100%	90 100%	66 100%	19 100%	137 100%	38 100%	85 100%	139 100%	68 100%	107 100%

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



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

28 Aug 2015  
Table 178

19. .it

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	54*	-**	-**	54*	-**	-**	40*	14**	6**	14**	28**	4**	2**	20**	28**	6**	45*	9**	27**	46*	35*	19**
TOP 2 BOX (NET)	49 91%	-	-	49 91%	-	-	36 90%	13 93%	5 83%	12 86%	26 93%	4 100%	2 100%	17 85%	26 93%	6 100%	40 89%	9 100%	25 93%	42 91%	32 91%	17 89%
Very trustworthy	30 56%	-	-	30 56%	-	-	21 53%	9 64%	4 67%	7 50%	15 54%	3 75%	1 50%	11 55%	15 54%	4 67%	25 56%	5 56%	16 59%	25 54%	18 51%	12 63%
Somewhat trustworthy	19 35%	-	-	19 35%	-	-	15 38%	4 29%	1 17%	5 36%	11 39%	1 25%	1 50%	6 30%	11 39%	2 33%	15 33%	4 44%	9 33%	17 37%	14 40%	5 26%
BOTTOM 2 BOX (NET)	5 9%	-	-	5 9%	-	-	4 10%	1 7%	1 17%	2 14%	2 7%	-	-	3 15%	2 7%	-	5 11%	-	2 7%	4 9%	3 9%	2 11%
Not very trustworthy	4 7%	-	-	4 7%	-	-	3 8%	1 7%	-	2 14%	2 7%	-	-	2 10%	2 7%	-	4 9%	-	2 7%	3 7%	2 6%	2 11%
Not at all trustworthy	1 2%	-	-	1 2%	-	-	1 3%	-	1 17%	-	-	-	-	1 5%	-	-	1 2%	-	-	1 2%	1 3%	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	54 100%	-	-	54 100%	-	-	40 100%	14 100%	6 100%	14 100%	28 100%	4 100%	2 100%	20 100%	28 100%	6 100%	45 100%	9 100%	27 100%	46 100%	35 100%	19 100%

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

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

28 Aug 2015  
Table 179

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	50*	-**	-**	50*	-**	-**	35*	15**	13**	15**	20**	2**	-**	28**	20**	2**	43*	7**	22**	41*	19**	31*
TOP 2 BOX (NET)	46 92%	-	-	46 92%	-	-	31 89%	15 100%	11 85%	14 93%	19 95%	2 100%	-	25 89%	19 95%	2 100%	40 93%	6 86%	21 95%	37 90%	17 89%	29 94%
Very trustworthy	33 66%	-	-	33 66%	-	-	19 54%	14 93%	7 54%	9 60%	16 80%	1 50%	-	16 57%	16 80%	1 50%	27 63%	6 86%	12 55%	27 66%	10 53%	23 74%
Somewhat trustworthy	13 26%	-	-	13 26%	-	-	12 34%	1 7%	4 31%	5 33%	3 15%	1 50%	-	9 32%	3 15%	1 50%	13 30%	-	9 41%	10 24%	7 37%	6 19%
BOTTOM 2 BOX (NET)	4 8%	-	-	4 8%	-	-	4 11%	-	2 15%	1 7%	1 5%	-	-	3 11%	1 5%	-	3 7%	1 14%	1 5%	4 10%	2 11%	2 6%
Not very trustworthy	2 4%	-	-	2 4%	-	-	2 6%	-	-	1 7%	1 5%	-	-	1 4%	1 5%	-	1 2%	1 14%	1 5%	2 5%	-	2 6%
Not at all trustworthy	2 4%	-	-	2 4%	-	-	2 6%	-	2 15%	-	-	-	-	2 7%	-	-	2 5%	-	-	2 5%	2 11%	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	50 100%	-	-	50 100%	-	-	35 100%	15 100%	13 100%	15 100%	20 100%	2 100%	-	28 100%	20 100%	2 100%	43 100%	7 100%	22 100%	41 100%	19 100%	31 100%

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

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

28 Aug 2015  
Table 180

21. .es

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	50*	..	..	50*	..	..	25**	25**	6**	7**	28**	6**	3**	13**	28**	9**	38*	12**	20**	35*	20**	30*
TOP 2 BOX (NET)	49 98%	-	-	49 98%	-	-	24 96%	25 100%	5 83%	7 100%	28 100%	6 100%	3 100%	12 92%	28 100%	9 100%	37 97%	12 100%	19 95%	35 100%	20 100%	29 97%
Very trustworthy	23 46%	-	-	23 46%	-	-	13 52%	10 40%	4 67%	2 29%	14 50%	3 50%	-	6 46%	14 50%	3 33%	17 45%	6 50%	8 40%	17 49%	9 45%	14 47%
Somewhat trustworthy	26 52%	-	-	26 52%	-	-	11 44%	15 60%	1 17%	5 71%	14 50%	3 50%	3 100%	6 46%	14 50%	6 67%	20 53%	6 50%	11 55%	18 51%	11 55%	15 50%
BOTTOM 2 BOX (NET)	1 2%	-	-	1 2%	-	-	1 4%	-	1 17%	-	-	-	-	1 8%	-	-	1 3%	-	1 5%	-	-	1 3%
Not very trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	1 2%	-	-	1 2%	-	-	1 4%	-	1 17%	-	-	-	-	1 8%	-	-	1 3%	-	1 5%	-	-	1 3%
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	50 100%	-	-	50 100%	-	-	25 100%	25 100%	6 100%	7 100%	28 100%	6 100%	3 100%	13 100%	28 100%	9 100%	38 100%	12 100%	20 100%	35 100%	20 100%	30 100%

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

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

28 Aug 2015  
Table 181

22. .pl

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	53*	..	..	53*	..	..	26**	27**	8**	14**	23**	8**	..	22**	23**	8**	39*	14**	28**	33*	19**	34*
TOP 2 BOX (NET)	48 91%	-	-	48 91%	-	-	23 88%	25 93%	8 100%	14 100%	20 87%	6 75%	-	22 100%	20 87%	6 75%	36 92%	12 86%	26 93%	30 91%	17 89%	31 91%
Very trustworthy	31 58%	-	-	31 58%	-	-	16 62%	15 56%	6 75%	9 64%	12 52%	4 50%	-	15 68%	12 52%	4 50%	25 64%	6 43%	19 68%	17 52%	10 53%	21 62%
Somewhat trustworthy	17 32%	-	-	17 32%	-	-	7 27%	10 37%	2 25%	5 36%	8 35%	2 25%	-	7 32%	8 35%	2 25%	11 28%	6 43%	7 25%	13 39%	7 37%	10 29%
BOTTOM 2 BOX (NET)	5 9%	-	-	5 9%	-	-	3 12%	2 7%	-	-	3 13%	2 25%	-	-	3 13%	2 25%	3 8%	2 14%	2 7%	3 9%	2 11%	3 9%
Not very trustworthy	5 9%	-	-	5 9%	-	-	3 12%	2 7%	-	-	3 13%	2 25%	-	-	3 13%	2 25%	3 8%	2 14%	2 7%	3 9%	2 11%	3 9%
Not at all trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	53 100%	-	-	53 100%	-	-	26 100%	27 100%	8 100%	14 100%	23 100%	8 100%	-	22 100%	23 100%	8 100%	39 100%	14 100%	28 100%	33 100%	19 100%	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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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

28 Aug 2015  
Table 182

23. .uk

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	100	-**	-**	100	-**	-**	61*	39*	4**	16**	46*	21**	13**	20**	46*	34*	79*	21**	51*	68*	39*	61*
TOP 2 BOX (NET)	91 91%	-	-	91 91%	-	-	56 92%	35 90%	4 100%	16 100%	41 89%	18 86%	12 92%	20 100%	41 89%	30 88%	70 89%	21 100%	45 88%	61 90%	32 82%	59 97% U
Very trustworthy	49 49%	-	-	49 49%	-	-	27 44%	22 56%	4 100%	9 56%	24 52%	10 48%	2 15%	13 65%	24 52%	12 35%	39 49%	10 48%	25 49%	34 50%	18 46%	31 51%
Somewhat trustworthy	42 42%	-	-	42 42%	-	-	29 48%	13 33%	-	7 44%	17 37%	8 38%	10 77%	7 35%	17 37%	18 53%	31 39%	11 52%	20 39%	27 40%	14 36%	28 46%
BOTTOM 2 BOX (NET)	9 9%	-	-	9 9%	-	-	5 8%	4 10%	-	-	5 11%	3 14%	1 8%	-	5 11%	4 12%	9 11%	-	6 12%	7 10%	7 18% V	2 3%
Not very trustworthy	6 6%	-	-	6 6%	-	-	3 5%	3 8%	-	-	3 7%	2 10%	1 8%	-	3 7%	3 9%	6 8%	-	3 6%	5 7%	4 10%	2 3%
Not at all trustworthy	3 3%	-	-	3 3%	-	-	2 3%	1 3%	-	-	2 4%	1 5%	-	-	2 4%	1 3%	3 4%	-	3 6%	2 3%	3 8% V	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	100 100%	-	-	100 100%	-	-	61 100%	39 100%	4 100%	16 100%	46 100%	21 100%	13 100%	20 100%	46 100%	34 100%	79 100%	21 100%	51 100%	68 100%	39 100%	61 100%

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

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

28 Aug 2015  
Table 183

24. .fr

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	101	-**	-**	101	-**	-**	66*	35*	12**	25**	47*	12**	5**	37*	47*	17**	83*	18**	52*	67*	50*	51*
TOP 2 BOX (NET)	96 95%	-	-	96 95%	-	-	62 94%	34 97%	11 92%	24 96%	44 94%	12 100%	5 100%	35 95%	44 94%	17 100%	79 95%	17 94%	51 98%	63 94%	46 92%	50 98%
Very trustworthy	50 50%	-	-	50 50%	-	-	30 45%	20 57%	7 58%	13 52%	23 49%	5 42%	2 40%	20 54%	23 49%	7 41%	39 47%	11 61%	26 50%	38 57%	31 62% V	19 37%
Somewhat trustworthy	46 46%	-	-	46 46%	-	-	32 48%	14 40%	4 33%	11 44%	21 45%	7 58%	3 60%	15 41%	21 45%	10 59%	40 48%	6 33%	25 48%	25 37%	15 30%	31 61% U
BOTTOM 2 BOX (NET)	5 5%	-	-	5 5%	-	-	4 6%	1 3%	1 8%	1 4%	3 6%	-	-	2 5%	3 6%	-	4 5%	1 6%	1 2%	4 6%	4 8%	1 2%
Not very trustworthy	3 3%	-	-	3 3%	-	-	3 5%	-	-	1 4%	2 4%	-	-	1 3%	2 4%	-	3 4%	-	1 2%	2 3%	3 6%	-
Not at all trustworthy	2 2%	-	-	2 2%	-	-	1 2%	1 3%	1 8%	-	1 2%	-	-	1 3%	1 2%	-	1 1%	1 6%	-	2 3%	1 2%	1 2%
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	101 100%	-	-	101 100%	-	-	66 100%	35 100%	12 100%	25 100%	47 100%	12 100%	5 100%	37 100%	47 100%	17 100%	83 100%	18 100%	52 100%	67 100%	50 100%	51 100%

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

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

28 Aug 2015  
Table 184

25. .de

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	125	-**	-**	125	-**	-**	75*	50*	15**	29**	59*	15**	7**	44*	59*	22**	103	22**	82*	69*	42*	83*
TOP 2 BOX (NET)	116 93%	-	-	116 93%	-	-	69 92%	47 94%	15 100%	26 90%	54 92%	14 93%	7 100%	41 93%	54 92%	21 95%	95 92%	21 95%	78 95%	63 91%	35 83%	81 98% U
Very trustworthy	85 68%	-	-	85 68%	-	-	47 63%	38 76%	13 87%	23 79%	32 54%	12 80%	5 71%	36 82% O	32 54%	17 77%	67 65%	18 82%	56 68%	48 70%	23 55%	62 75% U
Somewhat trustworthy	31 25%	-	-	31 25%	-	-	22 29%	9 18%	2 13%	3 10%	22 37%	2 13%	2 29%	5 11%	22 37% N	4 18%	28 27%	3 14%	22 27%	15 22%	12 29%	19 23%
BOTTOM 2 BOX (NET)	9 7%	-	-	9 7%	-	-	6 8%	3 6%	-	3 10%	5 8%	1 7%	-	3 7%	5 8%	1 5%	8 8%	1 5%	4 5%	6 9%	7 17% V	2 2%
Not very trustworthy	4 3%	-	-	4 3%	-	-	1 1%	3 6%	-	3 10%	1 2%	-	-	3 7%	1 2%	-	3 3%	1 5%	1 1%	4 6%	3 7%	1 1%
Not at all trustworthy	5 4%	-	-	5 4%	-	-	5 7%	-	-	-	4 7%	1 7%	-	-	4 7%	1 5%	5 5%	-	3 4%	2 3%	4 10% V	1 1%
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	125 100%	-	-	125 100%	-	-	75 100%	50 100%	15 100%	29 100%	59 100%	15 100%	7 100%	44 100%	59 100%	22 100%	103 100%	22 100%	82 100%	69 100%	42 100%	83 100%

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

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

28 Aug 2015  
Table 185

26. .us

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	268	268	-**	-**	-**	-**	181	87*	5**	39*	121	57*	46*	44*	121	103	234	34*	152	234	148	120
TOP 2 BOX (NET)	226 84%	226 84%	-	-	-	-	150 83%	76 87%	3 60%	30 77%	104 86%	50 88%	39 85%	33 75%	104 86%	89 86%	196 84%	30 88%	125 82%	199 85%	126 85%	100 83%
Very trustworthy	85 32%	85 32%	-	-	-	-	50 28%	35 40% G	-	12 31%	41 34%	18 32%	14 30%	12 27%	41 34%	32 31%	73 31%	12 35%	47 31%	76 32%	46 31%	39 33%
Somewhat trustworthy	141 53%	141 53%	-	-	-	-	100 55%	41 47%	3 60%	18 46%	63 52%	32 56%	25 54%	21 48%	63 52%	57 55%	123 53%	18 53%	78 51%	123 53%	80 54%	61 51%
BOTTOM 2 BOX (NET)	42 16%	42 16%	-	-	-	-	31 17%	11 13%	2 40%	9 23%	17 14%	7 12%	7 15%	11 25%	17 14%	14 14%	38 16%	4 12%	27 18%	35 15%	22 15%	20 17%
Not very trustworthy	34 13%	34 13%	-	-	-	-	23 13%	11 13%	1 20%	8 21%	14 12%	5 9%	6 13%	9 20%	14 12%	11 11%	31 13%	3 9%	23 15%	28 12%	17 11%	17 14%
Not at all trustworthy	8 3%	8 3%	-	-	-	-	8 4% H	-	1 20%	1 3%	3 2%	2 4%	1 2%	2 5%	3 2%	3 3%	7 3%	1 3%	4 3%	7 3%	5 3%	3 3%
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	268 100%	268 100%	-	-	-	-	181 100%	87 100%	5 100%	39 100%	121 100%	57 100%	46 100%	44 100%	121 100%	103 100%	234 100%	34 100%	152 100%	234 100%	148 100%	120 100%

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



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

28 Aug 2015  
Table 186

27. .ca

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	103	103	-**	-**	-**	-**	63*	40*	19**	26**	33*	19**	6**	45*	33*	25**	74*	29**	59*	76*	33*	70*
TOP 2 BOX (NET)	93 90%	93 90%	-	-	-	-	56 89%	37 93%	18 95%	23 88%	28 85%	18 95%	6 100%	41 91%	28 85%	24 96%	67 91%	26 90%	56 95% T	66 87%	28 85%	65 93%
Very trustworthy	72 70%	72 70%	-	-	-	-	40 63%	32 80%	15 79%	16 62%	24 73%	13 68%	4 67%	31 69%	24 73%	17 68%	53 72%	19 66%	48 81% T	48 63%	22 67%	50 71%
Somewhat trustworthy	21 20%	21 20%	-	-	-	-	16 25%	5 13%	3 16%	7 27%	4 12%	5 26%	2 33%	10 22%	4 12%	7 28%	14 19%	7 24%	8 14%	18 24% S	6 18%	15 21%
BOTTOM 2 BOX (NET)	10 10%	10 10%	-	-	-	-	7 11%	3 8%	1 5%	3 12%	5 15%	1 5%	-	4 9%	5 15%	1 4%	7 9%	3 10%	3 5%	10 13% S	5 15%	5 7%
Not very trustworthy	3 3%	3 3%	-	-	-	-	2 3%	1 3%	-	-	3 9%	-	-	-	3 9% N	-	1 1%	2 7%	1 2%	3 4%	1 3%	2 3%
Not at all trustworthy	7 7%	7 7%	-	-	-	-	5 8%	2 5%	1 5%	3 12%	2 6%	1 5%	-	4 9%	2 6%	1 4%	6 8%	1 3%	2 3%	7 9%	4 12%	3 4%
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	103 100%	103 100%	-	-	-	-	63 100%	40 100%	19 100%	26 100%	33 100%	19 100%	6 100%	45 100%	33 100%	25 100%	74 100%	29 100%	59 100%	76 100%	33 100%	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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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

28 Aug 2015  
Table 187

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	102	102	-**	-**	-**	-**	66*	36*	16**	31*	47*	6**	2**	47*	47*	8**	79*	23**	47*	82*	37*	65*
TOP 2 BOX (NET)	99 97%	99 97%	-	-	-	-	64 97%	35 97%	15 94%	30 97%	46 98%	6 100%	2 100%	45 96%	46 98%	8 100%	76 96%	23 100%	46 98%	79 96%	36 97%	63 97%
Very trustworthy	57 56%	57 56%	-	-	-	-	40 61%	17 47%	5 31%	18 58%	30 64%	3 50%	1 50%	23 49%	30 64%	4 50%	42 53%	15 65%	24 51%	49 60%	25 68%	32 49%
Somewhat trustworthy	42 41%	42 41%	-	-	-	-	24 36%	18 50%	10 63%	12 39%	16 34%	3 50%	1 50%	22 47%	16 34%	4 50%	34 43%	8 35%	22 47%	30 37%	11 30%	31 48%
BOTTOM 2 BOX (NET)	3 3%	3 3%	-	-	-	-	2 3%	1 3%	1 6%	1 3%	1 2%	-	-	2 4%	1 2%	-	3 4%	-	1 2%	3 4%	1 3%	2 3%
Not very trustworthy	3 3%	3 3%	-	-	-	-	2 3%	1 3%	1 6%	1 3%	1 2%	-	-	2 4%	1 2%	-	3 4%	-	1 2%	3 4%	1 3%	2 3%
Not at all trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	102 100%	102 100%	-	-	-	-	66 100%	36 100%	16 100%	31 100%	47 100%	6 100%	2 100%	47 100%	47 100%	8 100%	79 100%	23 100%	47 100%	82 100%	37 100%	65 100%

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

Q730. To the best of your knowledge, why do some websites have different extensions?

28 Aug 2015  
Table 188

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
IDENTIFICATION (NET)	1323 39% EF	220 47% AEF	183 46% AEF	229 43% EF	144 35%	547 36%	859 41% H	464 37%	173 40%	404 38%	577 40%	123 41%	46 37%	577 39%	577 40%	169 40%	1030 39%	293 40%	778 41%	989 40%	523 39%	800 40%
CLASSIFICATION (SUB-NET)	784 23% DE	136 29% ADEF	115 29% ADEF	91 17%	80 19%	362 24% D	513 24% H	271 21%	95 22%	241 23%	341 24%	77 26%	30 24%	336 23%	341 24%	107 25%	618 23%	166 23%	444 24%	602 24%	313 23%	471 23%
To differentiate/Determine type of business/work/o rganization/fields	425 13% DF	107 23% ACDEF	63 16% DF	49 9%	52 13%	154 10%	278 13%	147 12%	41 9%	121 11%	188 13% I	53 18% IJK	22 17% I	162 11%	188 13%	75 18% NO	340 13%	85 12%	233 12%	343 14% S	174 13%	251 12%
To differentiate between other sites/domains	226 7% BD	18 4%	31 8% BD	24 5%	20 5%	133 9% ABDE	151 7%	75 6%	38 9%	74 7%	93 6%	15 5%	6 5%	112 8%	93 6%	21 5%	171 6%	55 8%	136 7%	156 6%	82 6%	144 7%
To determine categories/groupings (Unspec)	74 2% D	7 1%	13 3% DE	2	5 1%	47 3% ADE	48 2%	26 2%	15 3% M	26 2%	28 2%	5 2%	-	41 3%	28 2%	5 1%	62 2%	12 2%	37 2%	59 2%	27 2%	47 2%
To determine classification/status	56 2%	6 1%	9 2%	11 2%	3 1%	27 2%	36 2%	20 2%	3 1%	17 2%	30 2%	3 1%	3 2%	20 1%	30 2%	6 1%	41 2%	15 2%	36 2%	44 2%	27 2%	29 1%
Other classification mentions	40 1%	8 2%	4 1%	9 2%	5 1%	14 1%	25 1%	15 1%	5 1%	14 1%	16 1%	4 1%	1 1%	19 1%	16 1%	5 1%	30 1%	10 1%	27 1%	30 1%	18 1%	22 1%
LOCATION (SUB-NET)	623 19% F	108 23% AF	83 21% F	166 31% ABCEF	78 19% F	188 12%	407 19%	216 17%	85 20%	188 18%	278 19%	55 19%	17 13%	273 18%	278 19%	72 17%	480 18%	143 20%	379 20% T	446 18%	234 18%	389 19%
To indicate country/different countries	336 10% F	53 11% F	47 12% F	108 20% ABCEF	40 10% F	88 6%	210 10%	126 10%	49 11%	92 9%	152 11%	34 11%	9 7%	141 9%	152 11%	43 10%	249 9%	87 12% Q	201 11%	235 9%	112 8%	224 11% U
To indicate location/area extensions	220 7% F	48 10% AF	30 8% F	51 10% AF	33 8% F	58 4%	141 7%	79 6%	30 7%	62 6%	104 7%	15 5%	9 7%	92 6%	104 7%	24 6%	169 6%	51 7%	134 7%	158 6%	87 7%	133 7%
To indicate region/different regions	97 3%	13 3%	10 3%	13 2%	7 2%	54 4%	72 3% H	25 2%	12 3%	43 4% KM	36 2%	6 2%	-	55 4% P	36 2%	6 1%	81 3%	16 2%	66 3%	73 3%	48 4% V	49 2%
Other location mentions	4	-	1	-	1	2	3	1	-	3	1	-	-	3	1	-	4	-	3	4	2	2
TYPES OF EXTENSIONS (SUB-NET)	100 3% CEF	46 10% ACDEF	5 1%	12 2%	6 1%	31 2%	67 3%	33 3%	4 1%	25 2%	46 3% I	17 6% IJK	8 6% IJ	29 2%	46 3% N	25 6% NO	78 3%	22 3%	64 3%	86 3%	49 4%	51 3%
Profit Vs. Non profit	56 2% CEF	37 8% ACDEF	1	7 1%	2	9 1%	36 2%	20 2%	2	9 1%	29 2% IJ	10 3% IJ	6 5% IJK	11 1%	29 2% N	16 4% NO	45 2%	11 2%	38 2%	48 2%	29 2%	27 1%
Business/Commercial	51 2% ACDEF	20 4% ACDEF	2 1%	8 2%	4 1%	17 1%	40 2% H	11 1%	3 1%	14 1%	23 2%	8 3% I	3 2%	17 1%	23 2%	11 3% N	41 2%	10 1%	35 2%	44 2%	27 2%	24 1%
Network	16 2% ACDEF	11 2% ACDEF	-	1	-	4	12 1%	4	1	2	5	6 2% IJK	2 2% JK	3	5	8 2% NO	11	5 1%	13 1%	14 1%	8 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  
Overlap formulae used.

Q730. To the best of your knowledge, why do some websites have different extensions?

Base: All Qualified Respondents

	Total Regi- strants  (A)	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	Primary decision maker (Q)	Shared decision maker (R)	Consumer (S)	Commer- cial (T)	Yes (U)	No (V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Education extension	15	9 2% ACDEF	1	1	-	4	12 1%	3	1	2	9 1%	2 1%	1 1%	3	9 1%	3 1%	9	6 1%	11 1%	11	10 1% V	5
Government extension	15	9 2% ACDEF	1	1	-	4	9	6	-	6 1%	2	4 1% IK	3 2% IJK	6	2	7 2% NO	12	3	9	14 1%	6	9
Other type of extensions mentions	29 1%	12 3% ACDEF	1	5 1%	1	10 1%	18 1%	11 1%	1	9 1%	12 1%	6 2% I	1 1%	10 1%	12 1%	7 2%	23 1%	6 1%	20 1%	24 1%	15 1%	14 1%
MISCELLANEOUS IDENTIFICATION (SUB-NET)	47 1%	5 1%	2 1%	8 2%	7 2%	25 2%	29 1%	18 1%	6 1%	11 1%	27 2%	1	2 2%	17 1%	27 2%	3 1%	40 2%	7 1%	27 1%	34 1%	22 2%	25 1%
Form of identity/identification (Unspec.)	19 1%	2	2 1%	-	4 1% D	11 1%	9	10 1%	2	3	12 1%	1	1 1%	5	12 1%	2	14 1%	5 1%	10 1%	14 1%	7 1%	12 1%
Due to language/different languages	14	1	-	7 1% ABCEF	-	6	11 1%	3	3 1%	4	7	-	-	7	7	-	13	1	9	8	7 1%	7
Other miscellaneous identification mentions	15	2	-	1	3 1%	9 1%	10	5	2	4	8 1%	-	1 1%	6	8 1%	1	13	2	8	13 1%	8 1%	7
CONTENT (NET)	972 29% DF	143 30% D	142 36% ADF	129 24%	158 38% ABDF	400 26%	633 30% H	339 27%	151 35% KL	322 31% L	395 27%	71 24%	33 26%	473 32% OP	395 27%	104 25%	744 28%	228 31%	581 31% T	711 29%	358 27%	614 30% U
Different purposes/conte nt/features of website	837 25% DF	112 24%	127 32% ABDF	115 22%	130 31% ABDF	353 23%	539 26%	298 24%	128 29% KL	282 27% L	339 23%	59 20%	29 23%	410 28% OP	339 23%	88 21%	648 25%	189 26%	495 26%	614 25%	301 23%	536 26% U
Based on the type of information they provide	124 4%	28 6% ADF	13 3%	14 3%	22 5% DF	47 3%	71 3%	53 4%	23 5% J	30 3%	56 4%	11 4%	4 3%	53 4%	56 4%	15 4%	85 3%	39 5% Q	79 4%	87 4%	53 4%	71 4%
Based on the type of service they provide	54 2% F	11 2% DF	8 2%	4 1%	16 4% ADF	15 1%	40 2%	14 1%	5 1%	20 2%	24 2%	5 2%	-	25 2%	24 2%	5 1%	41 2%	13 2%	32 2%	43 2%	19 1%	35 2%
Other content mentions	20 1%	2	5 1%	2	4 1%	7	14 1%	6	6 1% KL	7 1%	7	-	-	13 1%	7	-	14 1%	6 1%	14 1%	14 1%	10 1%	10
MISCELLANEOUS (NET)	314 9% F	59 12% ACF	30 8%	50 9%	48 12% CF	127 8%	215 10% H	99 8%	30 7%	105 10%	135 9%	33 11%	11 9%	135 9%	135 9%	44 10%	261 10% R	53 7%	177 9%	247 10%	137 10%	177 9%
To eliminate competitors registering same domain name	75 2%	10 2%	7 2%	12 2%	14 3%	32 2%	52 2%	23 2%	4 1%	24 2%	37 3% I	8 3%	2 2%	28 2%	37 3%	10 2%	59 2%	16 2%	44 2%	61 2%	45 3% V	30 1%
Costs/Different costs	59 2%	13 3% F	7 2%	11 2%	7 2%	21 1%	35 2%	24 2%	3 1%	24 2% I	25 2%	5 2%	2 2%	27 2%	25 2%	7 2%	51 2%	8 1%	33 2%	45 2%	19 1%	40 2%
To expand the registrable domain names	39 1%	13 3% ADEF	5 1%	5 1%	3 1%	13 1%	25 1%	14 1%	8 2%	10 1%	13 1%	3 1%	5 4% JKL	18 1%	13 1%	8 2%	31 1%	8 1%	21 1%	28 1%	15 1%	24 1%
Rules/Regulations	16	4 1%	-	3 1%	1	8 1%	14 1% H	2	1	4	8 1%	3 1%	-	5	8 1%	3 1%	13	3	11 1%	13 1%	7 1%	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  
Overlap formulae used.

Q730. To the best of your knowledge, why do some websites have different extensions?

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Specific website names	11	1	1	-	1	8 1%	8	3	4 1% K	4	3	-	-	8 1%	3	-	10	1	4	9	3	8
Other mentions	126 4%	21 4%	12 3%	22 4%	22 5% F	49 3%	89 4%	37 3%	11 3%	42 4%	55 4%	15 5%	3 2%	53 4%	55 4%	18 4%	104 4%	22 3%	73 4%	101 4%	55 4%	71 4%
SITE/STORAGE SIZE (NET)	243 7% F	99 21% ACDEF	24 6% F	29 5%	34 8% F	57 4%	177 8% H	66 5%	6 1%	65 6% I	123 9% IJ	37 12% IJK	12 10% I	71 5%	123 9% N	49 12% N	205 8% R	38 5%	157 8%	205 8%	134 10% V	109 5%
Ran out of space on the other domains/extensions	209 6% DF	92 19% ACDEF	21 5% F	23 4%	28 7% F	45 3%	150 7% H	59 5%	5 1%	54 5% I	105 7% IJ	33 11% IJK	12 10% IJ	59 4%	105 7% N	45 11% NO	176 7% R	33 5%	133 7%	180 7%	121 9% V	88 4%
Size of site	22 1%	4 1%	3 1%	4 1%	5 1% F	6	17 1%	5	1	9 1%	9 1%	3 1%	-	10 1%	9 1%	3 1%	18 1%	4 1%	15 1%	18 1%	8 1%	14 1%
Other site/storage size mentions	12	3 1%	-	2	1	6	10	2	-	2	9 1%	1	-	2	9 1% N	1	11	1	9	7	5	7
INCREASE TRAFFIC/ATTRACT CUSTOMERS (NET)	224 7%	38 8%	19 5%	39 7%	35 8% C	93 6%	157 7% H	67 5%	28 6%	69 7%	99 7%	19 6%	9 7%	97 7%	99 7%	28 7%	171 6%	53 7%	139 7% T	155 6%	92 7%	132 7%
To attract customers/increase traffic	90 3%	16 3%	7 2%	15 3%	19 5% ACF	33 2%	65 3%	25 2%	13 3%	25 2%	39 3%	7 2%	6 5%	38 3%	39 3%	13 3%	65 2%	25 3%	45 2%	64 3%	32 2%	58 3%
Attract a variety/different target audience(s)	73 2%	15 3%	10 3%	14 3%	7 2%	27 2%	48 2%	25 2%	8 2%	24 2%	33 2%	6 2%	2 2%	32 2%	33 2%	8 2%	57 2%	16 2%	51 3% T	47 2%	35 3%	38 2%
Popularity of site	25 1%	3 1%	1	2	5 1%	14 1%	19 1%	6	2	6 1%	13 1%	3 1%	1 1%	8 1%	13 1%	4 1%	18 1%	7 1%	19 1%	20 1%	13 1%	12 1%
To make it easy to remember	18 1%	2	-	5 1%	2	9 1%	12 1%	6	1	10 1%	6	1	-	11 1%	6	1	16 1%	2	14 1%	11	8 1%	10
Other increase traffic/attract customers mentions	21 1%	2	1	4 1%	2	12 1%	14 1%	7 1%	4 1%	6 1%	9 1%	2 1%	-	10 1%	9 1%	2	17 1%	4 1%	12 1%	16 1%	5	16 1%
ACCESSIBILITY (NET)	161 5% BD	8 2%	13 3% D	7 1%	27 7% BCD	106 7% ABCD	91 4%	70 6%	22 5%	52 5%	74 5%	11 4%	2 2%	74 5%	74 5%	13 3%	126 5%	35 5%	99 5%	117 5%	72 5%	89 4%
Convenience	58 2% BCDE	1	-	-	1	56 4% ABCDE	25 1%	33 3% G	5 1%	17 2%	33 2%	2 1%	1 1%	22 1%	33 2% P	3 1%	55 2% R	3	45 2% T	38 2%	34 3% V	24 1%
For easy/quick accessibility	50 1% D	5 1%	6 2% D	1	13 3% ABDF	25 2% D	31 1%	19 2%	9 2%	17 2%	18 1%	5 2%	1 1%	26 2%	18 1%	6 1%	35 1%	15 2%	27 1%	36 1%	18 1%	32 2%
To simplify search/easy to use	41 1%	2	5 1%	4 1%	9 2% B	21 1%	29 1%	12 1%	5 1%	14 1%	18 1%	4 1%	-	19 1%	18 1%	4 1%	27 1%	14 2% Q	23 1%	32 1%	16 1%	25 1%
Other accessibility mentions	17 1%	-	3 1%	2	5 1% AB	7	10	7 1%	3 1%	4	9 1%	1	-	7	9 1%	1	13	4 1%	6	15 1%	7 1%	10

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

Q730. To the best of your knowledge, why do some websites have different extensions?

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name	Registered duplicate domain names		
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker		Consumer	Commer- cial	Yes
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
SITE CHARACTERISTICS (NET)	109 3% BD	4 1%	14 4% B	9 2%	16 4% BD	66 4% ABD	53 3%	56 4% G	16 4% M	24 2%	58 4% JM	11 4% M	-	40 3%	58 4% N	11 3%	83 3%	26 4%	55 3%	86 3%	39 3%	70 3%
To be different/unique	56 2% B	2 1%	4 1%	4 1%	8 2% B	38 2% ABD	28 1%	28 2%	7 2%	10 1%	34 2% J	5 2%	-	17 1%	34 2% N	5 1%	43 2%	13 2%	27 1%	41 2%	18 1%	38 2%
Reliability/Trustworthines s of website	24 1%	1 1%	5 1%	3 1%	5 1%	10 1%	15 1%	9 1%	8 2% JK	4 1%	10 1%	2 1%	-	12 1%	10 1%	2 1%	18 1%	6 1%	12 1%	22 1%	9 1%	15 1%
Other site characteristics mentions	30 1%	1 1%	5 1%	2 1%	3 1%	19 1% B	11 1%	19 2% G	2 1%	10 1%	14 1%	4 1%	-	12 1%	14 1%	4 1%	23 1%	7 1%	17 1%	24 1%	13 1%	17 1%
TECHNOLOGY DRIVEN (NET)	92 3%	10 2%	10 3%	14 3%	11 3%	47 3%	54 3%	38 3%	14 3% M	35 3% M	39 3%	4 1%	-	49 3% P	39 3% P	4 1%	65 2%	27 4%	59 3%	68 3%	34 3%	58 3%
Different servers	47 1%	4 1%	3 1%	10 2%	4 1%	26 2%	27 1%	20 2%	10 2%	19 2%	16 1%	2 1%	-	29 2% P	16 1%	2 1%	33 1%	14 2%	30 2%	34 1%	19 1%	28 1%
Different network/service providers	20 1%	4 1%	-	2 1%	3 1%	11 1%	9 1%	11 1%	5 1%	7 1%	7 1%	1 1%	-	12 1%	7 1%	1 1%	14 1%	6 1%	13 1%	13 1%	8 1%	12 1%
Other technology driven mentions	28 1%	2 1%	7 2% AD	2 1%	4 1%	13 1%	19 1%	9 1%	-	10 1% I	17 1% I	1 1%	-	10 1%	17 1%	1 1%	21 1%	7 1%	18 1%	23 1%	8 1%	20 1%
SECURITY (NET)	91 3% B	6 1%	17 4% AB	11 2%	16 4% B	41 3%	54 3%	37 3%	12 3%	29 3%	39 3%	11 4% M	-	41 3%	39 3%	11 3%	70 3%	21 3%	48 3%	72 3%	36 3%	55 3%
Safety/Security reasons	78 2% B	4 1%	16 4% ABD	8 2%	14 3% B	36 2% B	47 2%	31 2%	10 2%	25 2%	32 2%	11 4% M	-	35 2%	32 2%	11 3%	59 2%	19 3%	43 2%	61 2%	30 2%	48 2%
Other security mentions	15 1%	3 1%	1 1%	4 1%	2 1%	5 1%	7 1%	8 1%	2 1%	4 1%	8 1%	1 1%	-	6 1%	8 1%	1 1%	13 1%	2 1%	7 1%	11 1%	6 1%	9 1%
DECISION MAKING (NET)	75 2%	16 3%	6 2%	11 2%	12 3%	30 2%	50 2%	25 2%	7 2%	24 2%	37 3%	5 2%	2 2%	31 2%	37 3%	7 2%	53 2%	22 3%	44 2%	55 2%	32 2%	43 2%
Depends on/determined by the owner	66 2%	15 3% AF	5 1%	10 2%	12 3%	24 2%	45 2%	21 2%	6 1%	20 2%	33 2%	5 2%	2 2%	26 2%	33 2%	7 2%	45 2%	21 3% Q	38 2%	49 2%	28 2%	38 2%
Other decision making mentions	9 1%	1 1%	1 1%	1 1%	-	6 1%	5 1%	4 1%	1 1%	4 1%	4 1%	-	-	5 1%	4 1%	-	8 1%	1 1%	6 1%	6 1%	4 1%	5 1%
None	41 1% E	6 1% E	2 1%	8 2% E	-	25 2% E	25 1%	16 1%	8 2%	15 1%	12 1%	4 1%	2 2%	23 2%	12 1%	6 1%	38 1% R	3 1%	12 1%	36 1% S	20 2%	21 1%
Don't know	329 10% B	28 6%	41 10% B	86 16% ABCEF	30 7%	144 9% B	169 8%	160 13% G	36 8%	92 9%	137 9%	40 13% IJK	24 19% IJK	128 9%	137 9%	64 15% NO	248 9%	81 11%	165 9%	209 8%	88 7%	241 12% U

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

Q730. To the best of your knowledge, why do some websites have different extensions?

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Declined to answer	207 6% BCE	14 3%	11 3%	44 8% ABCE	8 2%	130 8% ABCE	123 6%	84 7%	32 7% L	77 7% L	83 6% L	8 3%	7 6%	109 7% P	83 6%	15 4%	175 7% R	32 4%	103 5%	160 6%	109 8% V	98 5%
Sigma	4655 139%	808 171%	559 140%	746 140%	590 143%	1952 127%	2968 142%	1687 134%	584 134%	1437 136%	2030 140%	433 146%	171 136%	2021 136%	2030 140%	604 143%	3630 138%	1025 142%	2722 144%	3480 140%	1883 141%	2772 137%

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

Q736. What has your experience been like with websites that have the following domain name extensions?

28 Aug 2015  
Table 189

SUMMARY TABLE OF TOP 2 BOX

Base: Personally Visited Any Of The TLD When Going To Websites

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3286	468	397	523	403	1495	2052	1234	422	1038	1413	290	123	1460	1413	413	2587	699	1858	2436	1317	1969
.ph	71 100%	-	-	-	-	71 100%	29 100%	42 100%	14 100%	27 100%	26 100%	3 100%	1 100%	41 100%	26 100%	4 100%	45 100%	26 100%	38 100%	61 100%	19 100%	52 100%
.fr	77 100%	-	-	77 100%	-	-	54 100%	23 100%	8 100%	19 100%	37 100%	9 100%	4 100%	27 100%	37 100%	13 100%	60 100%	17 100%	46 100%	47 100%	37 100%	40 100%
.de	111 99%	-	-	111 99%	-	-	69 100%	42 98%	14 100%	23 100%	53 98%	15 100%	6 100%	37 100%	53 98%	21 100%	91 99%	20 100%	73 100%	63 98%	33 97%	78 100%
.mx	92 99%	92 99%	-	-	-	-	61 98%	31 100%	13 100%	28 100%	43 98%	6 100%	2 100%	41 100%	43 98%	8 100%	72 99%	20 100%	42 98%	75 99%	31 97%	61 100%
.ng	161 99%	-	-	-	161 99%	-	131 99%	30 97%	17 100%	88 99%	53 98%	3 100%	-	105 99%	53 98%	3 100%	100 98%	61 100%	81 99%	146 99%	40 98%	121 99%
.uk	78 99%	-	-	78 99%	-	-	48 98%	30 100%	3 100%	13 100%	34 97%	18 100%	10 100%	16 100%	34 97%	28 100%	58 98%	20 100%	39 98%	51 98%	26 96%	52 100%
.id	74 99%	-	-	-	-	74 99%	49 98%	25 100%	10 100%	30 100%	34 100%	-	-	40 100%	34 100%	-	51 98%	23 100%	56 98%	59 98%	26 96%	48 100%
.in	220 98%	-	-	-	-	220 98%	113 98%	107 98%	31 94%	74 99%	97 99%	18 100%	-	105 97%	97 99%	18 100%	179 99%	41 95%	110 99%	181 98%	59 97%	161 99%
.ru	107 98%	-	-	-	-	107 98%	71 99%	36 97%	8 89%	45 100%	47 100%	6 86%	1 100%	53 98%	47 100%	7 88%	88 98%	19 100%	74 99%	78 99%	52 98%	55 98%
.co	102 98%	-	102 98%	-	-	-	70 97%	32 100%	11 100%	29 97%	50 98%	8 100%	4 100%	40 98%	50 98%	12 100%	78 99%	24 96%	51 98%	92 99%	50 100%	52 96%
.za	91 98%	-	-	-	91 98%	-	55 96%	36 100%	13 100%	19 95%	40 100%	13 93%	6 100%	32 97%	40 100%	19 95%	65 97%	26 100%	45 100%	73 97%	26 100%	65 97%
.pl	44 98%	-	-	44 98%	-	-	21 100%	23 96%	8 100%	14 100%	16 100%	6 86%	-	22 100%	16 100%	6 86%	32 100%	12 92%	25 96%	26 100%	15 100%	29 97%
.com	2815 98%	428 98%	336 98%	440 97%	369 99% ABDF	1242 97%	1775 98%	1040 98%	343 99%	869 98%	1238 97%	260 97%	105 97%	1212 98%	1238 97%	365 97%	2226 98% R	589 97%	1646 98%	2088 98%	1090 98% V	1725 97%
.tr	35 97%	-	-	35 97%	-	-	23 96%	12 100%	8 100%	10 100%	15 94%	2 100%	-	18 100%	15 94%	2 100%	31 97%	4 100%	18 100%	26 96%	9 100%	26 96%
.ar	77 96%	-	77 96%	-	-	-	49 94%	28 100%	7 100%	19 95%	45 100%	3 60%	3 100%	26 96%	45 100%	6 75%	51 94%	26 100%	46 94%	63 95%	29 97%	48 96%
.cn	380 96%	-	-	-	-	380 96%	194 94%	186 99% G	44 98%	172 97%	153 94%	7 100%	4 100%	216 97%	153 94%	11 100%	342 96%	38 97%	274 97%	250 96%	175 97%	205 96%

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



Q736. What has your experience been like with websites that have the following domain name extensions?

28 Aug 2015  
Table 189

SUMMARY TABLE OF TOP 2 BOX

Base: Personally Visited Any Of The TLD When Going To Websites

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3286	468	397	523	403	1495	2052	1234	422	1038	1413	290	123	1460	1413	413	2587	699	1858	2436	1317	1969
.jp	142 96%	-	-	-	-	142 96%	101 96%	41 95%	7 100%	23 100%	69 93%	29 97%	14 100%	30 100%	69 93%	43 98%	111 97%	31 94%	87 99%	73 94%	28 93%	114 97%
.br	131 96%	-	131 96%	-	-	-	81 96%	50 94%	31 100%	38 97%	54 93%	7 100%	1 50%	69 99%	54 93%	8 89%	104 96%	27 93%	66 96%	109 96%	51 98%	80 94%
.es	42 95%	-	-	42 95%	-	-	22 96%	20 95%	6 100%	5 83%	25 96%	4 100%	2 100%	11 92%	25 96%	6 100%	32 94%	10 100%	20 100%	27 93%	18 100%	24 92%
.kr	72 95%	-	-	-	-	72 95%	51 96%	21 91%	10 100%	17 89%	41 95%	4 100%	-	27 93%	41 95%	4 100%	64 96%	8 89%	49 92%	48 100%	35 95%	37 95%
.vn	36 95%	-	-	-	-	36 95%	25 96%	11 92%	16 94%	12 100%	8 89%	-	-	28 97%	8 89%	-	25 96%	11 92%	31 94%	19 95%	17 89%	19 100%
.it	50 94%	-	-	50 94%	-	-	36 92%	14 100%	5 83%	14 100%	26 96%	4 100%	1 50%	19 95%	26 96%	5 83%	41 93%	9 100%	25 96%	44 96%	34 97%	16 89%
.org	2115 94%	396 97% ACDF	275 93%	363 93%	309 96%	772 93%	1392 94%	723 95%	240 92%	650 94%	936 94%	199 94%	90 98%	890 94%	936 94%	289 95%	1667 94%	448 94%	1225 94%	1631 95%	804 94%	1311 94%
.net	2211 94%	373 94%	263 93%	359 93%	294 95%	922 94%	1431 93%	780 95%	257 91%	700 95% I	971 94%	196 93%	87 94%	957 94%	971 94%	283 93%	1764 94%	447 92%	1315 94%	1677 94%	865 95%	1346 93%
.ca	81 91%	81 91%	-	-	-	-	48 89%	33 94%	16 94%	17 85%	26 90%	17 94%	5 100%	33 89%	26 90%	22 96%	58 91%	23 92%	51 94%	56 89%	24 92%	57 90%
.us	139 89%	139 89%	-	-	-	-	89 86%	50 94%	3 100%	19 79%	64 90%	30 94%	23 85%	22 81%	64 90%	53 90%	123 89%	16 84%	89 87%	115 86%	77 88%	62 90%
.eg	64 88%	-	-	-	64 88%	-	58 87%	6 100%	15 94%	29 88%	19 83%	1 100%	-	44 90%	19 83%	1 100%	39 85%	25 93%	31 86%	46 85%	26 87%	38 88%
.info	1195 88% F	182 88%	132 84%	241 93% ACF	164 90%	476 85%	805 86%	390 92% G	132 90%	389 86%	545 88%	97 86%	32 84%	521 87%	545 88%	129 85%	966 87%	229 89%	767 89%	927 88%	527 88%	668 87%
.coop	131 86%	14 93%	17 77%	22 79%	2 67%	76 89%	62 79%	69 92% G	7 58%	44 88%	74 88%	5 100%	1 50%	51 82%	74 88%	6 86%	117 87%	14 74%	98 85%	103 86%	72 84%	59 88%
.pro	194 84%	15 75%	14 88%	33 83%	9 69%	123 86%	116 83%	78 85%	16 84%	81 81%	91 88%	6 86%	-	97 82%	91 88%	6 67%	168 86% R	26 72%	135 84%	160 84%	100 83%	94 85%
.tel	191 82%	14 74%	17 77%	29 81%	15 75%	116 85%	111 78%	80 87%	25 76%	76 81%	77 84%	9 90%	4 80%	101 80%	77 84%	13 87%	172 84%	19 66%	128 80%	156 83%	92 82%	99 81%
.asia	208 81%	13 68%	12 67%	22 79%	14 74%	147 85% A	133 77%	75 90% G	21 75%	82 80%	93 84%	10 100%	2 50%	103 79%	93 84%	12 86%	181 82%	27 75%	154 83%	177 80%	108 84%	100 79%

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

Q736. What has your experience been like with websites that have the following domain name extensions?  
SUMMARY TABLE OF TOP 2 BOX

28 Aug 2015  
Table 189

Base: Personally Visited Any Of The TLD When Going To Websites

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3286	468	397	523	403	1495	2052	1234	422	1038	1413	290	123	1460	1413	413	2587	699	1858	2436	1317	1969
.mobi	404 81%	63 82%	32 89%	51 78%	104 84%	154 77%	296 80%	108 84%	60 82%	152 80%	169 82%	19 83%	4 50%	212 81%	169 82%	23 74%	324 80%	80 83%	274 80%	331 82%	200 80%	204 81%
.biz	749 79% B	121 72%	55 71%	138 78%	128 86% ABCD	307 82% BC	543 79%	206 80%	56 76%	243 79% M	370 81% M	59 78%	21 64%	299 78%	370 81%	80 73%	628 79%	121 79%	467 79%	601 79%	338 79%	411 79%

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

Q736. What has your experience been like with websites that have the following domain name extensions?

28 Aug 2015  
Table 190

SUMMARY TABLE OF BOTTOM 2 BOX

Base: Personally Visited Any Of The TLD When Going To Websites

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3286	468	397	523	403	1495	2052	1234	422	1038	1413	290	123	1460	1413	413	2587	699	1858	2436	1317	1969
.biz	188 20% E	43 25% AEF	22 29% AEF	37 21%	19 13%	67 18%	140 20%	48 19%	17 23%	62 20%	82 18%	16 21%	11 33% K	79 21%	82 18%	27 25%	157 20%	31 20%	118 20%	150 20%	86 20%	102 20%
.asia	47 18% F	6 32%	6 33%	6 21%	5 26%	24 14%	39 23% H	8 10%	7 25%	20 19%	18 16%	- -	2 50%	27 21%	18 16%	2 14%	39 18%	8 22%	32 17%	43 19%	20 16%	27 21%
.mobi	91 18%	13 17%	4 11%	13 20%	20 16%	41 21%	71 19%	20 16%	12 16%	35 18%	36 17%	4 17%	4 50%	47 18%	36 17%	8 26%	76 19%	15 16%	64 19%	72 18%	46 18%	45 18%
.tel	42 18%	5 26%	5 23%	6 17%	5 25%	21 15%	30 21%	12 13%	7 21%	18 19%	15 16%	1 10%	1 20%	25 20%	15 16%	2 13%	32 16%	10 34%	31 19%	31 17%	19 17%	23 19%
.pro	34 15%	4 20%	2 13%	5 13%	4 31%	19 13%	22 16%	12 13%	3 16%	17 17%	11 11%	1 14%	2 100%	20 17%	11 11%	3 33%	24 12%	10 28% Q	23 14%	28 15%	20 17%	14 13%
.coop	22 14%	1 7%	5 23%	6 21%	1 33%	9 11%	16 21% H	6 8%	5 42%	6 12%	10 12%	- -	1 50%	11 18%	10 12%	1 14%	17 13%	5 26%	17 15%	17 14%	14 16%	8 12%
.info	159 12% D	22 11%	24 15% D	15 6%	18 10%	80 14% AD	126 13% H	33 8%	13 9%	58 13%	66 11%	16 14%	6 16%	71 12%	66 11%	22 15%	134 12%	25 10%	96 11%	123 12%	69 12%	90 12%
.eg	8 11%	-	-	-	8 11%	-	8 12%	-	1 6%	4 12%	3 13%	-	-	5 10%	3 13%	-	6 13%	2 7%	5 14%	7 13%	4 13%	4 9%
.us	17 11%	17 11%	-	-	-	-	14 13%	3 6%	-	5 21%	6 8%	2 6%	4 15%	5 19%	6 8%	6 10%	14 10%	3 16%	12 12%	17 13%	10 11%	7 10%
.ca	6 7%	6 7%	-	-	-	-	5 9%	1 3%	1 6%	2 10%	2 7%	1 6%	-	3 8%	2 7%	1 4%	4 6%	2 8%	2 4%	6 10%	2 8%	4 6%
.net	138 6%	22 6%	19 7%	21 5%	13 4%	63 6%	96 6%	42 5%	24 9% J	34 5%	63 6%	11 5%	6 6%	58 6%	63 6%	17 6%	102 5%	36 7%	83 6%	95 5%	49 5%	89 6%
.kr	4 5%	-	-	-	-	4 5%	2 4%	2 9%	-	2 11%	2 5%	-	-	2 7%	2 5%	-	3 4%	1 11%	4 8%	-	2 5%	2 5%
.vn	2 5%	-	-	-	-	2 5%	1 4%	1 8%	1 6%	-	1 11%	-	-	1 3%	1 11%	-	1 4%	1 8%	2 6%	1 5%	2 11%	-
.org	115 5% B	10 2%	19 6% B	22 6% B	12 4%	52 6% B	82 6%	33 4%	19 7%	36 5%	49 5%	9 4%	2 2%	55 6%	49 5%	11 4%	90 5%	25 5%	64 5%	84 5%	48 6%	67 5%
.br	6 4%	-	6 4%	-	-	-	3 4%	3 6%	-	1 3%	4 7%	-	1 50%	1 1%	4 7%	1 11%	4 4%	2 7%	3 4%	4 4%	1 2%	5 6%
.jp	6 4%	-	-	-	-	6 4%	4 4%	2 5%	-	-	5 7%	1 3%	-	-	5 7%	1 2%	4 3%	2 6%	1 1%	5 6%	2 7%	4 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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q736. What has your experience been like with websites that have the following domain name extensions?  
SUMMARY TABLE OF BOTTOM 2 BOX

28 Aug 2015  
Table 190

Base: Personally Visited Any Of The TLD When Going To Websites

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3286	468	397	523	403	1495	2052	1234	422	1038	1413	290	123	1460	1413	413	2587	699	1858	2436	1317	1969
.it	2 4%	-	-	2 4%	-	-	2 5%	-	1 17%	-	-	-	1 50%	1 5%	-	1 17%	2 5%	-	1 4%	1 2%	1 3%	1 6%
.ar	3 4%	-	3 4%	-	-	-	3 6%	-	-	1 5%	-	2 40%	-	1 4%	-	2 25%	3 6%	-	3 6%	3 5%	1 3%	2 4%
.cn	13 3%	-	-	-	-	13 3%	12 6% H	1 1%	1 2%	5 3%	7 4%	-	-	6 3%	7 4%	-	12 3%	1 3%	7 2%	9 3%	6 3%	7 3%
.tr	1 3%	-	-	1 3%	-	-	1 4%	-	-	-	1 6%	-	-	-	1 6%	-	1 3%	-	-	1 4%	-	1 4%
.es	1 2%	-	-	1 2%	-	-	1 4%	-	-	-	1 4%	-	-	-	1 4%	-	1 3%	-	-	1 3%	-	1 4%
.pl	1 2%	-	-	1 2%	-	-	-	1 4%	-	-	-	1 14%	-	-	-	1 14%	-	1 8%	1 4%	-	-	1 3%
.za	2 2%	-	-	-	2 2%	-	2 4%	-	-	1 5%	-	1 7%	-	1 3%	-	1 5%	2 3%	-	-	2 3%	-	2 3%
.co	2 2%	-	2 2%	-	-	-	2 3%	-	-	1 3%	1 2%	-	-	1 2%	1 2%	-	1 1%	1 4%	1 2%	1 1%	-	2 4%
.com	54 2% E	6 1%	7 2%	11 2% E	2 1%	28 2% E	39 2%	15 1%	4 1%	16 2%	28 2%	3 1%	3 3%	20 2%	28 2%	6 2%	37 2%	17 3%	28 2%	42 2%	16 1%	38 2%
.ru	2 2%	-	-	-	-	2 2%	1 1%	3 3%	1 11%	-	-	1 14%	-	1 2%	-	1 13%	2 2%	-	1 1%	1 1%	1 2%	1 2%
.in	4 2%	-	-	-	-	4 2%	2 2%	2 2%	2 6%	1 1%	1 1%	-	-	3 3%	1 1%	-	2 1%	2 5%	1 1%	4 2%	2 3%	2 1%
.id	1 1%	-	-	-	-	1 1%	1 2%	-	-	-	-	1 100%	-	-	-	1 100%	1 2%	-	1 2%	1 2%	1 4%	-
.uk	1 1%	-	-	1 1%	-	-	1 2%	-	-	-	1 3%	-	-	-	1 3%	-	1 2%	-	1 3%	1 2%	1 4%	-
.ng	2 1%	-	-	-	2 1%	-	1 1%	1 3%	-	1 1%	1 2%	-	-	1 1%	1 2%	-	2 2%	-	1 1%	2 1%	1 2%	1 1%
.mx	1 1%	1 1%	-	-	-	-	1 2%	-	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	1 2%	1 1%	1 3%	-
.de	1 1%	-	-	1 1%	-	-	-	1 2%	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	-	1 2%	1 3%	-

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

Q736. What has your experience been like with websites that have the following domain name extensions?  
SUMMARY TABLE OF BOTTOM 2 BOX

28 Aug 2015  
Table 190

Base: Personally Visited Any Of The TLD When Going To Websites

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3286	468	397	523	403	1495	2052	1234	422	1038	1413	290	123	1460	1413	413	2587	699	1858	2436	1317	1969
.ph	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.fr	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q736\_1. What has your experience been like with websites that have the following domain name extensions?

28 Aug 2015  
Table 191

1. .biz

Base: Personally Visited .biz When Going To Websites

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	947	169	77*	178	148	375	690	257	74*	307	457	76*	33*	381	457	109	794	153	588	759	427	520
TOP 2 BOX (NET)	749 79% B	121 72%	55 71%	138 78%	128 86% ABCD	307 82% BC	543 79%	206 80%	56 76%	243 79% M	370 81% M	59 78%	21 64%	299 78%	370 81%	80 73%	628 79%	121 79%	467 79%	601 79%	338 79%	411 79%
Very positive	239 25%	37 22%	21 27%	37 21%	48 32% ABD	96 26%	174 25%	65 25%	14 19%	72 23%	130 28%	18 24%	5 15%	86 23%	130 28%	23 21%	207 26%	32 21%	154 26%	205 27%	118 28%	121 23%
Somewhat positive	510 54%	84 50%	34 44%	101 57%	80 54%	211 56%	369 53%	141 55%	42 57%	171 56%	240 53%	41 54%	16 48%	213 56%	240 53%	57 52%	421 53%	89 58%	313 53%	396 52%	220 52%	290 56%
BOTTOM 2 BOX (NET)	188 20% E	43 25% AEF	22 29% AEF	37 21%	19 13%	67 18%	140 20%	48 19%	17 23%	62 20%	82 18%	16 21%	11 33% K	79 21%	82 18%	27 25%	157 20%	31 20%	118 20%	150 20%	86 20%	102 20%
Somewhat negative	168 18% E	40 24% AEF	18 23% E	32 18%	16 11%	62 17%	125 18%	43 17%	14 19%	52 17%	77 17%	15 20%	10 30%	66 17%	77 17%	25 23%	143 18%	25 16%	105 18%	134 18%	74 17%	94 18%
Very negative	20 2%	3 2%	4 5% F	5 3%	3 2%	5 1%	15 2%	5 2%	3 4%	10 3% K	5 1%	1 1%	1 3%	13 3% O	5 1%	2 2%	14 2%	6 4%	13 2%	16 2%	12 3%	8 2%
Not Sure	10 1% F	5 3% AF	-	3 2%	1 1%	1 *	7 1%	3 1%	1 1%	2 1%	5 1%	1 1%	1 3%	3 1%	5 1%	2 2%	9 1%	1 1%	3 1%	8 1%	3 1%	7 1%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	947 100%	169 100%	77 100%	178 100%	148 100%	375 100%	690 100%	257 100%	74 100%	307 100%	457 100%	76 100%	33 100%	381 100%	457 100%	109 100%	794 100%	153 100%	588 100%	759 100%	427 100%	520 100%

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

Q736\_2. What has your experience been like with websites that have the following domain name extensions?  
2. .com

28 Aug 2015  
Table 192

Base: Personally Visited .com When Going To Websites

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2879	438	343	452	371	1275	1820	1059	347	887	1270	267	108	1234	1270	375	2269	610	1679	2136	1107	1772
TOP 2 BOX (NET)	2815 98%	428 98%	336 98%	440 97%	369 99% ABDF	1242 97%	1775 98%	1040 98%	343 99%	869 98%	1238 97%	260 97%	105 97%	1212 98%	1238 97%	365 97%	2226 98% R	589 97%	1646 98%	2088 98%	1090 98% V	1725 97%
Very positive	1902 66% DF	323 74% ADF	264 77% ADF	230 51% ABDF	305 82% ABDF	780 61% D	1194 66%	708 67%	229 66%	599 68%	840 66%	171 64%	63 58%	828 67%	840 66%	234 62%	1504 66%	398 65%	1121 67%	1482 69% S	761 69% V	1141 64%
Somewhat positive	913 32% BCE	105 24% E	72 21% ABCE	210 46% ABCE	64 17% ABCE	462 36% E	581 32%	332 31%	114 33%	270 30%	398 31%	89 33%	42 39%	384 31%	398 31%	131 35%	722 32%	191 31%	525 31% T	606 28%	329 30%	584 33%
BOTTOM 2 BOX (NET)	54 2% E	6 1%	7 2%	11 2% E	2 1%	28 2% E	39 2%	15 1%	4 1%	16 2%	28 2%	3 1%	3 3%	20 2%	28 2%	6 2%	37 2%	17 3%	28 2%	42 2%	16 1%	38 2%
Somewhat negative	44 2%	4 1%	7 2%	9 2%	2 1%	22 2%	34 2%	10 1%	3 1%	13 1%	24 2%	2 1%	2 2%	16 1%	24 2%	4 1%	31 1%	13 2%	25 1%	33 2%	12 1%	32 2%
Very negative	10	2	-	2	-	6	5	5	1	3	4	1	1 1%	4	4	2 1%	6	4 1%	3	9	4	6
Not Sure	9	3 1%	-	1	-	5	5	4	-	2	4	3 1%	-	2	4	3 1%	6	3	5	5	1	8
Decline to Answer	1	1	-	-	-	-	1	-	-	-	-	1	-	-	-	1	-	1	-	1	-	1
Sigma	2879 100%	438 100%	343 100%	452 100%	371 100%	1275 100%	1820 100%	1059 100%	347 100%	887 100%	1270 100%	267 100%	108 100%	1234 100%	1270 100%	375 100%	2269 100%	610 100%	1679 100%	2136 100%	1107 100%	1772 100%

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

Q736\_3. What has your experience been like with websites that have the following domain name extensions?

28 Aug 2015  
Table 193

3. .info

Base: Personally Visited .info When Going To Websites

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1364	207	157	260	183	557	938	426	146	450	617	113	38*	596	617	151	1108	256	866	1059	598	766
TOP 2 BOX (NET)	1195 88% F	182 88%	132 84%	241 93% ACF	164 90%	476 85%	805 86%	390 92% G	132 90%	389 86%	545 88%	97 86%	32 84%	521 87%	545 88%	129 85%	966 87%	229 89%	767 89%	927 88%	527 88%	668 87%
Very positive	445 33%	66 32%	53 34%	76 29%	66 36%	184 33%	273 29%	172 40% G	40 27%	146 32%	208 34%	44 39% M	7 18%	186 31%	208 34%	51 34%	369 33%	76 30%	295 34%	354 33%	212 35% V	233 30%
Somewhat positive	750 55%	116 56%	79 50%	165 63% ACEF	98 54%	292 52%	532 57%	218 51%	92 63% L	243 54%	337 55%	53 47%	25 66% L	335 56%	337 55%	78 52%	597 54%	153 60%	472 55%	573 54%	315 53%	435 57%
BOTTOM 2 BOX (NET)	159 12% D	22 11%	24 15% D	15 6%	18 10%	80 14% AD	126 13% H	33 8%	13 9%	58 13%	66 11%	16 14%	6 16%	71 12%	66 11%	22 15%	134 12%	25 10%	96 11%	123 12%	69 12%	90 12%
Somewhat negative	140 10% D	16 8%	21 13% D	14 5%	17 9%	72 13% ABD	112 12% H	28 7%	10 7%	54 12%	58 9%	13 12%	5 13%	64 11%	58 9%	18 12%	118 11%	22 9%	84 10%	106 10%	59 10%	81 11%
Very negative	19 1%	6 3% D	3 2%	1	1 1%	8 1%	14 1%	5 1%	3 2%	4 1%	8 1%	3 3%	1 3%	7 1%	8 1%	4 3%	16 1%	3 1%	12 1%	17 2%	10 2%	9 1%
Not Sure	10 1% F	3 1% F	1 1%	4 2% F	1 1%	1	7 1%	3 1%	1 1%	3 1%	6 1%	-	-	4 1%	6 1%	-	8 1%	2 1%	3	9 1% S	2	8 1%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1364 100%	207 100%	157 100%	260 100%	183 100%	557 100%	938 100%	426 100%	146 100%	450 100%	617 100%	113 100%	38 100%	596 100%	617 100%	151 100%	1108 100%	256 100%	866 100%	1059 100%	598 100%	766 100%

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



Q736\_4. What has your experience been like with websites that have the following domain name extensions?  
4. .mobi

28 Aug 2015  
Table 194

Base: Personally Visited .mobi When Going To Websites

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	501	77*	36*	65*	124	199	372	129	73*	190	207	23**	8**	263	207	31*	405	96*	343	406	250	251
TOP 2 BOX (NET)	404 81%	63 82%	32 89%	51 78%	104 84%	154 77%	296 80%	108 84%	60 82%	152 80%	169 82%	19 83%	4 50%	212 81%	169 82%	23 74%	324 80%	80 83%	274 80%	331 82%	200 80%	204 81%
Very positive	147 29% D	23 30%	14 39% D	12 18%	40 32% D	58 29%	107 29%	40 31%	20 27%	53 28%	65 31%	6 26%	3 38%	73 28%	65 31%	9 29%	122 30%	25 26%	109 32%	121 30%	77 31%	70 28%
Somewhat positive	257 51%	40 52%	18 50%	39 60%	64 52%	96 48%	189 51%	68 53%	40 55%	99 52%	104 50%	13 57%	1 13%	139 53%	104 50%	14 45%	202 50%	55 57%	165 48%	210 52%	123 49%	134 53%
BOTTOM 2 BOX (NET)	91 18%	13 17%	4 11%	13 20%	20 16%	41 21%	71 19%	20 16%	12 16%	35 18%	36 17%	4 17%	4 50%	47 18%	36 17%	8 26%	76 19%	15 16%	64 19%	72 18%	46 18%	45 18%
Somewhat negative	76 15%	10 13%	3 8%	11 17%	16 13%	36 18%	59 16%	17 13%	9 12%	30 16%	30 14%	4 17%	3 38%	39 15%	30 14%	7 23%	65 16%	11 11%	56 16%	58 14%	37 15%	39 16%
Very negative	15 3%	3 4%	1 3%	2 3%	4 3%	5 3%	12 3%	3 2%	3 4%	5 3%	6 3%	- -	1 13%	8 3%	6 3%	1 3%	11 3%	4 4%	8 2%	14 3%	9 4%	6 2%
Not Sure	6 1%	1 1%	-	1 2%	-	4 2%	5 1%	1 1%	1 1%	3 2%	2 1%	- -	- -	4 2%	2 1%	-	5 1%	1 1%	5 1%	3 1%	4 2%	2 1%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	501 100%	77 100%	36 100%	65 100%	124 100%	199 100%	372 100%	129 100%	73 100%	190 100%	207 100%	23 100%	8 100%	263 100%	207 100%	31 100%	405 100%	96 100%	343 100%	406 100%	250 100%	251 100%

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

Q736\_5. What has your experience been like with websites that have the following domain name extensions?

28 Aug 2015  
Table 195

5. .net

Base: Personally Visited .net When Going To Websites

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2359	398	282	385	308	986	1535	824	282	736	1038	210	93*	1018	1038	303	1873	486	1402	1779	915	1444
TOP 2 BOX (NET)	2211 94%	373 94%	263 93%	359 93%	294 95%	922 94%	1431 93%	780 95%	257 91%	700 95%	971 94%	196 93%	87 94%	957 94%	971 94%	283 93%	1764 94%	447 92%	1315 94%	1677 94%	865 95%	1346 93%
Very positive	1085 46% D	194 49% D	141 50% D	125 32%	167 54% ADF	458 46% D	712 46%	373 45%	110 39%	344 47% I	503 48% I	88 42%	40 43%	454 45%	503 48%	128 42%	874 47%	211 43%	648 46%	866 49% S	468 51% V	617 43%
Somewhat positive	1126 48% E	179 45%	122 43%	234 61% ABCEF	127 41%	464 47%	719 47%	407 49%	147 52% K	356 48%	468 45%	108 51%	47 51%	503 49% O	468 45%	155 51%	890 48%	236 49%	667 48%	811 46%	397 43%	729 50% U
BOTTOM 2 BOX (NET)	138 6%	22 6%	19 7%	21 5%	13 4%	63 6%	96 6%	42 5%	24 9% J	34 5%	63 6%	11 5%	6 6%	58 6%	63 6%	17 6%	102 5%	36 7%	83 6%	95 5%	49 5%	89 6%
Somewhat negative	126 5%	18 5%	16 6%	20 5%	12 4%	60 6%	90 6%	36 4%	21 7% J	32 4%	59 6%	9 4%	5 5%	53 5%	59 6%	14 5%	95 5%	31 6%	79 6%	85 5%	43 5%	83 6%
Very negative	12 1%	4 1%	3 1%	1	1	3	6	6 1%	3 1%	2	4	2 1%	1 1%	5	4	3 1%	7	5 1%	4	10 1%	6 1%	6
Not Sure	9 F	2 1%	-	5 1% AF	1	1	7	2	1	2	4	2 1%	-	3	4	2 1%	7	2	4	6	1	8 1%
Decline to Answer	1	1	-	-	-	-	1	-	-	-	-	1 K	-	-	-	1	-	1 Q	-	1	-	1
Sigma	2359 100%	398 100%	282 100%	385 100%	308 100%	986 100%	1535 100%	824 100%	282 100%	736 100%	1038 100%	210 100%	93 100%	1018 100%	1038 100%	303 100%	1873 100%	486 100%	1402 100%	1779 100%	915 100%	1444 100%

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

Q736\_6. What has your experience been like with websites that have the following domain name extensions?

28 Aug 2015  
Table 196

6. .org

Base: Personally Visited .org When Going To Websites

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2244	410	295	389	322	828	1482	762	261	689	991	211	92*	950	991	303	1769	475	1297	1724	854	1390
TOP 2 BOX (NET)	2115 94%	396 97% ACDF	275 93%	363 93%	309 96%	772 93%	1392 94%	723 95%	240 92%	650 94%	936 94%	199 94%	90 98%	890 94%	936 94%	289 95%	1667 94%	448 94%	1225 94%	1631 95%	804 94%	1311 94%
Very positive	1181 53% DF	263 64% ADF	179 61% ADF	146 38%	201 62% ADF	392 47% D	779 53%	402 53%	120 46%	353 51%	550 55% I	111 53%	47 51%	473 50%	550 55% N	158 52%	937 53%	244 51%	696 54%	955 55%	471 55%	710 51%
Somewhat positive	934 42% BCE	133 32%	96 33%	217 56% ABCEF	108 34%	380 46% ABCE	613 41%	321 42%	120 46% K	297 43%	386 39%	88 42%	43 47%	417 44% O	386 39%	131 43%	730 41%	204 43%	529 41%	676 39%	333 39%	601 43% U
BOTTOM 2 BOX (NET)	115 5% B	10 2%	19 6% B	22 6% B	12 4%	52 6% B	82 6%	33 4%	19 7%	36 5%	49 5%	9 4%	2 2%	55 6%	49 5%	11 4%	90 5%	25 5%	64 5%	84 5%	48 6%	67 5%
Somewhat negative	97 4% B	7 2%	14 5% B	18 5% B	10 3%	48 6% AB	72 5%	25 3%	15 6%	32 5%	43 4%	6 3%	1 1%	47 5% P	43 4%	7 2%	77 4%	20 4%	53 4%	72 4%	40 5%	57 4%
Very negative	18 1%	3 1%	5 2% F	4 1%	2 1%	4 *	10 1%	8 1%	4 2%	4 1%	6 1%	3 1%	1 1%	8 1%	6 1%	4 1%	13 1%	5 1%	11 1%	12 1%	8 1%	10 1%
Not Sure	13 1%	3 1%	1 *	4 1%	1 *	4 *	7 *	6 1%	2 1%	3 *	6 1%	2 1%	-	5 1%	6 1%	2 1%	12 1%	1 *	8 1%	8 *	2 *	11 1%
Decline to Answer	1	1	-	-	-	-	1	-	-	-	-	1 K	-	-	-	1	-	1	-	1	-	1
Sigma	2244 100%	410 100%	295 100%	389 100%	322 100%	828 100%	1482 100%	762 100%	261 100%	689 100%	991 100%	211 100%	92 100%	950 100%	991 100%	303 100%	1769 100%	475 100%	1297 100%	1724 100%	854 100%	1390 100%

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

Q736\_7. What has your experience been like with websites that have the following domain name extensions?

28 Aug 2015  
Table 197

7. .tel

Base: Personally Visited .tel When Going To Websites

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	234	19**	22**	36*	20**	137	142	92*	33*	94*	92*	10**	5**	127	92*	15**	205	29**	160	187	112	122
TOP 2 BOX (NET)	191 82%	14 74%	17 77%	29 81%	15 75%	116 85%	111 78%	80 87%	25 76%	76 81%	77 84%	9 90%	4 80%	101 80%	77 84%	13 87%	172 84%	19 66%	128 80%	156 83%	92 82%	99 81%
Very positive	69 29%	7 37%	7 32%	7 19%	7 35%	41 30%	40 28%	29 32%	3 9%	34 36%	30 33%	2 20%	-	37 29%	30 33%	2 13%	62 30%	7 24%	49 31%	56 30%	37 33%	32 26%
Somewhat positive	122 52%	7 37%	10 45%	22 61%	8 40%	75 55%	71 50%	51 55%	22 67%	42 45%	47 51%	7 70%	4 80%	64 50%	47 51%	11 73%	110 54%	12 41%	79 49%	100 53%	55 49%	67 55%
BOTTOM 2 BOX (NET)	42 18%	5 26%	5 23%	6 17%	5 25%	21 15%	30 21%	12 13%	7 21%	18 19%	15 16%	1 10%	1 20%	25 20%	15 16%	2 13%	32 16%	10 34%	31 19%	31 17%	19 17%	23 19%
Somewhat negative	35 15%	2 11%	4 18%	4 11%	4 20%	21 15%	26 18%	9 10%	6 18%	14 15%	15 16%	-	-	20 16%	15 16%	-	28 14%	7 24%	26 16%	25 13%	15 13%	20 16%
Very negative	7 3%	3 16%	1 5%	2 6%	1 5%	-	4 3%	3 3%	1 3%	4 4%	-	1 10%	1 20%	5 4%	-	2 13%	4 2%	3 10%	5 3%	6 3%	4 4%	3 2%
Not Sure	1 F	-	-	1 3%	-	-	1 1%	-	1 3%	-	-	-	-	1 1%	-	-	1 1%	-	1 1%	-	1 1%	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	234 100%	19 100%	22 100%	36 100%	20 100%	137 100%	142 100%	92 100%	33 100%	94 100%	92 100%	10 100%	5 100%	127 100%	92 100%	15 100%	205 100%	29 100%	160 100%	187 100%	112 100%	122 100%

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

Q736\_8. What has your experience been like with websites that have the following domain name extensions?

28 Aug 2015  
Table 198

8. .asia

Base: Personally Visited .asia When Going To Websites

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi-stra-nts	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	256	19**	18**	28**	19**	172	173	83*	28**	103	111	10**	4**	131	111	14**	220	36*	186	221	129	127
TOP 2 BOX (NET)	208 81%	13 68%	12 67%	22 79%	14 74%	147 85% A	133 77%	75 90% G	21 75%	82 80%	93 84%	10 100%	2 50%	103 79%	93 84%	12 86%	181 82%	27 75%	154 83%	177 80%	108 84%	100 79%
Very positive	77 30%	5 26%	4 22%	5 18%	4 21%	59 34% A	43 25%	34 41% G	8 29%	33 32%	33 30%	3 30%	-	41 31%	33 30%	3 21%	70 32%	7 19%	63 34%	66 30%	40 31%	37 29%
Somewhat positive	131 51%	8 42%	8 44%	17 61%	10 53%	88 51%	90 52%	41 49%	13 46%	49 48%	60 54%	7 70%	2 50%	62 47%	60 54%	9 64%	111 50%	20 56%	91 49%	111 50%	68 53%	63 50%
BOTTOM 2 BOX (NET)	47 18% F	6 32%	6 33%	6 21%	5 26%	24 14%	39 23% H	8 10%	7 25%	20 19%	18 16%	-	2 50%	27 21%	18 16%	2 14%	39 18%	8 22%	32 17%	43 19%	20 16%	27 21%
Somewhat negative	34 13%	3 16%	4 22%	3 11%	4 21%	20 12%	30 17% H	4 5%	6 21%	13 13%	15 14%	-	-	19 15%	15 14%	-	29 13%	5 14%	24 13%	31 14%	15 12%	19 15%
Very negative	13 5% F	3 16%	2 11%	3 11%	1 5%	4 2%	9 5%	4 5%	1 4%	7 7%	3 3%	-	2 50%	8 6%	3 3%	2 14%	10 5%	3 8%	8 4%	12 5%	5 4%	8 6%
Not Sure	1	-	-	-	-	1 1%	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	-	1 3% Q	-	1	1 1%	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	256 100%	19 100%	18 100%	28 100%	19 100%	172 100%	173 100%	83 100%	28 100%	103 100%	111 100%	10 100%	4 100%	131 100%	111 100%	14 100%	220 100%	36 100%	186 100%	221 100%	129 100%	127 100%

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

Q736\_9. What has your experience been like with websites that have the following domain name extensions?

28 Aug 2015  
Table 199

9. .pro

Base: Personally Visited .pro When Going To Websites

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	232	20**	16**	40*	13**	143	140	92*	19**	100	104	7**	2**	119	104	9**	196	36*	160	191	121	111
TOP 2 BOX (NET)	194 84%	15 75%	14 88%	33 83%	9 69%	123 86%	116 83%	78 85%	16 84%	81 81%	91 88%	6 86%	-	97 82%	91 88%	6 67%	168 86% R	26 72%	135 84%	160 84%	100 83%	94 85%
Very positive	71 31%	7 35%	8 50%	11 28%	3 23%	42 29%	37 26%	34 37%	5 26%	29 29%	36 35%	1 14%	-	34 29%	36 35%	1 11%	67 34% R	4 11%	56 35%	63 33%	47 39% V	24 22%
Somewhat positive	123 53%	8 40%	6 38%	22 55%	6 46%	81 57%	79 56%	44 48%	11 58%	52 52%	55 53%	5 71%	-	63 53%	55 53%	5 56%	101 52%	22 61%	79 49%	97 51%	53 44%	70 63% U
BOTTOM 2 BOX (NET)	34 15%	4 20%	2 13%	5 13%	4 31%	19 13%	22 16%	12 13%	3 16%	17 17%	11 11%	1 14%	2 100%	20 17%	11 11%	3 33%	24 12%	10 28% Q	23 14%	28 15%	20 17%	14 13%
Somewhat negative	24 10%	2 10%	2 13%	3 8%	2 15%	15 10%	17 12%	7 8%	2 11%	12 12%	9 9%	-	1 50%	14 12%	9 9%	1 11%	16 8%	8 22% Q	16 10%	20 10%	12 10%	12 11%
Very negative	10 4%	2 10%	-	2 5%	2 15%	4 3%	5 4%	5 5%	1 5%	5 5%	2 2%	1 14%	1 50%	6 5%	2 2%	2 22%	8 4%	2 6%	7 4%	8 4%	8 7%	2 2%
Not Sure	4 2%	1 5%	-	2 5%	-	1 1%	2 1%	2 2%	-	2 2%	2 2%	-	-	2 2%	2 2%	-	4 2%	-	2 1%	3 2%	1 1%	3 3%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	232 100%	20 100%	16 100%	40 100%	13 100%	143 100%	140 100%	92 100%	19 100%	100 100%	104 100%	7 100%	2 100%	119 100%	104 100%	9 100%	196 100%	36 100%	160 100%	191 100%	121 100%	111 100%

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

Q736\_10. What has your experience been like with websites that have the following domain name extensions?

28 Aug 2015  
Table 200

10. .coop

Base: Personally Visited .coop When Going To Websites

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	153	15**	22**	28**	3**	85*	78*	75*	12**	50*	84*	5**	2**	62*	84*	7**	134	19**	115	120	86*	67*
TOP 2 BOX (NET)	131 86%	14 93%	17 77%	22 79%	2 67%	76 89%	62 79%	69 92% G	7 58%	44 88%	74 88%	5 100%	1 50%	51 82%	74 88%	6 86%	117 87%	14 74%	98 85%	103 86%	72 84%	59 88%
Very positive	65 42%	8 53%	11 50%	10 36%	1 33%	35 41%	27 35%	38 51% G	3 25%	22 44%	35 42%	4 80%	1 50%	25 40%	35 42%	5 71%	60 45%	5 26%	51 44%	52 43%	34 40%	31 46%
Somewhat positive	66 43%	6 40%	6 27%	12 43%	1 33%	41 48%	35 45%	31 41%	4 33%	22 44%	39 46%	1 20%	-	26 42%	39 46%	1 14%	57 43%	9 47%	47 41%	51 43%	38 44%	28 42%
BOTTOM 2 BOX (NET)	22 14%	1 7%	5 23%	6 21%	1 33%	9 11%	16 21% H	6 8%	5 42%	6 12%	10 12%	-	1 50%	11 18%	10 12%	1 14%	17 13%	5 26%	17 15%	17 14%	14 16%	8 12%
Somewhat negative	15 10%	-	4 18%	4 14%	-	7 8%	11 14%	4 5%	2 17%	5 10%	8 10%	-	-	7 11%	8 10%	-	11 8%	4 21%	12 10%	12 10%	9 10%	6 9%
Very negative	7 5%	1 7%	1 5%	2 7%	1 33%	2 2%	5 6%	2 3%	3 25%	1 2%	2 2%	-	1 50%	4 6%	2 2%	1 14%	6 4%	1 5%	5 4%	5 4%	5 6%	2 3%
Not Sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	153 100%	15 100%	22 100%	28 100%	3 100%	85 100%	78 100%	75 100%	12 100%	50 100%	84 100%	5 100%	2 100%	62 100%	84 100%	7 100%	134 100%	19 100%	115 100%	120 100%	86 100%	67 100%

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

Q736\_11. What has your experience been like with websites that have the following domain name extensions?

28 Aug 2015  
Table 201

11. .cn

Base: Personally Visited .cn When Going To Websites

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	395	..	..	..	..	395	207	188	45*	177	162	7**	4**	222	162	11**	356	39*	283	260	181	214
TOP 2 BOX (NET)	380 96%	-	-	-	-	380 96%	194 94%	186 99% G	44 98%	172 97%	153 94%	7 100%	4 100%	216 97%	153 94%	11 100%	342 96%	38 97%	274 97%	250 96%	175 97%	205 96%
Very positive	226 57%	-	-	-	-	226 57%	112 54%	114 61%	32 71% K	107 60% K	80 49%	5 71%	2 50%	139 63% O	80 49%	7 64%	206 58%	20 51%	171 60%	153 59%	103 57%	123 57%
Somewhat positive	154 39%	-	-	-	-	154 39%	82 40%	72 38%	12 27%	65 37%	73 45% I	2 29%	2 50%	77 35%	73 45% N	4 36%	136 38%	18 46%	103 36%	97 37%	72 40%	82 38%
BOTTOM 2 BOX (NET)	13 3%	-	-	-	-	13 3%	12 6% H	1 1%	1 2%	5 3%	7 4%	-	-	6 3%	7 4%	-	12 3%	1 3%	7 2%	9 3%	6 3%	7 3%
Somewhat negative	12 3%	-	-	-	-	12 3%	11 5% H	1 1%	-	5 3%	7 4%	-	-	5 2%	7 4%	-	11 3%	1 3%	6 2%	9 3%	6 3%	6 3%
Very negative	1 ↓	-	-	-	-	1 ↓	1 ↓	-	1 2% J	-	-	-	-	1 ↓	-	-	1 ↓	-	1 ↓	-	-	1 ↓
Not Sure	2 1%	-	-	-	-	2 1%	1 ↓	1 1%	-	-	2 1%	-	-	-	2 1%	-	2 1%	-	2 1%	1 ↓	-	2 1%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	395 100%	-	-	-	-	395 100%	207 100%	188 100%	45 100%	177 100%	162 100%	7 100%	4 100%	222 100%	162 100%	11 100%	356 100%	39 100%	283 100%	260 100%	181 100%	214 100%

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



Q736\_12. What has your experience been like with websites that have the following domain name extensions?

28 Aug 2015  
Table 202

12. .vn

Base: Personally Visited .vn When Going To Websites

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	38*	..	..	..	..	38*	26**	12**	17**	12**	9**	..	..	29**	9**	..	26**	12**	33*	20**	19**	19**
TOP 2 BOX (NET)	36 95%	-	-	-	-	36 95%	25 96%	11 92%	16 94%	12 100%	8 89%	-	-	28 97%	8 89%	-	25 96%	11 92%	31 94%	19 95%	17 89%	19 100%
Very positive	24 63%	-	-	-	-	24 63%	18 69%	6 50%	7 41%	10 83%	7 78%	-	-	17 59%	7 78%	-	18 69%	6 50%	20 61%	15 75%	10 53%	14 74%
Somewhat positive	12 32%	-	-	-	-	12 32%	7 27%	5 42%	9 53%	2 17%	1 11%	-	-	11 38%	1 11%	-	7 27%	5 42%	11 33%	4 20%	7 37%	5 26%
BOTTOM 2 BOX (NET)	2 5%	-	-	-	-	2 5%	1 4%	1 8%	1 6%	-	1 11%	-	-	1 3%	1 11%	-	1 4%	1 8%	2 6%	1 5%	2 11%	-
Somewhat negative	2 5%	-	-	-	-	2 5%	1 4%	1 8%	1 6%	-	1 11%	-	-	1 3%	1 11%	-	1 4%	1 8%	2 6%	1 5%	2 11%	-
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	38 100%	-	-	-	-	38 100%	26 100%	12 100%	17 100%	12 100%	9 100%	-	-	29 100%	9 100%	-	26 100%	12 100%	33 100%	20 100%	19 100%	19 100%

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

Q736\_13. What has your experience been like with websites that have the following domain name extensions?

28 Aug 2015  
Table 203

13. .ph

Base: Personally Visited .ph When Going To Websites

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	71*	..*	..*	..*	..*	71*	29**	42*	14**	27**	26**	3**	1**	41*	26**	4**	45*	26**	38*	61*	19**	52*
TOP 2 BOX (NET)	71 100%	-	-	-	-	71 100%	29 100%	42 100%	14 100%	27 100%	26 100%	3 100%	1 100%	41 100%	26 100%	4 100%	45 100%	26 100%	38 100%	61 100%	19 100%	52 100%
Very positive	36 51%	-	-	-	-	36 51%	13 45%	23 55%	7 50%	11 41%	16 62%	1 33%	1 100%	18 44%	16 62%	2 50%	24 53%	12 46%	19 50%	32 52%	9 47%	27 52%
Somewhat positive	35 49%	-	-	-	-	35 49%	16 55%	19 45%	7 50%	16 59%	10 38%	2 67%	-	23 56%	10 38%	2 50%	21 47%	14 54%	19 50%	29 48%	10 53%	25 48%
BOTTOM 2 BOX (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	71 100%	-	-	-	-	71 100%	29 100%	42 100%	14 100%	27 100%	26 100%	3 100%	1 100%	41 100%	26 100%	4 100%	45 100%	26 100%	38 100%	61 100%	19 100%	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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q736\_14. What has your experience been like with websites that have the following domain name extensions?

28 Aug 2015  
Table 204

14. .jp

Base: Personally Visited .jp When Going To Websites

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	148	**	**	**	**	148	105	43*	7**	23**	74*	30*	14**	30*	74*	44*	115	33*	88*	78*	30*	118
TOP 2 BOX (NET)	142 96%	-	-	-	-	142 96%	101 96%	41 95%	7 100%	23 100%	69 93%	29 97%	14 100%	30 100%	69 93%	43 98%	111 97%	31 94%	87 99%	73 94%	28 93%	114 97%
Very positive	50 34%	-	-	-	-	50 34%	39 37%	11 26%	4 57%	11 48%	19 26%	13 43%	3 21%	15 50% O	19 26%	16 36%	43 37%	7 21%	31 35%	30 38%	13 43%	37 31%
Somewhat positive	92 62%	-	-	-	-	92 62%	62 59%	30 70%	3 43%	12 52%	50 68%	16 53%	11 79%	15 50%	50 68%	27 61%	68 59%	24 73%	56 64%	43 55%	15 50%	77 65%
BOTTOM 2 BOX (NET)	6 4%	-	-	-	-	6 4%	4 4%	2 5%	-	-	5 7%	1 3%	-	-	5 7%	1 2%	4 3%	2 6%	1 1%	5 6%	2 7%	4 3%
Somewhat negative	3 2%	-	-	-	-	3 2%	3 3%	-	-	-	2 3%	1 3%	-	-	2 3%	1 2%	2 2%	1 3%	1 1%	2 3%	1 3%	2 2%
Very negative	3 2%	-	-	-	-	3 2%	1 1%	2 5%	-	-	3 4%	-	-	-	3 4%	-	2 2%	1 3%	-	3 4%	1 3%	2 2%
Not Sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	148 100%	-	-	-	-	148 100%	105 100%	43 100%	7 100%	23 100%	74 100%	30 100%	14 100%	30 100%	74 100%	44 100%	115 100%	33 100%	88 100%	78 100%	30 100%	118 100%

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

Q736\_15. What has your experience been like with websites that have the following domain name extensions?

28 Aug 2015  
Table 205

15. .kr

Base: Personally Visited .kr When Going To Websites

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	76*	..	..	..	..	76*	53*	23**	10**	19**	43*	4**	..	29**	43*	4**	67*	9**	53*	48*	37*	39*
TOP 2 BOX (NET)	72 95%	-	-	-	-	72 95%	51 96%	21 91%	10 100%	17 89%	41 95%	4 100%	-	27 93%	41 95%	4 100%	64 96%	8 89%	49 92%	48 100%	35 95%	37 95%
Very positive	30 39%	-	-	-	-	30 39%	24 45%	6 26%	2 20%	6 32%	20 47%	2 50%	-	8 28%	20 47%	2 50%	26 39%	4 44%	19 36%	22 46%	14 38%	16 41%
Somewhat positive	42 55%	-	-	-	-	42 55%	27 51%	15 65%	8 80%	11 58%	21 49%	2 50%	-	19 66%	21 49%	2 50%	38 57%	4 44%	30 57%	26 54%	21 57%	21 54%
BOTTOM 2 BOX (NET)	4 5%	-	-	-	-	4 5%	2 4%	2 9%	-	2 11%	2 5%	-	-	2 7%	2 5%	-	3 4%	1 11%	4 8%	-	2 5%	2 5%
Somewhat negative	3 4%	-	-	-	-	3 4%	1 2%	2 9%	-	1 5%	2 5%	-	-	1 3%	2 5%	-	2 3%	1 11%	3 6%	-	2 5%	1 3%
Very negative	1 1%	-	-	-	-	1 1%	1 2%	-	-	1 5%	-	-	-	1 3%	-	-	1 1%	-	1 2%	-	-	1 3%
Not Sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	76 100%	-	-	-	-	76 100%	53 100%	23 100%	10 100%	19 100%	43 100%	4 100%	-	29 100%	43 100%	4 100%	67 100%	9 100%	53 100%	48 100%	37 100%	39 100%

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

Q736\_16. What has your experience been like with websites that have the following domain name extensions?

28 Aug 2015  
Table 206

16. .ru

Base: Personally Visited .ru When Going To Websites

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	109	..*	..*	..*	..*	109	72*	37*	9**	45*	47*	7**	1**	54*	47*	8**	90*	19**	75*	79*	53*	56*
TOP 2 BOX (NET)	107 98%	-	-	-	-	107 98%	71 99%	36 97%	8 89%	45 100%	47 100%	6 86%	1 100%	53 98%	47 100%	7 88%	88 98%	19 100%	74 99%	78 99%	52 98%	55 98%
Very positive	75 69%	-	-	-	-	75 69%	50 69%	25 68%	7 78%	29 64%	34 72%	4 57%	1 100%	36 67%	34 72%	5 63%	61 68%	14 74%	54 72%	52 66%	37 70%	38 68%
Somewhat positive	32 29%	-	-	-	-	32 29%	21 29%	11 30%	1 11%	16 36%	13 28%	2 29%	-	17 31%	13 28%	2 25%	27 30%	5 26%	20 27%	26 33%	15 28%	17 30%
BOTTOM 2 BOX (NET)	2 2%	-	-	-	-	2 2%	1 1%	1 3%	1 11%	-	-	1 14%	-	1 2%	-	1 13%	2 2%	-	1 1%	1 1%	1 2%	1 2%
Somewhat negative	2 2%	-	-	-	-	2 2%	1 1%	1 3%	1 11%	-	-	1 14%	-	1 2%	-	1 13%	2 2%	-	1 1%	1 1%	1 2%	1 2%
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	109 100%	-	-	-	-	109 100%	72 100%	37 100%	9 100%	45 100%	47 100%	7 100%	1 100%	54 100%	47 100%	8 100%	90 100%	19 100%	75 100%	79 100%	53 100%	56 100%

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

Q736\_17. What has your experience been like with websites that have the following domain name extensions?

28 Aug 2015  
Table 207

17. .in

Base: Personally Visited .in When Going To Websites

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	224	..	..	..	..	224	115	109	33*	75*	98*	18**	..	108	98*	18**	181	43*	111	185	61*	163
TOP 2 BOX (NET)	220 98%	-	-	-	-	220 98%	113 98%	107 98%	31 94%	74 99%	97 99%	18 100%	-	105 97%	97 99%	18 100%	179 99%	41 95%	110 99%	181 98%	59 97%	161 99%
Very positive	161 72%	-	-	-	-	161 72%	78 68%	83 76%	23 70%	51 68%	76 78%	11 61%	-	74 69%	76 78%	11 61%	131 72%	30 70%	84 76%	132 71%	52 85% V	109 67%
Somewhat positive	59 26%	-	-	-	-	59 26%	35 30%	24 22%	8 24%	23 31%	21 21%	7 39%	-	31 29%	21 21%	7 39%	48 27%	11 26%	26 23%	49 26%	7 11%	52 32% U
BOTTOM 2 BOX (NET)	4 2%	-	-	-	-	4 2%	2 2%	2 2%	2 6%	1 1%	1 1%	-	-	3 3%	1 1%	-	2 1%	2 5%	1 1%	4 2%	2 3%	2 1%
Somewhat negative	3 1%	-	-	-	-	3 1%	1 1%	2 2%	1 3%	1 1%	1 1%	-	-	2 2%	1 1%	-	1 1%	2 5% Q	1 1%	3 2%	1 2%	2 1%
Very negative	1	-	-	-	-	1	1%	-	1 3%	-	-	-	-	1 1%	-	-	1 1%	-	-	1 1%	1 2%	-
Not Sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	224 100%	-	-	-	-	224 100%	115 100%	109 100%	33 100%	75 100%	98 100%	18 100%	-	108 100%	98 100%	18 100%	181 100%	43 100%	111 100%	185 100%	61 100%	163 100%

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

Q736\_18. What has your experience been like with websites that have the following domain name extensions?

28 Aug 2015  
Table 208

18. .id

Base: Personally Visited .id When Going To Websites

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	75*	-**	-**	-**	-**	75*	50*	25**	10**	30*	34*	1**	-**	40*	34*	1**	52*	23**	57*	60*	27**	48*
TOP 2 BOX (NET)	74 99%	-	-	-	-	74 99%	49 98%	25 100%	10 100%	30 100%	34 100%	-	-	40 100%	34 100%	-	51 98%	23 100%	56 98%	59 98%	26 96%	48 100%
Very positive	60 80%	-	-	-	-	60 80%	40 80%	20 80%	7 70%	24 80%	29 85%	-	-	31 78%	29 85%	-	42 81%	18 78%	46 81%	47 78%	22 81%	38 79%
Somewhat positive	14 19%	-	-	-	-	14 19%	9 18%	5 20%	3 30%	6 20%	5 15%	-	-	9 23%	5 15%	-	9 17%	5 22%	10 18%	12 20%	4 15%	10 21%
BOTTOM 2 BOX (NET)	1 1%	-	-	-	-	1 1%	1 2%	-	-	-	-	1 100%	-	-	-	1 100%	1 2%	-	1 2%	1 2%	1 4%	-
Somewhat negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very negative	1 1%	-	-	-	-	1 1%	1 2%	-	-	-	-	1 100%	-	-	-	1 100%	1 2%	-	1 2%	1 2%	1 4%	-
Not Sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	75 100%	-	-	-	-	75 100%	50 100%	25 100%	10 100%	30 100%	34 100%	1 100%	-	40 100%	34 100%	1 100%	52 100%	23 100%	57 100%	60 100%	27 100%	48 100%

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

Q736\_19. What has your experience been like with websites that have the following domain name extensions?

28 Aug 2015  
Table 209

19. .ng

Base: Personally Visited .ng When Going To Websites

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	163	-**	-**	-**	163	-**	132	31*	17**	89*	54*	3**	-**	106	54*	3**	102	61*	82*	148	41*	122
TOP 2 BOX (NET)	161 99%	-	-	-	161 99%	-	131 99%	30 97%	17 100%	88 99%	53 98%	3 100%	-	105 99%	53 98%	3 100%	100 98%	61 100%	81 99%	146 99%	40 98%	121 99%
Very positive	110 67%	-	-	-	110 67%	-	93 70%	17 55%	11 65%	59 66%	38 70%	2 67%	-	70 66%	38 70%	2 67%	73 72%	37 61%	59 72%	103 70%	30 73%	80 66%
Somewhat positive	51 31%	-	-	-	51 31%	-	38 29%	13 42%	6 35%	29 33%	15 28%	1 33%	-	35 33%	15 28%	1 33%	27 26%	24 39%	22 27%	43 29%	10 24%	41 34%
BOTTOM 2 BOX (NET)	2 1%	-	-	-	2 1%	-	1 1%	1 3%	-	1 1%	1 2%	-	-	1 1%	1 2%	-	2 2%	-	1 1%	2 1%	1 2%	1 1%
Somewhat negative	2 1%	-	-	-	2 1%	-	1 1%	1 3%	-	1 1%	1 2%	-	-	1 1%	1 2%	-	2 2%	-	1 1%	2 1%	1 2%	1 1%
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	163 100%	-	-	-	163 100%	-	132 100%	31 100%	17 100%	89 100%	54 100%	3 100%	-	106 100%	54 100%	3 100%	102 100%	61 100%	82 100%	148 100%	41 100%	122 100%

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



Q736\_20. What has your experience been like with websites that have the following domain name extensions?

28 Aug 2015  
Table 210

20. .za

Base: Personally Visited .za When Going To Websites

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	93*	..**	..**	..**	93*	..**	57*	36*	13**	20**	40*	14**	6**	33*	40*	20**	67*	26**	45*	75*	26**	67*
TOP 2 BOX (NET)	91 98%	-	-	-	91 98%	-	55 96%	36 100%	13 100%	19 95%	40 100%	13 93%	6 100%	32 97%	40 100%	19 95%	65 97%	26 100%	45 100%	73 97%	26 100%	65 97%
Very positive	68 73%	-	-	-	68 73%	-	42 74%	26 72%	8 62%	12 60%	32 80%	11 79%	5 83%	20 61%	32 80%	16 80%	48 72%	20 77%	35 78%	55 73%	20 77%	48 72%
Somewhat positive	23 25%	-	-	-	23 25%	-	13 23%	10 28%	5 38%	7 35%	8 20%	2 14%	1 17%	12 36%	8 20%	3 15%	17 25%	6 23%	10 22%	18 24%	6 23%	17 25%
BOTTOM 2 BOX (NET)	2 2%	-	-	-	2 2%	-	2 4%	-	-	1 5%	-	1 7%	-	1 3%	-	1 5%	2 3%	-	-	2 3%	-	2 3%
Somewhat negative	2 2%	-	-	-	2 2%	-	2 4%	-	-	1 5%	-	1 7%	-	1 3%	-	1 5%	2 3%	-	-	2 3%	-	2 3%
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	93 100%	-	-	-	93 100%	-	57 100%	36 100%	13 100%	20 100%	40 100%	14 100%	6 100%	33 100%	40 100%	20 100%	67 100%	26 100%	45 100%	75 100%	26 100%	67 100%

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

Q736\_21. What has your experience been like with websites that have the following domain name extensions?

28 Aug 2015  
Table 211

21. .eg

Base: Personally Visited .eg When Going To Websites

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	73*	..	..	..	73*	..	67*	6**	16**	33*	23**	1**	..	49*	23**	1**	46*	27**	36*	54*	30*	43*
TOP 2 BOX (NET)	64 88%	-	-	-	64 88%	-	58 87%	6 100%	15 94%	29 88%	19 83%	1 100%	-	44 90%	19 83%	1 100%	39 85%	25 93%	31 86%	46 85%	26 87%	38 88%
Very positive	32 44%	-	-	-	32 44%	-	28 42%	4 67%	4 25%	17 52%	10 43%	1 100%	-	21 43%	10 43%	1 100%	18 39%	14 52%	16 44%	21 39%	15 50%	17 40%
Somewhat positive	32 44%	-	-	-	32 44%	-	30 45%	2 33%	11 69%	12 36%	9 39%	-	-	23 47%	9 39%	-	21 46%	11 41%	15 42%	25 46%	11 37%	21 49%
BOTTOM 2 BOX (NET)	8 11%	-	-	-	8 11%	-	8 12%	-	1 6%	4 12%	3 13%	-	-	5 10%	3 13%	-	6 13%	2 7%	5 14%	7 13%	4 13%	4 9%
Somewhat negative	7 10%	-	-	-	7 10%	-	7 10%	-	1 6%	4 12%	2 9%	-	-	5 10%	2 9%	-	5 11%	2 7%	4 11%	6 11%	3 10%	4 9%
Very negative	1 1%	-	-	-	1 1%	-	1 1%	-	-	-	1 4%	-	-	-	1 4%	-	1 2%	-	1 3%	1 2%	1 3%	-
Not Sure	1 1%	-	-	-	1 1%	-	1 1%	-	-	-	1 4%	-	-	-	1 4%	-	1 2%	-	-	1 2%	-	1 2%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	73 100%	-	-	-	73 100%	-	67 100%	6 100%	16 100%	33 100%	23 100%	1 100%	-	49 100%	23 100%	1 100%	46 100%	27 100%	36 100%	54 100%	30 100%	43 100%

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

Q736\_22. What has your experience been like with websites that have the following domain name extensions?  
22. .co

28 Aug 2015  
Table 212

Base: Personally Visited .co When Going To Websites

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	104	-**	104	-**	-**	-**	72*	32*	11**	30*	51*	8**	4**	41*	51*	12**	79*	25**	52*	93*	50*	54*
TOP 2 BOX (NET)	102 98%	-	102 98%	-	-	-	70 97%	32 100%	11 100%	29 97%	50 98%	8 100%	4 100%	40 98%	50 98%	12 100%	78 99%	24 96%	51 98%	92 99%	50 100%	52 96%
Very positive	79 76%	-	79 76%	-	-	-	56 78%	23 72%	7 64%	22 73%	42 82%	4 50%	4 100%	29 71%	42 82%	8 67%	62 78%	17 68%	39 75%	73 78%	39 78%	40 74%
Somewhat positive	23 22%	-	23 22%	-	-	-	14 19%	9 28%	4 36%	7 23%	8 16%	4 50%	-	11 27%	8 16%	4 33%	16 20%	7 28%	12 23%	19 20%	11 22%	12 22%
BOTTOM 2 BOX (NET)	2 2%	-	2 2%	-	-	-	2 3%	-	-	1 3%	1 2%	-	-	1 2%	1 2%	-	1 1%	1 4%	1 2%	1 1%	-	2 4%
Somewhat negative	1 1%	-	1 1%	-	-	-	1 1%	-	-	1 3%	-	-	-	1 2%	-	-	-	1 4%	1 2%	-	-	1 2%
Very negative	1 1%	-	1 1%	-	-	-	1 1%	-	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	-	1 1%	-	1 2%
Not Sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	104 100%	-	104 100%	-	-	-	72 100%	32 100%	11 100%	30 100%	51 100%	8 100%	4 100%	41 100%	51 100%	12 100%	79 100%	25 100%	52 100%	93 100%	50 100%	54 100%

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

Q736\_23. What has your experience been like with websites that have the following domain name extensions?

28 Aug 2015  
Table 213

23. .ar

Base: Personally Visited .ar When Going To Websites

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	80*	-**	80*	-**	-**	-**	52*	28**	7**	20**	45*	5**	3**	27**	45*	8**	54*	26**	49*	66*	30*	50*
TOP 2 BOX (NET)	77 96%	-	77 96%	-	-	-	49 94%	28 100%	7 100%	19 95%	45 100%	3 60%	3 100%	26 96%	45 100%	6 75%	51 94%	26 100%	46 94%	63 95%	29 97%	48 96%
Very positive	45 56%	-	45 56%	-	-	-	30 58%	15 54%	3 43%	10 50%	28 62%	1 20%	3 100%	13 48%	28 62%	4 50%	32 59%	13 50%	27 55%	40 61%	18 60%	27 54%
Somewhat positive	32 40%	-	32 40%	-	-	-	19 37%	13 46%	4 57%	9 45%	17 38%	2 40%	-	13 48%	17 38%	2 25%	19 35%	13 50%	19 39%	23 35%	11 37%	21 42%
BOTTOM 2 BOX (NET)	3 4%	-	3 4%	-	-	-	3 6%	-	-	1 5%	-	2 40%	-	1 4%	-	2 25%	3 6%	-	3 6%	3 5%	1 3%	2 4%
Somewhat negative	2 3%	-	2 3%	-	-	-	2 4%	-	-	1 5%	-	1 20%	-	1 4%	-	1 13%	2 4%	-	2 4%	2 3%	-	2 4%
Very negative	1 1%	-	1 1%	-	-	-	1 2%	-	-	-	-	1 20%	-	-	-	1 13%	1 2%	-	1 2%	1 2%	1 3%	-
Not Sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	80 100%	-	80 100%	-	-	-	52 100%	28 100%	7 100%	20 100%	45 100%	5 100%	3 100%	27 100%	45 100%	8 100%	54 100%	26 100%	49 100%	66 100%	30 100%	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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q736\_24. What has your experience been like with websites that have the following domain name extensions?

28 Aug 2015  
Table 214

24. .br

Base: Personally Visited .br When Going To Websites

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	137	-**	137	-**	-**	-**	84*	53*	31*	39*	58*	7**	2**	70*	58*	9**	108	29**	69*	113	52*	85*
TOP 2 BOX (NET)	131 96%	-	131 96%	-	-	-	81 96%	50 94%	31 100%	38 97%	54 93%	7 100%	1 50%	69 99%	54 93%	8 89%	104 96%	27 93%	66 96%	109 96%	51 98%	80 94%
Very positive	106 77%	-	106 77%	-	-	-	68 81%	38 72%	25 81%	28 72%	45 78%	7 100%	1 50%	53 76%	45 78%	8 89%	86 80%	20 69%	53 77%	91 81%	43 83%	63 74%
Somewhat positive	25 18%	-	25 18%	-	-	-	13 15%	12 23%	6 19%	10 26%	9 16%	-	-	16 23%	9 16%	-	18 17%	7 24%	13 19%	18 16%	8 15%	17 20%
BOTTOM 2 BOX (NET)	6 4%	-	6 4%	-	-	-	3 4%	3 6%	-	1 3%	4 7%	-	1 50%	1 1%	4 7%	1 11%	4 4%	2 7%	3 4%	4 4%	1 2%	5 6%
Somewhat negative	5 4%	-	5 4%	-	-	-	3 4%	2 4%	-	-	4 7%	-	1 50%	-	4 7% N	1 11%	3 3%	2 7%	3 4%	3 3%	1 2%	4 5%
Very negative	1 1%	-	1 1%	-	-	-	-	1 2%	-	1 3%	-	-	-	1 1%	-	-	1 1%	-	-	1 1%	-	1 1%
Not Sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	137 100%	-	137 100%	-	-	-	84 100%	53 100%	31 100%	39 100%	58 100%	7 100%	2 100%	70 100%	58 100%	9 100%	108 100%	29 100%	69 100%	113 100%	52 100%	85 100%

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

Q736\_25. What has your experience been like with websites that have the following domain name extensions?

28 Aug 2015  
Table 215

25. .it

Base: Personally Visited .it When Going To Websites

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	53*	-**	-**	53*	-**	-**	39*	14**	6**	14**	27**	4**	2**	20**	27**	6**	44*	9**	26**	46*	35*	18**
TOP 2 BOX (NET)	50 94%	-	-	50 94%	-	-	36 92%	14 100%	5 83%	14 100%	26 96%	4 100%	1 50%	19 95%	26 96%	5 83%	41 93%	9 100%	25 96%	44 96%	34 97%	16 89%
Very positive	25 47%	-	-	25 47%	-	-	17 44%	8 57%	3 50%	7 50%	12 44%	2 50%	1 50%	10 50%	12 44%	3 50%	18 41%	7 78%	15 58%	22 48%	18 51%	7 39%
Somewhat positive	25 47%	-	-	25 47%	-	-	19 49%	6 43%	2 33%	7 50%	14 52%	2 50%	-	9 45%	14 52%	2 33%	23 52%	2 22%	10 38%	22 48%	16 46%	9 50%
BOTTOM 2 BOX (NET)	2 4%	-	-	2 4%	-	-	2 5%	-	1 17%	-	-	-	1 50%	1 5%	-	1 17%	2 5%	-	1 4%	1 2%	1 3%	1 6%
Somewhat negative	2 4%	-	-	2 4%	-	-	2 5%	-	1 17%	-	-	-	1 50%	1 5%	-	1 17%	2 5%	-	1 4%	1 2%	1 3%	1 6%
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	1 2%	-	-	1 2%	-	-	1 3%	-	-	-	1 4%	-	-	-	1 4%	-	1 2%	-	-	1 2%	-	1 6%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	53 100%	-	-	53 100%	-	-	39 100%	14 100%	6 100%	14 100%	27 100%	4 100%	2 100%	20 100%	27 100%	6 100%	44 100%	9 100%	26 100%	46 100%	35 100%	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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q736\_26. What has your experience been like with websites that have the following domain name extensions?

28 Aug 2015  
Table 216

26. .tr

Base: Personally Visited .tr When Going To Websites

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	36*	..	..	36*	..	..	24**	12**	8**	10**	16**	2**	..	18**	16**	2**	32*	4**	18**	27**	9**	27**
TOP 2 BOX (NET)	35 97%	-	-	35 97%	-	-	23 96%	12 100%	8 100%	10 100%	15 94%	2 100%	-	18 100%	15 94%	2 100%	31 97%	4 100%	18 100%	26 96%	9 100%	26 96%
Very positive	22 61%	-	-	22 61%	-	-	14 58%	8 67%	4 50%	8 80%	10 63%	-	-	12 67%	10 63%	-	20 63%	2 50%	11 61%	17 63%	7 78%	15 56%
Somewhat positive	13 36%	-	-	13 36%	-	-	9 38%	4 33%	4 50%	2 20%	5 31%	2 100%	-	6 33%	5 31%	2 100%	11 34%	2 50%	7 39%	9 33%	2 22%	11 41%
BOTTOM 2 BOX (NET)	1 3%	-	-	1 3%	-	-	1 4%	-	-	-	1 6%	-	-	-	1 6%	-	1 3%	-	-	1 4%	-	1 4%
Somewhat negative	1 3%	-	-	1 3%	-	-	1 4%	-	-	-	1 6%	-	-	-	1 6%	-	1 3%	-	-	1 4%	-	1 4%
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	36 100%	-	-	36 100%	-	-	24 100%	12 100%	8 100%	10 100%	16 100%	2 100%	-	18 100%	16 100%	2 100%	32 100%	4 100%	18 100%	27 100%	9 100%	27 100%

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

Q736\_27. What has your experience been like with websites that have the following domain name extensions?

28 Aug 2015  
Table 217

27. .es

Base: Personally Visited .es When Going To Websites

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	44*	..	..	44*	..	..	23**	21**	6**	6**	26**	4**	2**	12**	26**	6**	34*	10**	20**	29**	18**	26**
TOP 2 BOX (NET)	42 95%	-	-	42 95%	-	-	22 96%	20 95%	6 100%	5 83%	25 96%	4 100%	2 100%	11 92%	25 96%	6 100%	32 94%	10 100%	20 100%	27 93%	18 100%	24 92%
Very positive	11 25%	-	-	11 25%	-	-	5 22%	6 29%	1 17%	1 17%	8 31%	1 25%	-	2 17%	8 31%	1 17%	8 24%	3 30%	6 30%	8 28%	8 44%	3 12%
Somewhat positive	31 70%	-	-	31 70%	-	-	17 74%	14 67%	5 83%	4 67%	17 65%	3 75%	2 100%	9 75%	17 65%	5 83%	24 71%	7 70%	14 70%	19 66%	10 56%	21 81%
BOTTOM 2 BOX (NET)	1 2%	-	-	1 2%	-	-	1 4%	-	-	-	1 4%	-	-	-	1 4%	-	1 3%	-	-	1 3%	-	1 4%
Somewhat negative	1 2%	-	-	1 2%	-	-	1 4%	-	-	-	1 4%	-	-	-	1 4%	-	1 3%	-	-	1 3%	-	1 4%
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	1 2%	-	-	1 2%	-	-	-	1 5%	-	1 17%	-	-	-	1 8%	-	-	1 3%	-	-	1 3%	-	1 4%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	44 100%	-	-	44 100%	-	-	23 100%	21 100%	6 100%	6 100%	26 100%	4 100%	2 100%	12 100%	26 100%	6 100%	34 100%	10 100%	20 100%	29 100%	18 100%	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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q736\_28. What has your experience been like with websites that have the following domain name extensions?

28 Aug 2015  
Table 218

28. .pl

Base: Personally Visited .pl When Going To Websites

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	45*	..	..	45*	..	..	21**	24**	8**	14**	16**	7**	..	22**	16**	7**	32*	13**	26**	26**	15**	30*
TOP 2 BOX (NET)	44 98%	-	-	44 98%	-	-	21 100%	23 96%	8 100%	14 100%	16 100%	6 86%	-	22 100%	16 100%	6 86%	32 100%	12 92%	25 96%	26 100%	15 100%	29 97%
Very positive	26 58%	-	-	26 58%	-	-	13 62%	13 54%	6 75%	8 57%	9 56%	3 43%	-	14 64%	9 56%	3 43%	19 59%	7 54%	17 65%	15 58%	7 47%	19 63%
Somewhat positive	18 40%	-	-	18 40%	-	-	8 38%	10 42%	2 25%	6 43%	7 44%	3 43%	-	8 36%	7 44%	3 43%	13 41%	5 38%	8 31%	11 42%	8 53%	10 33%
BOTTOM 2 BOX (NET)	1 2%	-	-	1 2%	-	-	-	1 4%	-	-	-	1 14%	-	-	-	1 14%	-	1 8%	1 4%	-	-	1 3%
Somewhat negative	1 2%	-	-	1 2%	-	-	-	1 4%	-	-	-	1 14%	-	-	-	1 14%	-	1 8%	1 4%	-	-	1 3%
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	45 100%	-	-	45 100%	-	-	21 100%	24 100%	8 100%	14 100%	16 100%	7 100%	-	22 100%	16 100%	7 100%	32 100%	13 100%	26 100%	26 100%	15 100%	30 100%

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

Q736\_29. What has your experience been like with websites that have the following domain name extensions?  
29. .uk

28 Aug 2015  
Table 219

Base: Personally Visited .uk When Going To Websites

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	79*	..**	..**	79*	..**	..**	49*	30*	3**	13**	35*	18**	10**	16**	35*	28**	59*	20**	40*	52*	27**	52*
TOP 2 BOX (NET)	78 99%	-	-	78 99%	-	-	48 98%	30 100%	3 100%	13 100%	34 97%	18 100%	10 100%	16 100%	34 97%	28 100%	58 98%	20 100%	39 98%	51 98%	26 96%	52 100%
Very positive	46 58%	-	-	46 58%	-	-	29 59%	17 57%	3 100%	7 54%	20 57%	10 56%	6 60%	10 63%	20 57%	16 57%	34 58%	12 60%	27 68%	29 56%	17 63%	29 56%
Somewhat positive	32 41%	-	-	32 41%	-	-	19 39%	13 43%	-	6 46%	14 40%	8 44%	4 40%	6 38%	14 40%	12 43%	24 41%	8 40%	12 30%	22 42%	9 33%	23 44%
BOTTOM 2 BOX (NET)	1 1%	-	-	1 1%	-	-	1 2%	-	-	-	1 3%	-	-	-	1 3%	-	1 2%	-	1 3%	1 2%	1 4%	-
Somewhat negative	1 1%	-	-	1 1%	-	-	1 2%	-	-	-	1 3%	-	-	-	1 3%	-	1 2%	-	1 3%	1 2%	1 4%	-
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	79 100%	-	-	79 100%	-	-	49 100%	30 100%	3 100%	13 100%	35 100%	18 100%	10 100%	16 100%	35 100%	28 100%	59 100%	20 100%	40 100%	52 100%	27 100%	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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q736\_30. What has your experience been like with websites that have the following domain name extensions?

28 Aug 2015  
Table 220

30. .fr

Base: Personally Visited .fr When Going To Websites

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	77*	..**	..**	77*	..**	..**	54*	23**	8**	19**	37*	9**	4**	27**	37*	13**	60*	17**	46*	47*	37*	40*
TOP 2 BOX (NET)	77 100%	-	-	77 100%	-	-	54 100%	23 100%	8 100%	19 100%	37 100%	9 100%	4 100%	27 100%	37 100%	13 100%	60 100%	17 100%	46 100%	47 100%	37 100%	40 100%
Very positive	36 47%	-	-	36 47%	-	-	23 43%	13 57%	5 63%	9 47%	16 43%	4 44%	2 50%	14 52%	16 43%	6 46%	30 50%	6 35%	22 48%	24 51%	23 62% V	13 33%
Somewhat positive	41 53%	-	-	41 53%	-	-	31 57%	10 43%	3 38%	10 53%	21 57%	5 56%	2 50%	13 48%	21 57%	7 54%	30 50%	11 65%	24 52%	23 49%	14 38%	27 68% U
BOTTOM 2 BOX (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	77 100%	-	-	77 100%	-	-	54 100%	23 100%	8 100%	19 100%	37 100%	9 100%	4 100%	27 100%	37 100%	13 100%	60 100%	17 100%	46 100%	47 100%	37 100%	40 100%

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

Q736\_31. What has your experience been like with websites that have the following domain name extensions?

28 Aug 2015  
Table 221

31. .de

Base: Personally Visited .de When Going To Websites

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	112	-**	-**	112	-**	-**	69*	43*	14**	23**	54*	15**	6**	37*	54*	21**	92*	20**	73*	64*	34*	78*
TOP 2 BOX (NET)	111 99%	-	-	111 99%	-	-	69 100%	42 98%	14 100%	23 100%	53 98%	15 100%	6 100%	37 100%	53 98%	21 100%	91 99%	20 100%	73 100%	63 98%	33 97%	78 100%
Very positive	61 54%	-	-	61 54%	-	-	36 52%	25 58%	8 57%	16 70%	24 44%	10 67%	3 50%	24 65%	24 44%	13 62%	51 55%	10 50%	41 56%	36 56%	15 44%	46 59%
Somewhat positive	50 45%	-	-	50 45%	-	-	33 48%	17 40%	6 43%	7 30%	29 54%	5 33%	3 50%	13 35%	29 54%	8 38%	40 43%	10 50%	32 44%	27 42%	18 53%	32 41%
BOTTOM 2 BOX (NET)	1 1%	-	-	1 1%	-	-	-	1 2%	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	-	1 2%	1 3%	-
Somewhat negative	1 1%	-	-	1 1%	-	-	-	1 2%	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	-	1 2%	1 3%	-
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	112 100%	-	-	112 100%	-	-	69 100%	43 100%	14 100%	23 100%	54 100%	15 100%	6 100%	37 100%	54 100%	21 100%	92 100%	20 100%	73 100%	64 100%	34 100%	78 100%

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

Q736\_32. What has your experience been like with websites that have the following domain name extensions?

28 Aug 2015  
Table 222

32. .us

Base: Personally Visited .us When Going To Websites

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	157	157	-**	-**	-**	-**	104	53*	3**	24**	71*	32*	27**	27**	71*	59*	138	19**	102	133	88*	69*
TOP 2 BOX (NET)	139 89%	139 89%	-	-	-	-	89 86%	50 94%	3 100%	19 79%	64 90%	30 94%	23 85%	22 81%	64 90%	53 90%	123 89%	16 84%	89 87%	115 86%	77 88%	62 90%
Very positive	55 35%	55 35%	-	-	-	-	30 29%	25 47% G	1 33%	8 33%	23 32%	13 41%	10 37%	9 33%	23 32%	23 39%	49 36%	6 32%	36 35%	46 35%	32 36%	23 33%
Somewhat positive	84 54%	84 54%	-	-	-	-	59 57%	25 47%	2 67%	11 46%	41 58%	17 53%	13 48%	13 48%	41 58%	30 51%	74 54%	10 53%	53 52%	69 52%	45 51%	39 57%
BOTTOM 2 BOX (NET)	17 11%	17 11%	-	-	-	-	14 13%	3 6%	-	5 21%	6 8%	2 6%	4 15%	5 19%	6 8%	6 10%	14 10%	3 16%	12 12%	17 13%	10 11%	7 10%
Somewhat negative	17 11%	17 11%	-	-	-	-	14 13%	3 6%	-	5 21%	6 8%	2 6%	4 15%	5 19%	6 8%	6 10%	14 10%	3 16%	12 12%	17 13%	10 11%	7 10%
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	1 1%	1 1%	-	-	-	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	1 1%	1 1%	1 1%	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	157 100%	157 100%	-	-	-	-	104 100%	53 100%	3 100%	24 100%	71 100%	32 100%	27 100%	27 100%	71 100%	59 100%	138 100%	19 100%	102 100%	133 100%	88 100%	69 100%

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

Q736\_33. What has your experience been like with websites that have the following domain name extensions?

28 Aug 2015  
Table 223

33. .ca

Base: Personally Visited .ca When Going To Websites

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	89*	89*	..**	..**	..**	..**	54*	35*	17**	20**	29**	18**	5**	37*	29**	23**	64*	25**	54*	63*	26**	63*
TOP 2 BOX (NET)	81 91%	81 91%	-	-	-	-	48 89%	33 94%	16 94%	17 85%	26 90%	17 94%	5 100%	33 89%	26 90%	22 96%	58 91%	23 92%	51 94%	56 89%	24 92%	57 90%
Very positive	65 73%	65 73%	-	-	-	-	37 69%	28 80%	13 76%	11 55%	23 79%	15 83%	3 60%	24 65%	23 79%	18 78%	48 75%	17 68%	44 81% T	44 70%	20 77%	45 71%
Somewhat positive	16 18%	16 18%	-	-	-	-	11 20%	5 14%	3 18%	6 30%	3 10%	2 11%	2 40%	9 24%	3 10%	4 17%	10 16%	6 24%	7 13%	12 19%	4 15%	12 19%
BOTTOM 2 BOX (NET)	6 7%	6 7%	-	-	-	-	5 9%	1 3%	1 6%	2 10%	2 7%	1 6%	-	3 8%	2 7%	1 4%	4 6%	2 8%	2 4%	6 10%	2 8%	4 6%
Somewhat negative	1 1%	1 1%	-	-	-	-	1 2%	-	-	-	-	1 6%	-	-	-	1 4%	-	1 4%	1 2%	1 2%	1 4%	-
Very negative	5 6%	5 6%	-	-	-	-	4 7%	1 3%	1 6%	2 10%	2 7%	-	-	3 8%	2 7%	-	4 6%	1 4%	1 2%	5 8% S	1 4%	4 6%
Not Sure	2 2%	2 2%	-	-	-	-	1 2%	1 3%	-	1 5%	1 3%	-	-	1 3%	1 3%	-	2 3%	-	1 2%	1 2%	-	2 3%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	89 100%	89 100%	-	-	-	-	54 100%	35 100%	17 100%	20 100%	29 100%	18 100%	5 100%	37 100%	29 100%	23 100%	64 100%	25 100%	54 100%	63 100%	26 100%	63 100%

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

Q736\_34. What has your experience been like with websites that have the following domain name extensions?

28 Aug 2015  
Table 224

34. .mx

Base: Personally Visited .mx When Going To Websites

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	93*	93*	-**	-**	-**	-**	62*	31*	13**	28**	44*	6**	2**	41*	44*	8**	73*	20**	43*	76*	32*	61*
TOP 2 BOX (NET)	92 99%	92 99%	-	-	-	-	61 98%	31 100%	13 100%	28 100%	43 98%	6 100%	2 100%	41 100%	43 98%	8 100%	72 99%	20 100%	42 98%	75 99%	31 97%	61 100%
Very positive	56 60%	56 60%	-	-	-	-	35 56%	21 68%	7 54%	19 68%	26 59%	3 50%	1 50%	26 63%	26 59%	4 50%	45 62%	11 55%	26 60%	45 59%	23 72%	33 54%
Somewhat positive	36 39%	36 39%	-	-	-	-	26 42%	10 32%	6 46%	9 32%	17 39%	3 50%	1 50%	15 37%	17 39%	4 50%	27 37%	9 45%	16 37%	30 39%	8 25%	28 46%
BOTTOM 2 BOX (NET)	1 1%	1 1%	-	-	-	-	1 2%	-	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	1 2%	1 1%	1 3%	-
Somewhat negative	1 1%	1 1%	-	-	-	-	1 2%	-	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	1 2%	1 1%	1 3%	-
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	93 100%	93 100%	-	-	-	-	62 100%	31 100%	13 100%	28 100%	44 100%	6 100%	2 100%	41 100%	44 100%	8 100%	73 100%	20 100%	43 100%	76 100%	32 100%	61 100%

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

Q740\_1. What made your experience with .biz very positive?  
1. .biz

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	239	37*	21**	37*	48*	96*	174	65*	14**	72*	130	18**	5**	86*	130	23**	207	32*	154	205	118	121
USAGE (NET)	77 32%	7 19%	5 24%	7 19%	24 50% ABD	34 35%	64 37% H	13 20%	1 7%	25 35%	46 35%	4 22%	1 20%	26 30%	46 35%	5 22%	64 31%	13 41%	47 31%	65 32%	33 28%	44 36%
BUSINESSES/ORGANIZATIONS (SUB-NET)	63 26%	7 19%	2 10%	5 14%	22 46% ABDF	27 28%	52 30% H	11 17%	1 7%	18 25%	39 30%	4 22%	1 20%	19 22%	39 30%	5 22%	51 25%	12 38%	37 24%	56 27%	25 21%	38 31%
Business/Work website usage	53 22% D	5 14%	2 10%	3 8%	21 44% ABDF	22 23%	43 25%	10 15%	1 7%	16 22%	31 24%	4 22%	1 20%	17 20%	31 24%	5 22%	42 20%	11 34%	30 19%	48 23%	21 18%	32 26%
Specific to a company/good/large companies	4 2%	-	-	2 5%	-	2 2%	4 2%	-	-	-	4 3%	-	-	-	4 3%	-	4 2%	-	3 2%	3 1%	1 1%	3 2%
Organization website/extension	3 1%	-	-	-	1 2%	2 2%	2 1%	1 2%	-	2 3%	1 1%	-	-	2 2%	1 1%	-	3 1%	-	2 1%	3 1%	2 2%	1 1%
Commercial websites	3 1%	-	-	-	1 2%	2 2%	2 1%	1 2%	-	1 1%	1 1%	6 6%	-	1 1%	1 1%	4 4%	3 1%	-	3 2%	3 1%	2 2%	1 1%
Educational websites	1 *	1 3%	-	-	-	-	-	1 2%	-	-	1 1%	-	-	-	1 1%	-	1 *	-	1 1%	-	-	1 1%
Government website/extension	1 *	1 3%	-	-	-	-	-	1 2%	-	-	1 1%	-	-	-	1 1%	-	1 *	-	1 1%	-	-	1 1%
Other businesses/organizations mentions	4 2%	1 3%	-	-	-	3 3%	3 2%	1 2%	-	3 4%	1 1%	-	-	3 3%	1 1%	-	3 1%	1 3%	3 2%	4 2%	4 3% V	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	11 5%	1 3%	2 10%	2 5%	1 2%	5 5%	9 5%	2 3%	-	5 7%	6 5%	-	-	5 6%	6 5%	-	11 5%	-	9 6%	8 4%	7 6%	4 3%
Familiar with website/Have visited/used before/in the past	6 3%	1 3%	-	2 5%	1 2%	2 2%	5 3%	1 2%	-	3 4%	3 2%	-	-	3 3%	3 2%	-	6 3%	-	4 3%	4 2%	3 3%	3 2%
Always use it/The one I use most/frequently	5 2%	-	2 10%	-	-	3 3%	4 2%	1 2%	-	2 3%	3 2%	-	-	2 2%	3 2%	-	5 2%	-	5 3%	4 2%	4 3%	1 1%
MISCELLANEOUS USAGE (SUB-NET)	5 2%	1 3%	1 5%	-	2 4%	1 1%	5 3%	-	-	3 4%	1 1%	1 6%	-	3 3%	1 1%	1 4%	4 2%	1 3%	2 1%	4 2%	2 2%	3 2%
Allows for searching/browsing	3 1%	1 3%	-	-	2 4% F	-	3 2%	-	-	1 1%	1 1%	1 6%	-	1 1%	1 1%	1 4%	2 1%	1 3%	2 1%	2 1%	1 1%	2 2%
Other miscellaneous usage mentions	2 1%	-	1 5%	-	-	1 1%	2 1%	-	-	2 3%	-	-	-	2 2%	-	-	2 1%	-	-	2 1%	1 1%	1 1%
COUNTRIES (SUB-NET)	3 1%	-	-	-	1 2%	2 2%	2 1%	1 2%	-	2 3%	1 1%	-	-	2 2%	1 1%	-	2 1%	1 3%	2 1%	1 *	2 2%	1 1%

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



Q740\_1. What made your experience with .biz very positive?  
1. .biz

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	239	37*	21**	37*	48*	96*	174	65*	14**	72*	130	18**	5**	86*	130	23**	207	32*	154	205	118	121
International/Used worldwide/Global	3 1%	-	-	-	1 2%	2 2%	2 1%	1 2%	-	2 3%	1 1%	-	-	2 2%	1 1%	-	2 1%	1 3%	2 1%	1 *	2 2%	1 1%
PERFORMANCE (NET)	43 18%	7 19%	3 14%	8 22%	11 23%	14 15%	32 18%	11 17%	2 14%	12 17%	22 17%	5 28%	2 40%	14 16%	22 17%	7 30%	37 18%	6 19%	31 20%	34 17%	25 21%	18 15%
No problems/Good experience with website	27 11%	5 14%	1 5%	7 19%	7 15%	7 7%	21 12%	6 9%	2 14%	8 11%	12 9%	3 17%	2 40%	10 12%	12 9%	5 22%	24 12%	3 9%	20 13%	21 10%	16 14%	11 9%
Fast/Good speed	8 3%	-	1 5%	1 3%	-	6 6%	4 2%	4 6%	-	1 1%	6 5%	1 6%	-	1 1%	6 5%	1 4%	7 3%	1 3%	5 3%	6 3%	4 3%	4 3%
Reliable	4 2%	1 3%	-	-	2 4%	1 1%	4 2%	-	-	1 1%	3 2%	-	-	1 1%	3 2%	-	3 1%	1 3%	3 2%	4 2%	3 3%	1 1%
Good results/search results	3 1%	-	1 5%	-	-	2 2%	2 1%	1 2%	-	1 1%	1 1%	1 6%	-	1 1%	1 1%	1 4%	3 1%	-	2 1%	2 1%	1 1%	2 2%
Worked/Effective	3 1%	1 3%	-	-	2 4% F	-	2 1%	1 2%	-	2 3%	1 1%	-	-	2 2%	1 1%	-	2 1%	1 3%	2 1%	3 1%	2 2%	1 1%
SITE APPEAL (NET)	40 17% D	5 14%	5 24%	1 3%	6 13%	23 24% AD	24 14%	16 25% G	3 21%	17 24% K	16 12%	3 17%	1 20%	20 23% O	16 12%	4 17%	34 16%	6 19%	27 18%	37 18%	24 20%	16 13%
Everything/Good/Like site	16 7%	-	1 5%	1 3%	1 2%	13 14% ABE	7 4%	9 14% G	-	6 8%	9 7%	1 6%	-	6 7%	9 7%	1 4%	12 6%	4 13%	13 8%	15 7%	12 10% V	4 3%
Descriptive/Indicates what it stands for	3 1%	-	1 5%	-	2 4% F	-	3 2%	-	-	2 3%	1 1%	-	-	2 2%	1 1%	-	3 1%	-	1 1%	3 1%	1 1%	2 2%
OK/Fine	3 1%	-	1 5%	-	-	2 2%	2 1%	1 2%	-	2 3%	1 1%	-	-	2 2%	1 1%	-	3 1%	-	2 1%	2 1%	2 2%	1 1%
It indicates seriousness/that it's important	1 *	-	1 5%	-	-	-	-	1 2%	1 7%	-	-	-	-	1 1%	-	-	1 *	-	-	1 *	-	1 1%
It's memorable/Easy to remember	1 *	-	-	-	-	1 1%	1 1%	-	1 7%	-	-	-	-	1 1%	-	-	1 *	-	1 1%	1 *	-	1 1%
It's professional	1 *	-	-	-	-	1 1%	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 *	-	1 1%	1 *	1 1%	-
Different/Unique	1 *	-	-	-	-	1 1%	-	1 2%	-	1 1%	-	-	-	1 1%	-	-	1 *	-	1 1%	1 *	1 1%	-
Organized/Not cluttered	1 *	1 3%	-	-	-	-	1 1%	-	-	-	-	-	1 20%	-	-	1 4%	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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_1. What made your experience with .biz very positive?  
1. .biz

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	239	37*	21**	37*	48*	96*	174	65*	14**	72*	130	18**	5**	86*	130	23**	207	32*	154	205	118	121
Generic website	1	13%	-	-	-	-	1%	-	-	1%	-	-	-	1%	-	-	1	-	1%	1	1%	-
New/Newer websites	1	-	-	-	-	1%	-	12%	-	-	1%	-	-	-	1%	-	1	-	1%	-	1%	-
Other site appeal mentions	115%	38%	15%	-	36%	44%	85%	35%	17%	46%	43%	211%	-	56%	43%	29%	94%	26%	64%	115%	54%	65%
BRAND/QUALITY (NET)	3013%	514%	15%	38%	510%	1617%	2011%	1015%	-	1217%	1814%	-	-	1214%	1814%	-	2914%	13%	2214%	2713%	1412%	1613%
Well known/Popular/Most commonly used domain	115%	13%	15%	13%	36%	55%	85%	35%	-	34%	86%	-	-	33%	86%	-	105%	13%	85%	115%	76%	43%
Honest/trustworthy	73%	25%	-	13%	-	44%	53%	23%	-	34%	43%	-	-	33%	43%	-	73%	-	64%	52%	33%	43%
It's a legitimate/credible site/domain	42%	-	-	-	24%	22%	42%	-	-	-	43%	-	-	-	43%	-	42%	-	21%	42%	-	43%U
Well established/Been around for a long time	21%	-	-	-	-	22%	-	23%G	-	23%	-	-	-	22%	-	-	21%	-	11%	1	11%	11%
Reputable	21%	25%AF	-	-	-	-	11%	12%	-	23%	-	-	-	22%	-	-	21%	-	21%	21%	-	22%
Pioneer/One of the first website extensions	1	-	-	-	-	11%	-	12%	-	11%	-	-	-	11%	-	-	1	-	11%	1	11%	-
Other brand/quality mentions	31%	-	-	13%	-	22%	21%	12%	-	11%	22%	-	-	11%	22%	-	31%	-	21%	31%	22%	11%
FUNCTIONALITY (NET)	2812%	514%	314%	411%	919%F	77%	1810%	1015%	321%	913%	129%	422%	-	1214%	129%	417%	2010%	825%Q	1812%	2412%	119%	1714%
Easy to use/navigate	146%	13%	210%	13%	613%A	44%	85%	69%	214%	68%	54%	16%	-	89%	54%	14%	84%	619%Q	96%	126%	43%	108%
Accessible/Easy to access/find	42%	25%	15%	-	-	11%	42%	-	-	11%	22%	16%	-	11%	22%	14%	31%	13%	21%	31%	22%	22%
Practical/Useful/Helpful	31%	13%	-	-	-	22%	11%	23%	-	11%	22%	-	-	11%	22%	-	31%	-	21%	31%	11%	22%
Easy to register	31%	-	-	25%AF	12%	-	32%	-	-	-	22%	16%	-	-	22%	14%	31%	-	21%	31%	22%	11%

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

Q740\_1. What made your experience with .biz very positive?  
1. .biz

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	239	37*	21**	37*	48*	96*	174	65*	14**	72*	130	18**	5**	86*	130	23**	207	32*	154	205	118	121
Easy/Simple to purchase	2 1%	1 3%	-	1 3%	-	-	2 1%	-	1 7%	-	1 1%	-	-	1 1%	1 1%	-	2 1%	-	2 1%	2 1%	2 2%	-
No restrictions	1 *	1 3%	-	-	-	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	1 *	-	1 1%	1 *	1 1%	-
Has the latest standards/formats	1 *	-	-	-	1 2%	-	-	1 2%	-	-	-	1 6%	-	-	-	1 4%	1 *	-	1 1%	-	-	1 1%
Other functionality mentions	1 *	-	-	-	1 2%	-	-	1 2%	-	1 1%	-	-	-	1 1%	-	-	-	1 3% Q	-	1 *	-	1 1%
MISCELLANEOUS (NET)	14 6%	4 11% D	-	-	4 8%	6 6%	9 5%	5 8%	-	2 3%	8 6%	4 22%	-	2 2%	8 6%	4 17%	12 6%	2 6%	8 5%	11 5%	3 3%	11 9% U
Meets my expectations/needs/Always find what I need/want	7 3%	4 11% ADF	-	-	2 4%	1 1%	4 2%	3 5%	-	2 3%	2 2%	3 17%	-	2 2%	2 2%	3 13%	6 3%	1 3%	4 3%	6 3%	2 2%	5 4%
Convenient	3 1%	-	-	-	-	3 3%	2 1%	1 2%	-	-	2 2%	1 6%	-	-	2 2%	1 4%	3 1%	-	3 2% T	1 *	1 1%	2 2%
Positive/Just was	2 1%	-	-	-	-	2 2%	2 1%	-	-	-	2 2%	-	-	-	2 2%	-	2 1%	-	-	2 1%	-	2 2%
Negative experience mentions	2 1%	-	-	-	2 4% AF	-	1 1%	1 2%	-	-	2 2%	-	-	-	2 2%	-	1 *	1 3%	1 1%	2 1%	-	2 2%
CONTENT (NET)	12 5%	4 11%	2 10%	1 3%	2 4%	3 3%	10 6%	2 3%	-	3 4%	8 6%	1 6%	-	3 3%	8 6%	1 4%	10 5%	2 6%	4 3%	12 6% S	6 5%	6 5%
INFORMATION (SUB-NET)	7 3%	3 8%	-	-	2 4%	2 2%	5 3%	2 3%	-	2 3%	5 4%	-	-	2 2%	5 4%	-	5 2%	2 6%	2 1%	7 3% S	3 3%	4 3%
Good/Helpful information	4 2%	1 3%	-	-	2 4%	1 1%	3 2%	1 2%	-	2 3%	2 2%	-	-	2 2%	2 2%	-	2 1%	2 6% Q	1 1%	4 2%	2 2%	2 2%
Comprehensive/Can search all information in one place	1 *	1 3%	-	-	-	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	1 *	-	-	1 *	-	1 1%
Information/Informative	1 *	1 3%	-	-	-	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	1 *	-	1 1%	1 *	1 1%	-
Other information mentions	1 *	-	-	-	-	1 1%	-	1 2%	-	-	1 1%	-	-	-	1 1%	-	1 *	-	-	1 *	-	1 1%
MISCELLANEOUS CONTENT (SUB-NET)	5 2%	1 3%	2 10%	1 3%	-	1 1%	5 3%	-	-	1 1%	3 2%	1 6%	-	1 1%	3 2%	1 4%	5 2%	-	2 1%	5 2%	3 3%	2 2%

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

Q740\_1. What made your experience with .biz very positive?  
1. .biz

Base: Very Positive Experience With Websites With Domain Name Extensions

	Domain registration role																Purpose registered domain name		Registered duplicate domain names					
	Region						Gender		Age					Age					Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+								
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)			
Unweighted Base	239	37*	21**	37*	48*	96*	174	65*	14**	72*	130	18**	5**	86*	130	23**	207	32*	154	205	118	121		
Good/Like the content	52%	13%	210%	13%	-	11%	53%	-	-	11%	32%	16%	-	11%	32%	14%	52%	-	21%	52%	33%	22%		
SECURITY (NET)	63%	13%	15%	25%	12%	11%	42%	23%	17%	23%	32%	-	-	33%	32%	-	42%	26%	32%	42%	22%	43%		
Safe/Good security	31%	-	15%	13%	12%	-	21%	12%	17%	11%	11%	-	-	22%	11%	-	21%	13%	21%	21%	11%	22%		
Virus/Malware protected	1*	-	-	-	-	11%	11%	-	-	11%	-	-	-	11%	-	-	1*	-	-	1*	-	11%		
Other security mentions	21%	13%	-	13%	-	-	11%	12%	-	-	22%	-	-	-	22%	-	1*	13%	11%	1*	11%	11%		
ECONOMY (NET)	31%	13%	-	-	-	22%	21%	12%	-	11%	22%	-	-	11%	22%	-	21%	13%	32%	31%	22%	11%		
Reasonable/Cheap price to register/purchase	1*	13%	-	-	-	-	-	12%	-	-	11%	-	-	-	11%	-	1*	-	11%	1*	11%	-		
Other economy mentions	21%	-	-	-	-	22%	21%	-	-	11%	11%	-	-	11%	11%	-	1*	13%	21%	21%	11%	11%		
SERVICE (NET)	21%	-	-	-	-	22%	11%	12%	-	23%	-	-	-	22%	-	-	1*	13%	21%	21%	22%	-		
Good service/customer service/support	1*	-	-	-	-	11%	11%	-	-	11%	-	-	-	11%	-	-	-	13%Q	11%	1*	11%	-		
Other service mentions	1*	-	-	-	-	11%	-	12%	-	11%	-	-	-	11%	-	-	1*	-	11%	1*	11%	-		
None	94%F	514%AEF	-	25%	12%	11%	63%	35%	321%	23%	32%	16%	-	56%	32%	14%	73%	26%	85%	63%	54%	43%		
Don't know	52%	13%	-	411%AEF	-	-	32%	23%	17%	-	32%	16%	-	11%	32%	14%	52%	-	32%	42%	43%	11%		
Declined to answer	2310%E	25%	524%	822%ABEF	-	88%E	169%	711%	17%	57%	1411%	16%	240%	67%	1411%	313%	2211%	13%	1510%	2110%	1210%	119%		
Sigma	306128%	51138%	25119%	40108%	66138%	124129%	217125%	89137%	15107%	100139%	159122%	26144%	6120%	115134%	159122%	32139%	260126%	46144%	202131%	262128%	153130%	153126%		

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

Q740\_2. What made your experience with .com very positive?  
2. .com

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1902	323	264	230	305	780	1194	708	229	599	840	171	63*	828	840	234	1504	398	1121	1482	761	1141
BRAND/QUALITY (NET)	756 40% CD	144 45% CD	85 32%	57 25%	127 42% CD	343 44% ACD	484 41%	272 38%	96 42%	249 42%	329 39%	58 34%	24 38%	345 42%	329 39%	82 35%	583 39%	173 43%	449 40%	600 40%	294 39%	462 40%
Well known/Popular/Most commonly used domain	554 29% CD	115 36% ACD	58 22%	35 15%	102 33% CD	244 31% CD	364 30%	190 27%	65 28%	179 30%	243 29%	48 28%	19 30%	244 29%	243 29%	67 29%	429 29%	125 31%	338 30%	447 30%	221 29%	333 29%
Honest/trustworthy	130 7%	17 5%	17 6%	18 8%	23 8%	55 7%	74 6%	56 8%	31 14% JKLM	44 7%	44 5%	9 5%	2 3%	75 9% OP	44 5%	11 5%	96 6%	34 9%	85 8%	93 6%	48 6%	82 7%
It's a legitimate/credible site/domain	54 3%	10 3%	9 3%	4 2%	7 2%	24 3%	34 3%	20 3%	6 3%	15 3%	25 3%	5 3%	3 5%	21 3%	25 3%	8 3%	41 3%	13 3%	34 3%	44 3%	23 3%	31 3%
Well established/Been around for a long time	31 2%	7 2%	1*	3 1%	3 1%	17 2%	21 2%	10 1%	-	10 2% I	17 2% I	2 1%	2 3% I	10 1%	17 2%	4 2%	23 2%	8 2%	13 1%	28 2% S	12 2%	19 2%
Reputable	21 1%	2 1%	1*	3 1%	1*	14 2% A	13 1%	8 1%	1*	7 1%	12 1%	1 1%	-	8 1%	12 1%	1*	17 1%	4 1%	10 1%	15 1%	8 1%	13 1%
Pioneer/One of the first website extensions	20 1%	8 2% AC	1*	1*	2 1%	8 1%	15 1%	5 1%	-	6 1%	10 1%	3 2% I	1 2%	6 1%	10 1%	4 2%	17 1%	3 1%	10 1%	19 1%	6 1%	14 1%
Big/Large website	11 1%	1*	3 1%	-	1*	6 1%	8 1%	3*	-	7 1%	4*	-	-	7 1%	4*	-	8 1%	3 1%	6 1%	7*	3*	8 1%
Good quality brand/product	5	1	1	-	1	2	3	2	1	2	2	-	-	3	2	-	5	-	4	3	1	4
Other brand/quality mentions	19 1%	2 1%	2 1%	2 1%	5 2%	8 1%	12 1%	7 1%	7 3% JK	5 1%	6 1%	1 1%	-	12 1%	6 1%	1*	15 1%	4 1%	9 1%	15 1%	8 1%	11 1%
USAGE (NET)	504 26% D	73 23%	61 23%	46 20%	91 30% BD	233 30% ABCD	331 28%	173 24%	65 28%	159 27%	217 26%	46 27%	17 27%	224 27%	217 26%	63 27%	396 26%	108 27%	300 27%	396 27%	196 26%	308 27%
BUSINESSES/ORGANIZATIONS (SUB-NET)	171 9%	35 11%	18 7%	22 10%	28 9%	68 9%	122 10% H	49 7%	13 6%	55 9%	68 8%	25 15% IJK	10 16% IK	68 8%	68 8%	35 15% NO	134 9%	37 9%	104 9%	141 10%	67 9%	104 9%
Business/Work website usage	57 3% F	15 5% F	7 3%	7 3%	13 4% F	15 2%	40 3%	17 2%	4 2%	19 3%	24 3%	6 4%	4 6% I	23 3%	24 3%	10 4%	43 3%	14 4%	36 3%	51 3%	24 3%	33 3%
Commercial websites	56 3%	9 3%	7 3%	5 2%	8 3%	27 3%	39 3%	17 2%	4 2%	21 4%	20 2%	8 5%	3 5%	25 3%	20 2%	11 5%	43 3%	13 3%	32 3%	44 3%	17 2%	39 3%
Specific to a company/good/large companies	50 3%	8 2%	4 2%	10 4%	8 3%	20 3%	36 3%	14 2%	4 2%	12 2%	23 3%	9 5% J	2 3%	16 2%	23 3%	11 5% N	40 3%	10 3%	36 3%	40 3%	25 3%	25 2%
Organization website/extension	8	-	-	1	1	6 1%	6 1%	2	-	1	5 1%	1 1%	1 2%	1	5 1%	2 1%	7	1	4	7	2	6 1%

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

Q740\_2. What made your experience with .com very positive?

28 Aug 2015  
Table 226

2. .com

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1902	323	264	230	305	780	1194	708	229	599	840	171	63*	828	840	234	1504	398	1121	1482	761	1141
Educational websites	2	1	-	-	-	1	1	1	-	1	1	-	-	1	1	-	2	-	1	1	-	2
Used for non-profit organizations/purposes	2	-	-	-	1	1	1	1	-	2	-	-	-	2	-	-	2	-	2	2	2	-
Institutions websites/extensions	1	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1	1	-
Government website/extension	1	1	-	-	-	-	-	1	-	-	1	-	-	-	1	-	1	-	1	-	-	1
Other businesses/organizations mentions	12 1%	3 1%	-	-	4 1%	5 1%	10 1%	2	2 1%	5 1%	4	1 1%	-	7 1%	4	1	10 1%	2 1%	7 1%	11 1%	5 1%	7 1%
COUNTRIES (SUB-NET)	165 9% B	14 4%	20 8%	14 6%	30 10% B	87 11% ABD	109 9%	56 8%	23 10% M	59 10% M	67 8%	15 9%	1 2%	82 10%	67 8%	16 7%	124 8%	41 10%	90 8%	136 9%	63 8%	102 9%
International/Used worldwide/Global	143 8% B	11 3%	14 5%	12 5%	29 10% B	77 10% ABCD	92 8%	51 7%	19 8% M	53 9% M	61 7% M	10 6%	-	72 9% P	61 7%	10 4%	109 7%	34 9%	82 7%	116 8%	58 8%	85 7%
China based website	3	-	-	-	-	3	2	1	1	2	-	-	-	3	-	-	2	1	2	2	-	3
India based website	2	-	-	-	-	2	2	-	-	1	1	-	-	1	1	-	1	1	-	2	1	1
It's my country's extension	2	-	2 1% AF	-	-	-	2	-	-	-	-	2 1% JK	-	-	-	2 1% NO	2	-	-	2	1	1
Country specific (Unspec.)	1	-	1	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1	-	1
Brazilian/Portuguese based website	1	-	1	-	-	-	1	-	-	1	-	-	-	1	-	-	1	-	1	1	1	-
Japan based website	1	-	-	-	-	1	1	-	-	-	1	-	-	-	1	-	1	-	-	1	-	1
Other countries mentions	14 1%	3 1%	2 1%	2 1%	2 1%	5 1%	9 1%	5 1%	3 1%	3 1%	4	3 2%	1 2%	6 1%	4	4 2%	8 1%	6 2% Q	6 1%	11 1%	2	12 1% U
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	121 6% D	14 4%	15 6% D	5	21 7% D	66 8% ABD	68 6%	53 7%	17 7% L	42 7% L	54 6% L	4 2%	4 6%	59 7% P	54 6%	8 3%	99 7%	22 6%	73 7%	84 6%	48 6%	73 6%
Always use it/The one I use most/frequently	79 4% D	9 3%	10 4%	4 2%	10 3%	46 6% ABD	43 4%	36 5%	14 6% L	21 4%	37 4%	3 2%	4 6%	35 4%	37 4%	7 3%	66 4%	13 3%	48 4%	53 4%	31 4%	48 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  
Overlap formulae used. \* small base

Q740\_2. What made your experience with .com very positive?

2. .com

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1902	323	264	230	305	780	1194	708	229	599	840	171	63*	828	840	234	1504	398	1121	1482	761	1141
Familiar with website/Have visited/used before/in the past	42 2% D	5 2%	5 2%	1	11 4% D	20 3% D	25 2%	17 2%	3 1%	21 4% L	17 2%	1 1%	-	24 3% P	17 2%	1	33 2%	9 2%	25 2%	31 2%	17 2%	25 2%
MISCELLANEOUS USAGE (SUB-NET)	91 5%	12 4%	10 4%	10 4%	18 6%	41 5%	56 5%	35 5%	14 6%	21 4%	47 6%	7 4%	2 3%	35 4%	47 6%	9 4%	73 5%	18 5%	60 5%	68 5%	38 5%	53 5%
Allows for searching/browsing	35 2%	6 2%	7 3%	3 1%	9 3%	10 1%	25 2%	10 1%	5 2%	4 1%	24 3% J	2 1%	-	9 1%	24 3% N	2 1%	29 2%	6 2%	22 2%	29 2%	15 2%	20 2%
Diversity/Multi-purpose website	19 1%	-	-	2 1%	4 1% B	13 2% ABC	13 1%	6 1%	4 2%	7 1%	6 1%	2 1%	-	11 1%	6 1%	2 1%	15 1%	4 1%	14 1%	11 1%	8 1%	11 1%
Top level domain	13 1%	1	-	1	-	11 1% AE	5	8 1%	-	4 1%	7 1%	1 1%	1 2%	4	7 1%	2 1%	11 1%	2 1%	8 1%	12 1%	10 1% V	3
Email usage	7	2 1%	-	3 1% AEF	-	2	5	2	1	1	4	-	1 2%	2	4	1	4	3 1%	5	4	1	6 1%
Personal usage site	1	-	-	-	1	-	1	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1
Other miscellaneous usage mentions	19 1%	5 2%	3 1%	1	4 1%	6 1%	10 1%	9 1%	4 2%	5 1%	8 1%	2 1%	-	9 1%	8 1%	2 1%	17 1%	2 1%	14 1%	14 1%	5 1%	14 1%
PERFORMANCE (NET)	305 16% F	53 16% F	48 18% F	63 27% ABCF	64 21% AF	77 10% F	182 15% F	123 17% F	39 17% F	89 15% F	118 14% F	45 26% IJK	14 22% F	128 15% F	118 14% F	59 25% NO	240 16% F	65 16% F	182 16% F	228 15% F	119 16% F	186 16% F
No problems/Good experience with website	161 8% F	33 10% F	19 7% F	46 20% ABCEF	29 10% F	34 4% F	90 8% F	71 10% F	19 8% F	46 8% F	53 6% F	33 19% IJK	10 16% JK	65 8% F	53 6% F	43 18% NO	132 9% F	29 7% F	97 9% F	114 8% F	64 8% F	97 9% F
Reliable	80 4% F	10 3% F	16 6% F	12 5% ABF	20 7% ABF	22 3% F	57 5% F	23 3% F	12 5% F	26 4% F	34 4% F	5 3% F	3 5% F	38 5% F	34 4% F	8 3% F	67 4% F	13 3% F	49 4% F	61 4% F	30 4% F	50 4% F
Fast/Good speed	41 2%	4 1%	6 2%	2 1% ABD	12 4% ABD	17 2% F	21 2% F	20 3% F	6 3% F	15 3% F	17 2% F	3 2% F	-	21 3% F	17 2% F	3 1% F	26 2% F	15 4% Q	25 2% F	33 2% F	16 2% F	25 2% F
Worked/Effective	21 1% F	5 2% F	8 3% AF	3 1% F	3 1% F	2	13 1% F	8 1% F	3 1% F	4 1% F	9 1% F	4 2% F	1 2% F	7 1% F	9 1% F	5 2% F	14 1% F	7 2% F	12 1% F	19 1% F	8 1% F	13 1% F
Good results/search results	10 1%	4 1% F	3 1% F	-	1	2	8 1% F	2	-	1	8 1% F	-	1 2% F	1	8 1% N	1	7	3 1% F	4	9 1% F	6 1% F	4
Other performance mentions	5	-	-	-	2 1% F	3	2	3	1	1	3	-	-	2	3	-	3	2 1% F	2	3	1	4
SITE APPEAL (NET)	231 12% B	28 9% F	37 14% B	24 10% F	34 11% F	108 14% B	138 12% F	93 13% F	27 12% F	71 12% F	112 13% F	17 10% F	4 6% F	98 12% F	112 13% F	21 9% F	194 13% F	37 9% F	136 12% F	188 13% F	99 13% F	132 12% F

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

Q740\_2. What made your experience with .com very positive?

28 Aug 2015  
Table 226

2. .com

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1902	323	264	230	305	780	1194	708	229	599	840	171	63*	828	840	234	1504	398	1121	1482	761	1141
Everything/Good/Like site	103 5%	12 4%	14 5%	11 5%	11 4%	55 7% ABE	59 5%	44 6%	13 6%	40 7% L	44 5%	4 2%	2 3%	53 6% P	44 5%	6 3%	82 5%	21 5%	63 6%	82 6%	47 6%	56 5%
It's memorable/Easy to remember	33 2% F	6 2%	11 4% ADF	2 1%	6 2%	8 1%	22 2%	11 2%	5 2%	8 1%	18 2%	2 1%	-	13 2%	18 2%	2 1%	26 2%	7 2%	19 2%	30 2%	13 2%	20 2%
It's professional	11 1%	2 1%	-	3 1%	3 1%	3 1%	7 1%	4 1%	1 1%	3 1%	6 1%	1 1%	-	4 1%	6 1%	1 1%	10 1%	1 1%	7 1%	11 1%	3 1%	8 1%
OK/Fine	10 1%	-	1 1%	4 2% ABE	-	5 1%	4 1%	6 1%	1 1%	2 1%	4 1%	3 2% J	-	3 1%	4 1%	3 1%	9 1%	1 1%	5 1%	7 1%	6 1%	4 1%
It indicates seriousness/that it's important	9 1%	3 1% F	2 1% F	3 1% F	1 1%	-	8 1%	1 1%	-	1 1%	5 1%	3 2% IJ	-	1 1%	5 1%	3 1% N	8 1%	1 1%	3 1%	7 1%	5 1%	4 1%
Descriptive/Indicates what it stands for	8 1%	1 1%	2 1%	-	2 1%	3 1%	5 1%	3 1%	1 1%	2 1%	5 1%	-	-	3 1%	5 1%	-	7 1%	1 1%	4 1%	7 1%	2 1%	6 1%
Different/Unique	5 1%	-	-	-	4 1% ABF	1 1%	3 1%	2 1%	-	3 1%	2 1%	-	-	3 1%	2 1%	-	4 1%	1 1%	2 1%	3 1%	1 1%	4 1%
Generic website	3 1%	1 1%	2 1% AF	-	-	-	3 1%	-	1 1%	1 1%	1 1%	-	-	2 1%	1 1%	-	3 1%	-	1 1%	3 1%	3 1% V	-
Organized/Not cluttered	2 1%	-	1 1%	-	-	1 1%	2 1%	-	2 1% JK	-	-	-	-	2 1%	-	-	1 1%	1 1%	1 1%	1 1%	1 1%	1 1%
Not a lot of ads/pop ups	1 1%	-	-	-	-	1 1%	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	-	1 1%	-	1 1%
Interesting websites	1 1%	1 1%	-	-	-	-	1 1%	-	-	-	-	-	1 2% JK	-	-	1 1%	1 1%	-	-	1 1%	-	1 1%
Other site appeal mentions	49 3% B	3 1%	4 2%	2 1%	7 2%	33 4% ABCD	25 2%	24 3%	3 1%	10 2%	30 4% J	5 3%	1 2%	13 2%	30 4% N	6 3%	46 3% R	3 1%	34 3%	38 3%	18 2%	31 3%
FUNCTIONALITY (NET)	222 12% F	47 15% DF	50 19% ADF	20 9%	53 17% ADF	52 7%	141 12%	81 11%	22 10%	69 12%	101 12%	24 14%	6 10%	91 11%	101 12%	30 13%	163 11%	59 15% Q	122 11%	175 12%	92 12%	130 11%
Easy to use/navigate	106 6% F	28 9% ADF	20 8% DF	7 3%	27 9% ADF	24 3%	61 5%	45 6%	12 5%	31 5%	50 6%	11 6%	2 3%	43 5%	50 6%	13 6%	76 5%	30 8%	63 6%	85 6%	48 6%	58 5%
Accessible/Easy to access/find	52 3% F	6 2%	17 6% ABDF	3 1%	13 4% DF	13 2%	37 3%	15 2%	4 2%	15 3%	28 3%	5 3%	-	19 2%	28 3%	5 2%	35 2%	17 4% Q	19 2%	41 3% S	15 2%	37 3%
Easy to register	23 1% F	3 1%	3 1%	4 2% F	10 3% ABF	3 1%	17 1%	6 1%	2 1%	6 1%	10 1%	5 3%	-	8 1%	10 1%	5 2%	16 1%	7 2%	16 1%	18 1%	11 1%	12 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  
Overlap formulae used. \* small base



Q740\_2. What made your experience with .com very positive?

2. .com

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1902	323	264	230	305	780	1194	708	229	599	840	171	63*	828	840	234	1504	398	1121	1482	761	1141
Practical/Useful/Helpful	19 1%	4 1%	3 1%	2 1%	2 1%	8 1%	12 1%	7 1%	2 1%	7 1%	8 1%	1 1%	2 1%	9 1%	8 1%	2 1%	17 1%	2 1%	10 1%	16 1%	7 1%	12 1%
Has the latest standards/formats	7 F	3 1% F	-	1 F	3 1% F	-	3 F	4 1%	-	4 1%	2 F	1 1%	-	4 F	2 F	1 F	7 F	-	6 1%	4 F	1 F	6 1%
Easy/Simple to purchase	6 F	3 1% F	2 1% F	1 F	-	-	6 1%	-	2 1%	2 F	2 F	-	-	4 F	2 F	-	6 F	-	6 1%	4 F	4 1%	2 F
No restrictions	1 F	1 F	-	-	-	-	1 F	-	-	-	1 F	-	-	-	1 F	-	1 F	-	1 F	1 F	1 F	-
Other functionality mentions	22 1%	4 1%	6 2% F	3 1%	4 1%	5 1%	13 1%	9 1%	2 1%	6 1%	8 1%	3 2% IJK	3 5% IJK	8 1%	8 1%	6 3%	15 1%	7 2%	12 1%	19 1%	10 1%	12 1%
CONTENT (NET)	118 6%	23 7%	18 7%	16 7%	22 7%	39 5%	66 6%	52 7%	16 7%	41 7%	48 6%	8 5%	5 8%	57 7%	48 6%	13 6%	83 6%	35 9% Q	65 6%	91 6%	36 5%	82 7% U
INFORMATION (SUB-NET)	93 5%	16 5%	16 6%	12 5%	17 6%	32 4%	47 4%	46 6% G	15 7%	30 5%	38 5%	7 4%	3 5%	45 5%	38 5%	10 4%	63 4%	30 8% Q	51 5%	73 5%	25 3%	68 6% U
Good/Helpful information	38 2%	3 1%	9 3% BF	6 3%	9 3%	11 1%	20 2%	18 3%	7 3%	8 1%	20 2%	2 1%	1 2%	15 2%	20 2%	3 1%	27 2%	11 3%	22 2%	28 2%	9 1%	29 3% U
Information/Informative	35 2%	11 3% AF	3 1%	4 2%	5 2%	12 2%	16 1%	19 3% G	4 2%	15 3%	11 1%	4 2%	1 2%	19 2%	11 1%	5 2%	23 2%	12 3%	19 2%	27 2%	9 1%	26 2%
Accurate/Authentic information	14 1%	1 F	3 1%	1 F	3 1%	6 1%	7 1%	7 1%	3 1%	5 1%	6 1%	-	-	8 1%	6 1%	-	8 1%	6 2% Q	9 1%	12 1%	5 1%	9 1%
Comprehensive/Can search all information in one place	7 F	1 F	1 F	2 1%	-	3 F	4 F	3 F	1 F	2 F	2 F	1 1%	1 2%	3 F	2 F	2 1%	6 F	1 F	1 F	7 F S	2 F	5 F
MISCELLANEOUS CONTENT (SUB-NET)	26 1%	8 2% F	2 1%	4 2%	5 2%	7 1%	19 2%	7 1%	1 F	11 2%	10 1%	1 1%	3 5% IKL	12 1%	10 1%	4 2%	20 1%	6 2%	14 1%	19 1%	11 1%	15 1%
Good/Like the content	19 1%	5 2%	2 1%	3 1%	4 1%	5 1%	15 1%	4 1%	1 F	9 2%	7 1%	1 1%	1 2%	10 1%	7 1%	2 1%	17 1%	2 1%	10 1%	14 1%	9 1%	10 1%
News related websites (All news mentions, i.e. balance, up to date news, etc...)	2 F	1 F	-	-	1 F	-	2 F	-	-	1 F	-	-	1 2% K	1 F	-	1 F	1 F	1 F	1 F	1 F	1 F	1 F
Other miscellaneous content mentions	7 F	3 1%	-	1 F	1 F	2 F	4 F	3 F	-	2 F	3 F	-	2 3% IJKL	2 F	3 F	2 1%	3 F	4 1% Q	4 F	5 F	2 F	5 F
MISCELLANEOUS (NET)	89 5%	14 4%	20 8% ADE	6 3%	8 3%	41 5%	55 5%	34 5%	15 7%	28 5%	37 4%	7 4%	2 3%	43 5%	37 4%	9 4%	75 5%	14 4%	57 5%	67 5%	35 5%	54 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  
Overlap formulae used. \* small base

Q740\_2. What made your experience with .com very positive?

28 Aug 2015  
Table 226

2. .com

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1902	323	264	230	305	780	1194	708	229	599	840	171	63*	828	840	234	1504	398	1121	1482	761	1141
Meets my expectations/needs/Always find what I need/want	29 2% F	7 2% F	11 4% ADEF	2 1%	4 1%	5 1%	18 2%	11 2%	6 3%	7 1%	11 1%	3 2%	2 3%	13 2%	11 1%	5 2%	21 1%	8 2%	17 2%	20 1%	6 1%	23 2% U
Positive/Just was	29 2%	5 2%	2 1%	2 1%	3 1%	17 2%	18 2%	11 2%	8 3% K	9 2%	11 1%	1 1%	-	17 2%	11 1%	1	27 2%	2 1%	20 2%	25 2%	17 2% V	12 1%
Convenient	13 1%	-	1	-	-	12 2% ABE	6 1%	7 1%	-	5 1%	7 1%	1 1%	-	5 1%	7 1%	1	13 1%	-	9 1%	9 1%	6 1%	7 1%
Negative experience mentions	7	2 1%	2 1%	1	1	1	6 1%	1	-	2	4	1 1%	-	2	4	1	5	2 1%	5	7	5 1%	2
Alternative to .com	1	-	1	-	-	-	1	-	-	-	1	-	-	-	1	-	-	1	-	1	-	1
Other mentions	12 1%	1	3 1%	2 1%	-	6 1%	8 1%	4 1%	1	5 1%	5 1%	1 1%	-	6 1%	5 1%	1	11 1%	1	8 1%	7	3	9 1%
SECURITY (NET)	85 4%	11 3%	13 5%	11 5%	16 5%	34 4%	48 4%	37 5%	12 5%	29 5%	32 4%	9 5%	3 5%	41 5%	32 4%	12 5%	66 4%	19 5%	49 4%	57 4%	23 3%	62 5% U
Safe/Good security	70 4%	7 2%	12 5%	8 3%	15 5%	28 4%	38 3%	32 5%	12 5%	26 4%	25 3%	5 3%	2 3%	38 5%	25 3%	7 3%	53 4%	17 4%	40 4%	48 3%	22 3%	48 4%
Private/Privacy	5	1	-	2 1%	-	2	2	3	-	-	4	1 1%	-	-	4	1 N	4	1	4	2	-	5
Virus/Malware protected	4	1	2 1% F	1	-	-	3	1	-	1	1	1 1%	1 2% K	1	1	2 1%	4	-	1	4	-	4
No/Less spam	1	-	-	-	-	1	1	-	-	1	-	-	-	1	-	-	1	-	-	1	-	1
Other security mentions	8	2 1%	-	-	1	5 1%	6 1%	2	1	1	3	3 2% JK	-	2	3	3 1% N	6	2 1%	6 1%	4	1	7 1%
ECONOMY (NET)	23 1%	5 2%	6 2%	1	2 1%	9 1%	17 1%	6 1%	2 1%	7 1%	13 2%	1 1%	-	9 1%	13 2%	1	12 1%	11 3% Q	15 1%	16 1%	7 1%	16 1%
Reasonable/Cheap price to register/purchase	11 1% F	4 1% F	3 1% F	1	2 1%	1	10 1%	1	1	3 1%	6 1%	1 1%	-	4	6 1%	1	6	5 1% Q	8 1%	8 1%	5 1%	6 1%
Other economy mentions	12 1%	1	3 1%	-	-	8 1%	7 1%	5 1%	1	4 1%	7 1%	-	-	5 1%	7 1%	-	6	6 2% Q	7 1%	8 1%	2	10 1%
SERVICE (NET)	16 1%	1	2 1%	2 1%	6 2% AB	5 1%	8 1%	8 1%	-	9 2%	6 1%	1 1%	-	9 1%	6 1%	1	12 1%	4 1%	8 1%	14 1%	8 1%	8 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  
Overlap formulae used. \* small base

Q740\_2. What made your experience with .com very positive?  
2. .com

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- straants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1902	323	264	230	305	780	1194	708	229	599	840	171	63*	828	840	234	1504	398	1121	1482	761	1141
Good service/customer service/support	16 1%	1	2 1%	2 1%	6 2% AB	5 1%	8 1%	8 1%	-	9 2%	6 1%	1 1%	-	9 1%	6 1%	1	12 1%	4 1%	8 1%	14 1%	8 1%	8 1%
Other service mentions	1	-	-	-	1	-	-	1	-	-	1	-	-	-	1	-	1	-	-	1	-	1
None	15 1%	2 1%	2 1%	2 1%	3 1%	6 1%	12 1%	3	2 1%	6 1%	5 1%	2 1%	-	8 1%	5 1%	2 1%	13 1%	2 1%	11 1%	13 1%	10 1% V	5
Don't know	12 1%	1	-	6 3% ABCF	2 1%	3	8 1%	4 1%	-	3 1%	6 1%	2 1%	1 2%	3	6 1%	3 1%	11 1%	1	8 1%	8 1%	5 1%	7 1%
Declined to answer	65 3%	7 2%	5 2%	17 7% ABCEF	5 2%	31 4%	46 4%	19 3%	4 2%	19 3%	36 4%	4 2%	2 3%	23 3%	36 4%	6 3%	54 4%	11 3%	42 4%	55 4%	34 4% V	31 3%
Sigma	2638 139%	447 138%	363 138%	290 126%	476 156%	1062 136%	1662 139%	976 138%	323 141%	838 140%	1149 137%	244 143%	84 133%	1161 140%	1149 137%	328 140%	2053 137%	585 147%	1578 141%	2066 139%	1038 136%	1600 140%

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

Q740\_3. What made your experience with .info very positive?

3. .info

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	445	66*	53*	76*	66*	184	273	172	40*	146	208	44*	7**	186	208	51*	369	76*	295	354	212	233
CONTENT (NET)	139 31%	21 32%	15 28%	24 32%	25 38%	54 29%	91 33%	48 28%	16 40%	56 38% K	52 25%	13 30%	2 29%	72 39% O	52 25%	15 29%	105 28%	34 45% Q	93 32%	103 29%	53 25%	86 37% U
INFORMATION (SUB-NET)	128 29%	20 30%	13 25%	21 28%	25 38%	49 27%	81 30%	47 27%	15 38%	50 34% K	49 24%	12 27%	2 29%	65 35% O	49 24%	14 27%	96 26%	32 42% Q	87 29%	95 27%	47 22%	81 35% U
Information/Informative	76 17%	9 14%	7 13%	16 21%	13 20%	31 17%	50 18%	26 15%	5 13%	30 21%	33 16%	7 16%	1 14%	35 19%	33 16%	8 16%	58 16%	18 24%	53 18%	57 16%	27 13%	49 21% U
Good/Helpful information	35 8%	8 12%	3 6%	5 7%	9 14% F	10 5%	20 7%	15 9%	7 18% K	15 10% K	8 4%	4 9%	1 14%	22 12% O	8 4%	5 10%	28 8%	7 9%	24 8%	23 6%	11 5%	24 10% U
Accurate/Authentic information	13 3%	1 2%	3 6% D	-	2 3%	7 4%	6 2%	7 4%	4 10% JK	3 2%	5 2%	1 2%	-	7 4%	5 2%	1 2%	7 2%	6 8% Q	6 2%	11 3%	4 2%	9 4%
Comprehensive/Can search all information in one place	4 1%	2 3%	-	1 1%	-	1 1%	3 1%	1 1%	-	2 1%	2 1%	-	-	2 1%	2 1%	-	4 1%	-	3 1%	4 1%	4 2% V	-
Other information mentions	2 1%	-	-	-	1 2%	1 1%	2 1%	-	-	1 1%	1 1%	-	-	1 1%	1 1%	-	1 1%	1 1%	2 1%	2 1%	1 1%	1 1%
MISCELLANEOUS CONTENT (SUB-NET)	14 3%	1 2%	3 6%	5 7% E	-	5 3%	13 5% H	1 1%	1 3%	7 5%	4 2%	2 5%	-	8 4%	4 2%	2 4%	12 3%	2 3%	9 3%	10 3%	7 3%	7 3%
Good/Like the content	7 2%	1 2%	1 2%	4 5% AF	-	1 1%	6 2%	1 1%	-	2 1%	4 2%	1 2%	-	2 1%	4 2%	1 2%	6 2%	1 1%	3 1%	6 2%	3 1%	4 2%
News related websites (All news mentions, i.e. balance, up to date news, etc...)	2 1%	-	1 2%	-	-	1 1%	2 1%	-	-	2 1%	-	-	-	2 1%	-	-	1 1%	1 1%	1 1%	1 1%	1 1%	1 1%
Other miscellaneous content mentions	5 1%	-	1 2%	1 1%	-	3 2%	5 2%	-	1 3% K	3 2% K	-	1 2% K	-	4 2% O	-	1 2% O	5 1%	-	5 2%	3 1%	3 1%	2 1%
PERFORMANCE (NET)	71 16% F	13 20%	9 17%	21 28% AEF	9 14%	19 10%	37 14%	34 20%	4 10%	20 14%	32 15%	12 27% IJ	3 43%	24 13%	32 15%	15 29% NO	59 16%	12 16%	50 17%	51 14%	33 16%	38 16%
No problems/Good experience with website	46 10% F	12 18% AEF	4 8%	17 22% ACEF	4 6%	9 5%	25 9%	21 12%	3 8%	13 9%	19 9%	8 18%	3 43%	16 9%	19 9%	11 22% NO	39 11%	7 9%	34 12%	31 9%	21 10%	25 11%
Fast/Good speed	11 2%	-	3 6%	3 4%	2 3%	3 2%	8 3%	3 2%	-	4 3%	5 2%	2 5%	-	4 2%	5 2%	2 4%	9 2%	2 3%	6 2%	9 3%	5 2%	6 3%
Reliable	9 2%	1 2%	2 4%	1 1%	1 2%	4 2%	3 1%	6 3%	-	2 1%	6 3%	1 2%	-	2 1%	6 3%	1 2%	6 2%	3 4%	6 2%	7 2%	4 2%	5 2%
Worked/Effective	4 1%	-	-	-	1 2%	3 2%	1 1%	3 2%	1 3%	1 1%	1 1%	1 2%	-	2 1%	1 1%	1 2%	4 1%	-	3 1%	3 1%	3 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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_3. What made your experience with .info very positive?

3. .info

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	445	66*	53*	76*	66*	184	273	172	40*	146	208	44*	7**	186	208	51*	369	76*	295	354	212	233
Good results/search results	3 1%	1 2%	1 2%	-	-	1 1%	1	2 1%	-	1 1%	1	-	1 14%	1 1%	1	1 2%	2 1%	1 1%	1	3 1%	1	2 1%
Other performance mentions	2	-	-	-	1 2%	1 1%	1	1 1%	-	-	2 1%	-	-	-	2 1%	-	2 1%	-	1	2 1%	1	1
BRAND/QUALITY (NET)	67 15%	8 12%	4 8%	9 12%	11 17%	35 19% C	35 13%	32 19%	7 18%	22 15%	33 16%	4 9%	1 14%	29 16%	33 16%	5 10%	55 15%	12 16%	46 16%	55 16%	27 13%	40 17%
Well known/Popular/Most commonly used domain	31 7%	2 3%	2 4%	4 5%	6 9%	17 9%	21 8%	10 6%	2 5%	10 7%	18 9%	1 2%	-	12 6%	18 9%	1 2%	26 7%	5 7%	23 8%	27 8%	13 6%	18 8%
Honest/trustworthy	18 4%	3 5%	2 4%	1 1%	1 2%	11 6%	6 2%	12 7% G	3 8%	7 5%	7 3%	1 2%	-	10 5%	7 3%	1 2%	17 5%	1 1%	15 5% I	11 3%	9 4%	9 4%
It's a legitimate/credible site/domain	13 3%	1 2%	1 2%	1 1%	6 9% ADF	4 2%	8 3%	5 3%	-	4 3%	8 4%	1 2%	-	4 2%	8 4%	1 2%	9 2%	4 5%	7 2%	12 3%	2 1%	11 5% U
Well established/Been around for a long time	2	-	-	1 1%	-	1 1%	1	1 1%	-	1 1%	1	-	-	1 1%	1	-	2 1%	-	1	2 1%	-	2 1%
Reputable	1	-	-	-	-	1 1%	-	1 1%	1 3% K	-	-	-	-	1 1%	-	-	1	-	-	1	1	-
Good quality brand/product	1	-	-	1 1%	-	-	-	1 1%	-	-	-	1 2% K	-	-	-	1 2% O	-	1 1% Q	-	1	-	1
Pioneer/One of the first website extensions	1	1 2%	-	-	-	-	-	1 1%	-	-	1	-	-	-	1	-	1	-	1	1	1	-
Other brand/quality mentions	5 1%	1 2%	-	1 1%	1 2%	2 1%	3 1%	2 1%	1 3%	2 1%	1	-	1 14%	3 2%	1	1 2%	3 1%	2 3%	3 1%	4 1%	3 1%	2 1%
SITE APPEAL (NET)	55 12% B	3 5%	4 8%	6 8%	11 17% B	31 17% AB	25 9%	30 17% G	1 3%	15 10%	37 18% IL	2 5%	-	16 9%	37 18% NP	2 4%	49 13%	6 8%	37 13%	45 13%	25 12%	30 13%
Everything/Good/Like site	25 6%	1 2%	3 6%	3 4%	2 3%	16 9% AB	8 3%	17 10% G	-	8 5%	17 8%	-	-	8 4%	17 8% P	-	22 6%	3 4%	16 5%	22 6%	11 5%	14 6%
OK/Fine	6 1%	-	-	1 1%	-	5 3%	3 1%	3 2%	1 3%	2 1%	3 1%	-	-	3 2%	3 1%	-	5 1%	1 1%	4 1%	5 1%	2 1%	4 2%
Descriptive/Indicates what it stands for	5 1%	1 2%	-	-	4 6% ADF	-	4 1%	1 1%	-	1 1%	4 2%	-	-	1 1%	4 2%	-	5 1%	-	3 1%	4 1%	2 1%	3 1%
It's professional	3 1%	-	1 2%	1 1%	1 2%	-	2 1%	1 1%	-	1 1%	2 1%	-	-	1 1%	2 1%	-	3 1%	-	3 1%	2 1%	-	3 1%

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

Q740\_3. What made your experience with .info very positive?

3. .info

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	445	66*	53*	76*	66*	184	273	172	40*	146	208	44*	7**	186	208	51*	369	76*	295	354	212	233
Different/Unique	2	-	-	-	-	21%	-	21%	-	-	21%	-	-	-	21%	-	21%	-	21%	1	21%	-
It indicates seriousness/that it's important	2	-	-	11%	12%	-	21%	-	-	-	1	12%	-	-	1	12%	21%	-	21%	-	21%	-
Interesting websites	1	-	-	11%	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	-	1	-
It's memorable/Easy to remember	1	-	-	-	-	11%	1	-	-	-	1	-	-	-	1	-	1	-	1	1	1	-
Other site appeal mentions	123%	12%	-	-	35%	84%	62%	63%	-	32%	84%	12%	-	32%	84%	12%	103%	23%	72%	113%	63%	63%
USAGE (NET)	5212%	711%	713%	811%	914%	2111%	3814%	148%	718%	1611%	2311%	511%	114%	2312%	2311%	612%	4412%	811%	3612%	4011%	3215% V	209%
BUSINESSES/ORGANIZATIONS (SUB-NET)	276%	35%	59%	45%	46%	116%	218%	63%	25%	64%	168%	37%	-	84%	168%	36%	226%	57%	176%	226%	178%	104%
Specific to a company/good/large companies	82%	-	36% AF	34% F	12%	11%	62%	21%	-	21%	52%	12%	-	21%	52%	12%	72%	11%	41%	82%	63%	21%
Business/Work website usage	61%	12%	12%	-	23%	21%	52%	11%	13%	11%	31%	12%	-	21%	31%	12%	51%	11%	31%	51%	42%	21%
Government website/extension	41%	12%	12%	-	-	21%	31%	11%	13%	-	31%	-	-	11%	31%	-	31%	11%	31%	21%	-	42%
Educational websites	31%	12%	-	-	-	21%	1	21%	-	11%	21%	-	-	11%	21%	-	31%	-	31%	21%	21%	1
Organization website/extension	2	-	-	-	-	21%	1	11%	-	11%	1	-	-	11%	1	-	1	11%	1	1	1	1
Commercial websites	2	-	-	-	-	21%	21%	-	-	11%	1	-	-	11%	1	-	21%	-	21%	1	1	1
Other businesses/organizations mentions	31%	12%	-	11%	12%	-	31%	-	-	-	21%	12%	-	-	21%	12%	21%	11%	21%	31%	31%	-
MISCELLANEOUS USAGE (SUB-NET)	153%	23%	12%	23%	58%	53%	124%	32%	38%	53%	42%	25%	114%	84%	42%	36%	134%	23%	103%	123%	84%	73%
Allows for searching/browsing	2	-	-	-	23% AF	-	21%	-	13%	-	1	-	-	11%	1	-	1	11%	21%	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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_3. What made your experience with .info very positive?

3. .info

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	445	66*	53*	76*	66*	184	273	172	40*	146	208	44*	7**	186	208	51*	369	76*	295	354	212	233
Top level domain	2	-	-	-	-	2 1%	1	1 1%	-	1 1%	1	-	-	1 1%	1	-	2 1%	-	1	2 1%	2 1%	-
Email usage	1	-	-	-	-	1 1%	1	-	-	-	-	1 2% K	-	-	-	1 2% O	1	-	1	-	-	1
Diversity/Multi-purpose website	1	-	-	-	-	1 1%	1	-	-	-	-	1 2% K	-	-	-	1 2% O	1	-	-	1	-	1
Geared toward mobile devices usage	1	-	-	1 1%	-	-	1	-	1 3% K	-	-	-	-	1 1%	-	-	1	-	-	1	-	1
Other miscellaneous usage mentions	8 2%	2 3%	1 2%	1 1%	3 5% F	1 1%	6 2%	2 1%	1 3%	4 3%	2 1%	-	14%	5 3%	2 1%	1 2%	7 2%	1 1%	6 2%	7 2%	5 2%	3 1%
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	7 2%	2 3%	-	1 1%	-	4 2%	3 1%	4 2%	1 3%	3 2%	3 1%	-	-	4 2%	3 1%	-	7 2%	-	6 2%	5 1%	5 2%	2 1%
Familiar with website/Have visited/used before/in the past	4 1%	1 2%	-	1 1%	-	2 1%	2 1%	2 1%	1 3%	1 1%	2 1%	-	-	2 1%	2 1%	-	4 1%	-	3 1%	2 1%	3 1%	1
Always use it/The one I use most/frequently	3 1%	1 2%	-	-	-	2 1%	1	2 1%	-	2 1%	1	-	-	2 1%	1	-	3 1%	-	3 1%	3 1%	2 1%	1
COUNTRIES (SUB-NET)	4 1%	-	1 2%	1 1%	-	2 1%	3 1%	1 1%	1 3% K	3 2% K	-	-	-	4 2% O	-	-	3 1%	1 1%	4 1%	2 1%	3 1%	1
International/Used worldwide/Global	3 1%	-	1 2%	-	-	2 1%	3 1%	-	-	3 2% K	-	-	-	3 2%	-	-	2 1%	1 1%	3 1%	2 1%	3 1%	-
It's my country's extension	1	-	-	1 1%	-	-	-	1 1%	1 3% K	-	-	-	-	1 1%	-	-	1	-	1	-	-	1
FUNCTIONALITY (NET)	41 9%	9 14%	7 13%	5 7%	7 11%	13 7%	26 10%	15 9%	2 5%	9 6%	24 12%	6 14%	-	11 6%	24 12%	6 12%	32 9%	9 12%	24 8%	34 10%	18 8%	23 10%
Easy to use/navigate	19 4%	4 6%	3 6%	1 1%	4 6%	7 4%	10 4%	9 5%	2 5%	3 2%	11 5%	3 7%	-	5 3%	11 5%	3 6%	14 4%	5 7%	8 3%	15 4%	6 3%	13 6%
Practical/Useful/Helpful	5 1%	2 3%	-	-	-	3 2%	2 1%	3 2%	-	-	4 2%	1 2%	-	-	4 2%	1 2%	5 1%	-	3 1%	5 1%	1	4 2%
Accessible/Easy to access/find	4 1%	1 2%	1 2%	-	1 2%	1 1%	4 1%	-	-	1 1%	3 1%	-	-	1 1%	3 1%	-	1	3 4% Q	2 1%	3 1%	4 2% V	-
Easy/Simple to purchase	3 1%	1 2%	1 2%	1 1%	-	-	3 1%	-	-	1 1%	2 1%	-	-	1 1%	2 1%	-	3 1%	-	2 1%	3 1%	2 1%	1

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

Q740\_3. What made your experience with .info very positive?

3. .info

Base: Very Positive Experience With Websites With Domain Name Extensions

	Domain registration role																Purpose registered domain name		Registered duplicate domain names			
	Region						Gender		Age					Age			Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+						
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	445	66*	53*	76*	66*	184	273	172	40*	146	208	44*	7**	186	208	51*	369	76*	295	354	212	233
Easy to register	3 1%	-	-	2 3%	-	1 1%	3 1%	-	-	1%	1	1 2%	-	1%	1	1 2%	3 1%	-	3 1%	3 1%	2 1%	1
Has the latest standards/formats	2	1 2%	-	-	1 2%	-	-	2 1%	-	1%	-	1 2% K	-	1%	-	1 2% O	2 1%	-	2 1%	-	-	2 1%
No restrictions	1	1 2%	-	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1	1	-
Other functionality mentions	5 1%	-	2 4%	1 1%	1 2%	1 1%	4 1%	1 1%	-	2 1%	3 1%	-	-	2 1%	3 1%	-	4 1%	1 1%	4 1%	5 1%	3 1%	2 1%
MISCELLANEOUS (NET)	20 4%	4 6%	1 2%	1 1%	4 6%	10 5%	17 6% H	3 2%	2 5%	4 3%	8 4%	6 14% JK	-	6 3%	8 4%	12 2% NO	18 5%	2 3%	11 4%	16 5%	12 6%	8 3%
Meets my expectations/needs/Always find what I need/want	11 2%	4 6% F	1 2%	1 1%	3 5%	2 1%	9 3%	2 1%	1 3%	2 1%	4 2%	4 9% JK	-	3 2%	4 2%	4 8% NO	9 2%	2 3%	4 1%	9 3%	6 3%	5 2%
Positive/Just was	4 1%	-	-	-	-	4 2% A	4 1%	-	1 3%	2 1%	1	-	-	3 2%	1	-	4 1%	-	4 1%	3 1%	3 1%	1
Convenient	2	-	-	-	-	2 1%	2 1%	-	-	-	1	1 2%	-	-	1	1 2%	2 1%	-	2 1%	1	1	1
Negative experience mentions	1	-	-	-	-	1 1%	-	1 1%	-	-	1	-	-	-	1	-	1	-	-	1	-	1
Other mentions	2	-	-	-	1 2%	1 1%	2 1%	-	-	-	1	1 2%	-	-	1	1 2%	2 1%	-	1	2 1%	2 1%	-
ECONOMY (NET)	15 3%	2 3%	3 6%	2 3%	-	8 4%	12 4%	3 2%	1 3%	4 3%	9 4%	1 2%	-	5 3%	9 4%	1 2%	13 4%	2 3%	14 5%	12 3%	6 3%	9 4%
Reasonable/Cheap price to register/purchase	7 2%	2 3%	2 4%	1 1%	-	2 1%	4 1%	3 2%	-	2 1%	5 2%	-	-	2 1%	5 2%	-	7 2%	-	6 2%	6 2%	4 2%	3 1%
Other economy mentions	8 2%	-	1 2%	1 1%	-	6 3%	8 3% H	-	1 3%	2 1%	4 2%	1 2%	-	3 2%	4 2%	1 2%	6 2%	2 3%	8 3%	6 2%	2 1%	6 3%
SECURITY (NET)	13 3%	1 2%	1 2%	2 3%	3 5%	6 3%	4 1%	9 5% G	-	9 6% K	3 1%	1 2%	-	9 5%	3 1%	1 2%	10 3%	3 4%	8 3%	8 2%	6 3%	7 3%
Safe/Good security	10 2%	-	1 2%	1 1%	3 5%	5 3%	3 1%	7 4% G	-	8 5% K	2 1%	-	-	8 4% O	2 1%	-	8 2%	2 3%	7 2%	6 2%	6 3%	4 2%
Private/Privacy	1	-	-	1 1%	-	-	-	1 1%	-	-	-	1 2% K	-	-	-	1 2% O	-	1 1% Q	-	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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q740\_3. What made your experience with .info very positive?

28 Aug 2015  
Table 227

3. .info

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	445	66*	53*	76*	66*	184	273	172	40*	146	208	44*	7**	186	208	51*	369	76*	295	354	212	233
Virus/Malware protected	1	-	-	-	-	1	1	-	-	1	-	-	-	1	-	-	1	-	-	1	-	1
Other security mentions	1	1	-	-	-	-	-	1	-	-	1	-	-	-	1	-	1	-	1	-	-	1
		2%						1%														
None	11	5	2	1	1	2	10	1	2	3	5	1	-	5	5	1	8	3	7	9	7	4
	2%	8%	4%	1%	2%	1%	4% H	1%	5%	2%	2%	2%		3%	2%	2%	2%	4%	2%	3%	3%	2%
Don't know	8	2	-	5	-	1	5	3	-	2	3	3	-	2	3	3	7	1	4	7	5	3
	2%	3%		7%		1%	2%	2%		1%	1%	7%		1%	1%	6%	2%	1%	1%	2%	2%	1%
Declined to answer	29	3	6	9	1	10	18	11	2	8	16	1	2	10	16	3	27	2	20	25	17	12
	7%	5%	11%	12% E	2%	5%	7%	6%	5%	5%	8%	2%	29%	5%	8%	6%	7%	3%	7%	7%	8%	5%
Sigma	540	81	62	97	84	216	331	209	45	174	255	56	10	219	255	66	444	96	364	420	250	290
	121%	123%	117%	128%	127%	117%	121%	122%	113%	119%	123%	127%	143%	118%	123%	129%	120%	126%	123%	119%	118%	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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_4. What made your experience with .mobi very positive?

4. .mobi

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	147	23**	14**	12**	40*	58*	107	40*	20**	53*	65*	6**	3**	73*	65*	9**	122	25**	109	121	77*	70*
USAGE (NET)	50 34%	10 43%	5 36%	-	20 50% AF	15 26%	40 37%	10 25%	8 40%	23 43% K	14 22%	4 67%	1 33%	31 42% O	14 22%	5 56%	37 30%	13 52%	38 35%	39 32%	24 31%	26 37%
MISCELLANEOUS USAGE (SUB-NET)	44 30%	9 39%	4 29%	-	18 45% AF	13 22%	36 34%	8 20%	8 40%	21 40% K	11 17%	3 50%	1 33%	29 40% O	11 17%	4 44%	32 26%	12 48%	34 31%	34 28%	22 29%	22 31%
Geared toward mobile devices usage	42 29% F	9 39%	4 29%	-	18 45% AF	11 19%	34 32%	8 20%	8 40%	19 36% K	11 17%	3 50%	1 33%	27 37% O	11 17%	4 44%	31 25%	11 44%	32 29%	32 26%	20 26%	22 31%
Allows for searching/browsing	4 3%	1 4%	-	-	3 8% F	-	3 3%	1 3%	2 10%	2 4%	-	-	-	4 5%	-	-	1 1%	3 12%	3 3%	1 1%	1 1%	3 4%
Top level domain	1 1%	-	-	-	-	1 2%	1 1%	-	-	1 2%	-	-	-	1 1%	-	-	1 1%	-	1 1%	1 1%	1 1%	-
Other miscellaneous usage mentions	2 1%	1 4%	-	-	-	1 2%	2 2%	-	-	1 2%	-	1 17%	-	1 1%	-	1 11%	-	2 8%	2 2%	2 2%	1 1%	1 1%
BUSINESSES/ORGANIZATIONS (SUB-NET)	5 3%	2 9%	1 7%	-	1 3%	1 2%	4 4%	1 3%	-	-	4 6%	1 17%	-	-	4 6% N	1 11%	5 4%	-	4 4%	4 3%	2 3%	3 4%
Specific to a company/good/large companies	3 2%	1 4%	-	-	1 3%	1 2%	3 3%	-	-	-	2 3%	1 17%	-	-	2 3%	1 11%	3 2%	-	3 3%	3 2%	1 1%	2 3%
Educational websites	1 1%	1 4%	-	-	-	-	-	1 3%	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	1 1%	-	-	1 1%
Government website/extension	1 1%	1 4%	-	-	-	-	-	1 3%	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	1 1%	-	-	1 1%
Business/Work website usage	1 1%	-	1 7%	-	-	-	1 1%	-	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	-	1 1%	1 1%	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	2 1%	-	-	-	1 3%	1 2%	1 1%	1 3%	-	2 4%	-	-	-	2 3%	-	-	1 1%	1 4%	1 1%	2 2%	1 1%	1 1%
Always use it/The one I use most/frequently	1 1%	-	-	-	1 3%	-	1 1%	-	-	1 2%	-	-	-	1 1%	-	-	-	1 4%	-	1 1%	-	1 1%
Familiar with website/Have visited/used before/in the past	1 1%	-	-	-	-	1 2%	-	1 3%	-	1 2%	-	-	-	1 1%	-	-	1 1%	-	1 1%	1 1%	1 1%	-
SITE APPEAL (NET)	28 19%	4 17%	3 21%	-	5 13%	16 28% A	20 19%	8 20%	4 20%	12 23%	10 15%	1 17%	1 33%	16 22%	10 15%	2 22%	25 20%	3 12%	19 17%	23 19%	13 17%	15 21%
Everything/Good/Like site	13 9%	1 4%	1 7%	-	4 10%	7 12%	9 8%	4 10%	1 5%	4 8%	7 11%	-	1 33%	5 7%	7 11%	1 11%	11 9%	2 8%	7 6%	12 10%	4 5%	9 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 - U/V  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_4. What made your experience with .mobi very positive?

4. .mobi

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	147	23**	14**	12**	40*	58*	107	40*	20**	53*	65*	6**	3**	73*	65*	9**	122	25**	109	121	77*	70*
New/Newer websites	3 2%	1 4%	-	-	-	2 3%	2 2%	1 3%	-	3 6%	-	-	-	3 4%	-	-	3 2%	-	2 2%	3 2%	3 4%	-
OK/Fine	2 1%	-	1 7%	-	-	1 2%	1 1%	1 3%	-	2 4%	-	-	-	2 3%	-	-	2 2%	-	1 1%	1 1%	1 1%	1 1%
It indicates seriousness/that it's important	1 1%	1 4%	-	-	-	-	1 1%	-	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	1 1%	-	1 1%	-
Different/Unique	1 1%	1 4%	-	-	-	-	1 1%	-	-	-	-	1 17%	-	-	-	1 11%	-	1 4%	1 1%	1 1%	-	1 1%
Descriptive/Indicates what it stands for	1 1%	-	1 7%	-	-	-	1 1%	-	-	1 2%	-	-	-	1 1%	-	-	1 1%	-	1 1%	1 1%	1 1%	-
Other site appeal mentions	7 5%	-	-	-	1 3%	6 10% A	5 5%	2 5%	3 15%	2 4%	2 3%	-	-	5 7%	2 3%	-	7 6%	-	6 6%	5 4%	3 4%	4 6%
PERFORMANCE (NET)	20 14%	3 13%	2 14%	1 8%	8 20%	6 10%	13 12%	7 18%	1 5%	4 8%	13 20%	1 17%	1 33%	5 7%	13 20% N	2 22%	15 12%	5 20%	15 14%	16 13%	9 12%	11 16%
No problems/Good experience with website	11 7%	3 13%	1 7%	1 8%	3 8%	3 5%	7 7%	4 10%	-	2 4%	7 11%	1 17%	1 33%	2 3%	7 11%	2 22%	10 8%	1 4%	7 6%	10 8%	5 6%	6 9%
Fast/Good speed	5 3%	-	-	-	3 8%	2 3%	3 3%	2 5%	1 5%	1 2%	3 5%	-	-	2 3%	3 5%	-	2 2%	3 12%	5 5% T	2 2%	1 1%	4 6%
Reliable	3 2%	-	-	-	1 3%	2 3%	2 2%	1 3%	-	1 2%	2 3%	-	-	1 1%	2 3%	-	2 2%	1 4%	2 2%	3 2%	2 3%	1 1%
Good results/search results	2 1%	-	1 7%	-	-	1 2%	1 1%	1 3%	-	1 2%	1 2%	-	-	1 1%	1 2%	-	2 2%	-	1 1%	2 2%	1 1%	1 1%
Worked/Effective	1 1%	-	-	-	1 3%	-	1 1%	-	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	1 1%	1 1%	1 1%	-
BRAND/QUALITY (NET)	16 11%	3 13%	1 7%	1 8%	4 10%	7 12%	10 9%	6 15%	2 10%	6 11%	6 9%	1 17%	1 33%	8 11%	6 9%	2 22%	15 12%	1 4%	11 10%	14 12%	8 10%	8 11%
Honest/trustworthy	8 5%	2 9%	-	-	3 8%	3 5%	5 5%	3 8%	2 10%	2 4%	2 3%	1 17%	1 33%	4 5%	2 3%	2 22%	8 7%	-	7 6%	6 5%	3 4%	5 7%
It's a legitimate/credible site/domain	4 3%	2 9%	-	-	2 5%	-	4 4%	-	-	1 2%	2 3%	-	1 33%	1 1%	2 3%	1 11%	3 2%	1 4%	2 2%	3 2%	2 3%	2 3%
Well known/Popular/Most commonly used domain	4 3%	-	1 7%	-	1 3%	2 3%	2 2%	2 5%	-	2 4%	1 2%	1 17%	-	2 3%	1 2%	1 11%	4 3%	-	4 4%	4 3%	3 4%	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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_4. What made your experience with .mobi very positive?

4. .mobi

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	147	23**	14**	12**	40*	58*	107	40*	20**	53*	65*	6**	3**	73*	65*	9**	122	25**	109	121	77*	70*	
Well established/Been around for a long time	1 1%	-	-	-	-	1 2%	-	1 3%	-	1 2%	-	-	-	1 1%	-	-	1 1%	-	-	1 1%	-	1 1%	
Reputable	1 1%	-	-	-	-	1 2%	1 1%	-	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	-	1 1%	-	1 1%	
Other brand/quality mentions	1 1%	-	-	8%	-	-	1 1%	-	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	1 1%	1 1%	1 1%	-	
FUNCTIONALITY (NET)	16 11%	2 9%	2 14%	2 17%	6 15%	4 7%	11 10%	5 13%	3 15%	4 8%	8 12%	1 17%	-	7 10%	8 12%	1 11%	12 10%	4 16%	13 12%	12 10%	7 9%	9 13%	
Easy to use/navigate	6 4%	-	2 14%	-	3 8%	1 2%	5 5%	1 3%	2 10%	2 4%	2 3%	-	-	4 5%	2 3%	-	2 2%	4 16%	5 5%	3 2%	1 1%	5 7%	
Practical/Useful/Helpful	3 2%	1 4%	-	-	-	2 3%	1 1%	2 5%	-	1 2%	2 3%	-	-	1 1%	2 3%	-	3 2%	-	2 2%	3 2%	2 3%	1 1%	
Easy/Simple to purchase	2 1%	1 4%	-	1 8%	-	-	2 2%	-	1 5%	-	1 2%	-	-	1 1%	1 2%	-	2 2%	-	2 2%	2 2%	2 3%	-	
Easy to register	2 1%	-	-	1 8%	1 3%	-	2 2%	-	-	1 2%	1 2%	-	-	1 1%	1 2%	-	2 2%	-	2 2%	2 2%	2 3%	-	
Accessible/Easy to access/find	1 1%	-	-	-	1 3%	-	1 1%	-	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	-	1 1%	-	1 1%	
No restrictions	1 1%	1 4%	-	-	-	-	1 1%	-	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	1 1%	1 1%	1 1%	-	
Has the latest standards/formats	1 1%	-	-	-	1 3%	-	-	1 3%	-	-	-	1 17%	-	-	-	1 11%	1 1%	-	1 1%	-	-	1 1%	
Other functionality mentions	2 1%	-	-	-	1 3%	1 2%	1 1%	1 3%	-	-	2 3%	-	-	-	2 3%	-	1 1%	1 4%	2 2%	1 1%	-	2 3%	
CONTENT (NET)	8 5%	-	1 7%	2 17%	2 5%	3 5%	6 6%	2 5%	1 5%	5 9%	2 3%	-	-	6 8%	2 3%	-	7 6%	1 4%	6 6%	7 6%	6 8%	2 3%	
INFORMATION (SUB-NET)	5 3%	-	-	1 8%	2 5%	2 3%	3 3%	2 5%	-	4 8%	1 2%	-	-	4 5%	1 2%	-	4 3%	1 4%	4 4%	4 3%	4 5%	1 1%	
Good/Helpful information	2 1%	-	-	-	2 5%	-	1 1%	1 3%	-	1 2%	1 2%	-	-	1 1%	1 2%	-	1 1%	1 4%	2 2%	2 2%	1 1%	1 1%	
Information/Informative	2 1%	-	-	8%	-	1 2%	1 1%	1 3%	-	2 4%	-	-	-	2 3%	-	-	2 2%	-	1 1%	1 1%	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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_4. What made your experience with .mobi very positive?

4. .mobi

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	147	23**	14**	12**	40*	58*	107	40*	20**	53*	65*	6**	3**	73*	65*	9**	122	25**	109	121	77*	70*
Other information mentions	1%	-	-	-	-	1%	1%	-	-	1%	-	-	-	1%	-	-	1%	-	1%	1%	1%	-
MISCELLANEOUS CONTENT (SUB-NET)	3%	-	1%	8%	-	1%	3%	-	1%	1%	1%	-	-	2%	1%	-	3%	-	2%	3%	2%	1%
Good/Like the content	2%	-	1%	8%	-	-	2%	-	-	1%	1%	-	-	1%	1%	-	2%	-	1%	2%	2%	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	1%	-	-	-	-	1%	1%	-	1%	-	-	-	-	1%	-	-	1%	-	1%	1%	-	1%
MISCELLANEOUS (NET)	5%	-	-	-	2%	3%	3%	2%	-	2%	3%	-	-	2%	3%	-	5%	-	5%	3%	3%	2%
Negative experience mentions	2%	-	-	-	1%	1%	1%	1%	-	2%	-	-	-	2%	-	-	2%	-	2%	1%	1%	1%
Positive/Just was	1%	-	-	-	-	1%	1%	-	-	-	1%	-	-	-	1%	-	1%	-	1%	1%	1%	-
Convenient	1%	-	-	-	-	1%	-	1%	-	-	1%	-	-	-	1%	-	1%	-	1%	-	-	1%
Other mentions	1%	-	-	-	1%	-	1%	-	-	-	1%	-	-	-	1%	-	1%	-	1%	1%	1%	-
ECONOMY (NET)	3%	-	-	-	-	3%	3%	-	-	1%	2%	-	-	1%	2%	-	2%	1%	3%	2%	-	3%
Other economy mentions	3%	-	-	-	-	3%	3%	-	-	1%	2%	-	-	1%	2%	-	2%	1%	3%	2%	-	3%
SECURITY (NET)	2%	1%	-	-	1%	-	1%	1%	-	1%	1%	-	-	1%	1%	-	2%	-	1%	1%	-	2%
Safe/Good security	1%	-	-	-	1%	-	1%	-	-	1%	-	-	-	1%	-	-	1%	-	-	1%	-	1%
Other security mentions	1%	1%	-	-	-	-	-	1%	-	-	1%	-	-	-	1%	-	1%	-	1%	-	-	1%
None	5%	4%	-	-	1%	-	4%	1%	1%	2%	2%	-	-	3%	2%	-	5%	-	4%	3%	4%	1%
Don't know	5%	-	-	3%	2%	-	5%	-	1%	2%	1%	1%	-	3%	1%	1%	4%	1%	4%	4%	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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_4. What made your experience with .mobi very positive?  
4. .mobi

28 Aug 2015  
Table 228

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	147	23**	14**	12**	40*	58*	107	40*	20**	53*	65*	6**	3**	73*	65*	9**	122	25**	109	121	77*	70*
Declined to answer	13	1	2	3	-	7	8	5	-	2	11	-	-	2	11	-	12	1	11	12	10	3
	9%	4%	14%	25%	-	12% E	7%	13%	-	4%	17% J	-	-	3%	17% N	-	10%	4%	10%	10%	13%	4%
Sigma	185	34	16	12	57	66	135	50	23	67	79	11	5	90	79	16	150	35	142	144	91	94
	126%	148%	114%	100%	143%	114%	126%	125%	115%	126%	122%	183%	167%	123%	122%	178%	123%	140%	130%	119%	118%	134%

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

Q740\_5. What made your experience with .net very positive?

5. .net

Base: Very Positive Experience With Websites With Domain Name Extensions

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1085	194	141	125	167	458	712	373	110	344	503	88*	40*	454	503	128	874	211	648	866	468	617
BRAND/QUALITY (NET)	267 25% CD	44 23%	21 15%	19 15%	47 28% CD	136 30% ACD	180 25%	87 23%	30 27%	87 25%	125 25%	17 19%	8 20%	117 26%	125 25%	25 20%	219 25%	48 23%	168 26%	206 24%	118 25%	149 24%
Well known/Popular/Most commonly used domain	148 14% CD	23 12%	9 6%	10 8%	28 17% CD	78 17% ACD	104 15%	44 12%	16 15%	47 14%	72 14%	10 11%	3 8%	63 14%	72 14%	13 10%	121 14%	27 13%	99 15% T	110 13%	69 15%	79 13%
Honest/trustworthy	59 5%	8 4%	6 4%	4 3%	13 8%	28 6%	41 6%	18 5%	10 9%	19 6%	25 5%	4 5%	1 3%	29 6%	25 5%	5 4%	47 5%	12 6%	43 7% T	43 5%	23 5%	36 6%
It's a legitimate/credible site/domain	27 2%	7 4%	1 1%	1 1%	7 4%	11 2%	19 3%	8 2%	1 1%	12 3%	11 2%	1 1%	2 5%	13 3%	11 2%	3 2%	22 3%	5 2%	12 2%	26 3% S	14 3%	13 2%
Well established/Been around for a long time	12 1%	4 2%	-	2 2%	-	6 1%	9 1%	3 1%	-	4 1%	8 2%	-	-	4 1%	8 2%	-	10 1%	2 1%	7 1%	12 1%	5 1%	7 1%
Reputable	10 1%	-	1 1%	3 2% BE	-	6 1%	5 1%	5 1%	1 1%	4 1%	5 1%	-	-	5 1%	5 1%	-	7 1%	3 1%	7 1%	5 1%	4 1%	6 1%
Pioneer/One of the first website extensions	9 1%	3 2%	-	2 2%	1 1%	3 1%	7 1%	2 1%	1 1%	3 1%	3 1%	-	2 5% JKL	4 1%	3 1%	2 2%	8 1%	1	3	9 1%	6 1%	3
Good quality brand/product	9 1%	1 1%	2 1%	-	1 1%	5 1%	4 1%	5 1%	1 1%	4 1%	3 1%	1 1%	-	5 1%	3 1%	1 1%	9 1%	-	8 1% T	5 1%	1	8 1%
Big/Large website	4	1 1%	-	-	-	3 1%	3	1	-	2 1%	2	-	-	2	2	-	4	-	2	4	2	2
Other brand/quality mentions	12 1%	2 1%	2 1%	2 2%	1 1%	5 1%	7 1%	5 1%	1 1%	4 1%	6 1%	1 1%	-	5 1%	6 1%	1 1%	10 1%	2 1%	5 1%	11 1%	5 1%	7 1%
USAGE (NET)	236 22%	41 21%	25 18%	21 17%	44 26%	105 23%	179 25% H	57 15%	18 16%	81 24%	102 20%	23 26%	12 30%	99 22%	102 20%	35 27%	175 20%	61 29% Q	145 22%	192 22%	102 22%	134 22%
BUSINESSES/ORGANIZATIONS (SUB-NET)	121 11% C	23 12%	8 6%	11 9%	27 16% AC	52 11%	96 13% H	25 7%	5 5%	43 13% I	54 11% I	13 15% I	6 15% I	48 11%	54 11%	19 15%	91 10%	30 14%	77 12%	101 12%	49 10%	72 12%
Networking companies usually use in extension	63 6%	10 5%	4 3%	6 5%	14 8% C	29 6%	54 8% H	9 2%	3 3%	23 7%	27 5%	8 9%	2 5%	26 6%	27 5%	10 8%	49 6%	14 7%	42 6%	53 6%	31 7%	32 5%
Business/Work website usage	20 2%	3 2%	1 1%	1 1%	8 5% ACF	7 2%	16 2%	4 1%	1 1%	8 2%	7 1%	2 2%	2 5%	9 2%	7 1%	4 3%	14 2%	6 3%	13 2%	19 2%	8 2%	12 2%
Specific to a company/good/large companies	16 1%	5 3%	-	2 2%	3 2%	6 1%	12 2%	4 1%	-	2 1%	10 2%	3 3% J	1 3%	2	10 2% N	4 3% N	13 1%	3 1%	10 2%	13 2%	7 1%	9 1%
Organization website/extension	12 1%	1 1%	2 1%	-	4 2%	5 1%	7 1%	5 1%	1 1%	2 1%	7 1%	2 2%	-	3 1%	7 1%	2 2%	10 1%	2 1%	4 1%	11 1%	2	10 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  
Overlap formulae used. \* small base

Q740\_5. What made your experience with .net very positive?  
5. .net

Base: Very Positive Experience With Websites With Domain Name Extensions

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1085	194	141	125	167	458	712	373	110	344	503	88*	40*	454	503	128	874	211	648	866	468	617
Commercial websites	5	1%	-	-	1%	3%	5%	-	-	3%	1%	1%	-	3%	1%	1%	4%	1%	5%	3%	3%	2%
Educational websites	4	2%	1%	-	-	1%	2%	2%	-	2%	2%	-	-	2%	2%	-	3%	1%	2%	2%	-	4%
Used for non-profit organizations/purposes	3	1%	-	1%	-	1%	1%	2%	-	1%	1%	-	3% K	1%	1%	1%	2%	1%	-	3%	1%	2%
Government website/extension	2	1%	-	-	-	1%	1%	1%	-	-	2%	-	-	-	2%	-	2%	-	2%	1%	-	2%
Institutions websites/extensions	1	-	1%	-	-	-	1%	-	-	1%	-	-	-	1%	-	-	-	1% Q	1%	-	-	1%
Other businesses/organ- izations mentions	7%	2%	-	1%	2%	2%	5%	2%	-	2%	3%	1%	1%	2%	3%	2%	4%	3%	4%	7%	5%	2%
FAMILIARITY/PREVIU S USAGE (SUB-NET)	55%	13%	7%	5%	5%	25%	37%	18%	6%	21%	19%	5%	4%	27%	19%	9%	43%	12%	31%	45%	27%	28%
Always use it/The one I use most/frequently	38%	8%	5%	5%	3%	17%	24%	14%	4%	13%	14%	4%	3%	17%	14%	7%	28%	10%	23%	32%	20%	18%
Familiar with website/Have visited/used before/in the past	17%	5%	2%	-	2%	8%	13%	4%	2%	8%	5%	1%	1%	10%	5%	2%	15%	2%	8%	13%	7%	10%
MISCELLANEOUS USAGE (SUB-NET)	46%	7%	9%	1%	9%	20%	34%	12%	8%	13%	20%	3%	2%	21%	20%	5%	35%	11%	26%	37%	21%	25%
Diversity/Multi-purpose website	13%	-	2%	-	1%	10%	9%	4%	1%	6%	5%	1%	-	7%	5%	1%	11%	2%	8%	11%	6%	7%
Allows for searching/browsing	8%	1%	1%	-	5% AF	1%	7%	1%	2%	1%	5%	-	-	3%	5%	-	6%	2%	5%	5%	4%	4%
Email usage	5%	4% AF	-	-	-	1%	3%	2%	-	-	2%	2% JK	3% J	-	2%	3% NO	3%	2%	2%	5%	1%	4%
Personal usage site	3%	1%	-	-	-	2%	2%	1%	2% JK	-	1%	-	-	2%	1%	-	3%	-	3%	3%	3% V	-
Top level domain	3%	-	-	-	-	3%	1%	2%	-	1%	2%	-	-	1%	2%	-	3%	-	2%	2%	2%	1%
Other miscellaneous usage mentions	14%	1%	6% ABF	1%	3%	3%	12%	2%	3%	5%	5%	-	1%	8%	5%	1%	9%	5%	6%	11%	5%	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  
Overlap formulae used. \* small base



Q740\_5. What made your experience with .net very positive?

5. .net

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)						
Unweighted Base	1085	194	141	125	167	458	712	373	110	344	503	88*	40*	454	503	128	874	211	648	866	468	617
COUNTRIES (SUB-NET)	32 3% B	-	2 1%	5 4% B	5 3% B	20 4% AB	25 4%	7 2%	3 3%	11 3%	15 3%	2 2%	1 3%	14 3%	15 3%	3 2%	20 2%	12 6% Q	23 4%	24 3%	18 4%	14 2%
International/Used worldwide/Global	23 2% B	-	2 1%	3 2% B	3 2%	15 3% AB	18 3%	5 1%	2 2%	7 2%	12 2%	1 1%	1 3%	9 2%	12 2%	2 2%	14 2%	9 4% Q	16 2%	18 2%	13 3%	10 2%
Indonesian based website	1	-	-	-	1 1%	-	1	-	-	1	-	-	-	1	-	-	-	1 Q	-	1	-	1
It's my country's extension	1	-	-	-	1 1%	-	-	1	-	-	-	1 JK	-	-	-	1 O	1	-	1	-	-	1
Russia based website	1	-	-	-	-	1	1	-	1 K	-	-	-	-	1	-	-	1	-	1	1	1	-
Other countries mentions	6 1%	-	-	2 2%	-	4 1%	5 1%	1	-	3 1%	3 1%	-	-	3 1%	3 1%	-	4	2 1%	5 1%	4	4 1%	2
PERFORMANCE (NET)	188 17% F	41 21% F	30 21% F	34 27% AF	30 18% F	53 12%	103 14%	85 23% G	22 20%	52 15%	86 17%	20 23%	8 20%	74 16%	86 17%	28 22%	146 17%	42 20%	122 19% T	135 16%	70 15%	118 19%
No problems/Good experience with website	102 9% F	31 16% ACEF	10 7%	24 19% ACEF	15 9%	22 5%	59 8%	43 12%	8 7%	31 9%	41 8%	16 18% IJK	6 15%	39 9%	41 8%	22 17% NO	83 9%	19 9%	63 10%	79 9%	41 9%	61 10%
Reliable	52 5% B	4 2%	13 9% ABF	6 5%	10 6%	19 4%	28 4%	24 6%	10 9% J	12 3%	25 5%	3 3%	2 5%	22 5%	25 5%	5 4%	37 4%	15 7%	34 5%	34 4%	17 4%	35 6%
Fast/Good speed	27 2%	3 2%	5 4%	3 2%	4 2%	12 3%	13 2%	14 4%	4 4%	8 2%	14 3%	1 1%	-	12 3%	14 3%	1 1%	18 2%	9 4%	20 3% I	17 2%	11 2%	16 3%
Worked/Effective	9 1%	1 1%	1 1%	3 2% F	2 1%	2	4 1%	5 1%	1 1%	3 1%	5 1%	-	-	4 1%	5 1%	-	7 1%	2 1%	6 1%	7 1%	2	7 1%
Good results/search results	5	2 1%	2 1%	-	-	1	3	2 1%	-	1	4 1%	-	-	1	4 1%	-	4	1	2	5 1%	3 1%	2
Other performance mentions	3	-	-	-	-	3 1%	-	3 1% G	1 1% K	2 1%	-	-	-	3 1%	-	-	3	-	3 T	1	1	2
SITE APPEAL (NET)	170 16%	25 13%	20 14%	19 15%	24 14%	82 18%	90 13%	80 21% G	11 10%	54 16%	91 18% I	10 11%	4 10%	65 14%	91 18%	14 11%	142 16%	28 13%	102 16%	139 16%	77 16%	93 15%
Everything/Good/Like site	83 8%	13 7%	9 6%	8 6%	8 5%	45 10% AE	38 5%	45 12% G	7 6%	24 7%	47 9% L	2 2%	3 8%	31 7%	47 9% P	5 4%	66 8%	17 8%	44 7%	74 9%	38 8%	45 7%
OK/Fine	11 1%	1 1%	1 1%	1 1%	2 1%	6 1%	6 1%	5 1%	-	7 2%	3 1%	1 1%	-	7 2%	3 1%	1 1%	10 1%	1	6 1%	8 1%	5 1%	6 1%

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

Q740\_5. What made your experience with .net very positive?

5. .net

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1085	194	141	125	167	458	712	373	110	344	503	88*	40*	454	503	128	874	211	648	866	468	617
It's professional	9 1%	3 2%	-	2 2%	2 1%	2 1%	4 1%	5 1%	-	4 1%	4 1%	1 1%	-	4 1%	4 1%	1 1%	6 1%	3 1%	6 1%	7 1%	2 1%	7 1%
It's memorable/Easy to remember	8 1%	-	3 2% B	1 1%	1 1%	3 1%	4 1%	4 1%	-	4 1%	3 1%	1 1%	-	4 1%	3 1%	1 1%	7 1%	1 1%	3 1%	8 1%	4 1%	4 1%
Descriptive/Indicates what it stands for	7 1%	1 1%	1 1%	-	5 3% AF	-	6 1%	1 1%	-	2 1%	4 1%	1 1%	-	2 1%	4 1%	1 1%	5 1%	2 1%	3 1%	6 1%	2 1%	5 1%
It indicates seriousness/that it's important	5 1%	2 1%	-	1 1%	1 1%	1 1%	4 1%	1 1%	-	1 1%	3 1%	1 1%	-	1 1%	3 1%	1 1%	4 1%	1 1%	2 1%	3 1%	3 1%	2 1%
Different/Unique	5 1%	-	2 1%	-	1 1%	2 1%	-	5 1% G	-	1 1%	4 1%	-	-	1 1%	4 1%	-	5 1%	-	3 1%	4 1%	1 1%	4 1%
Interesting websites	3 1%	-	-	1 1%	1 1%	1 1%	2 1%	1 1%	1 1%	-	2 1%	-	-	1 1%	2 1%	-	3 1%	-	3 1%	2 1%	1 1%	2 1%
New/Newer websites	3 1%	-	1 1%	1 1%	-	1 1%	2 1%	1 1%	-	-	3 1%	-	-	-	3 1%	-	3 1%	-	2 1%	3 1%	2 1%	1 1%
Organized/Not cluttered	2 1%	-	-	-	-	2 1%	-	2 1%	1 1%	-	1 1%	-	-	1 1%	1 1%	-	2 1%	-	1 1%	2 1%	-	2 1%
Generic website	1 1%	1 1%	-	-	-	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	1 1%	1 1%	1 1%	-
Not a lot of ads/pop ups	1 1%	-	-	-	-	1 1%	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	-	1 1%	-	1 1%
Other site appeal mentions	34 3%	4 2%	3 2%	4 3%	4 2%	19 4%	23 3%	11 3%	2 2%	9 3%	19 4%	3 3%	1 3%	11 2%	19 4%	4 3%	31 4%	3 1%	29 4% T	22 3%	18 4%	16 3%
FUNCTIONALITY (NET)	105 10% F	21 11%	22 16% ADF	7 6%	23 14% DF	32 7%	76 11%	29 8%	11 10%	22 6%	59 12% J	11 13%	2 5%	33 7%	59 12% N	13 10%	85 10%	20 9%	60 9%	84 10%	48 10%	57 9%
Easy to use/navigate	53 5%	12 6%	10 7% D	2 2%	13 8% DF	16 3%	39 5%	14 4%	5 5%	10 3%	31 6% J	6 7%	1 3%	15 3%	31 6% N	7 5%	46 5%	7 3%	32 5%	43 5%	26 6%	27 4%
Accessible/Easy to access/find	18 2% F	3 2%	7 5% ADF	1 1%	4 2%	3 1%	11 2%	7 2%	1 1%	1 1%	14 3% J	2 2% J	-	2 1%	14 3% N	2 2%	12 1%	6 3%	7 1%	13 2%	6 1%	12 2%
Practical/Useful/Helpful	14 1%	2 1%	2 1%	1 1%	1 1%	8 2%	11 2%	3 1%	3 3%	2 1%	8 2%	-	1 3%	5 1%	8 2%	1 1%	11 1%	3 1%	5 1%	12 1%	6 1%	8 1%
Easy to register	8 1%	1 1%	-	3 2% AF	3 2% F	1 1%	7 1%	1 1%	1 1%	3 1%	2 1%	2 2% K	-	4 1%	2 1%	2 2%	7 1%	1 1%	8 1%	6 1%	5 1%	3 1%

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

Q740\_5. What made your experience with .net very positive?

28 Aug 2015  
Table 229

Base: Very Positive Experience With Websites With Domain Name Extensions

5. .net

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1085	194	141	125	167	458	712	373	110	344	503	88*	40*	454	503	128	874	211	648	866	468	617
Has the latest standards/formats	5	3 2% AF	-	-	1 1%	1	3	2 1%	-	2 1%	2	1 1%	-	2	2	1 1%	5 1%	-	4 1%	3	-	5 1%
Easy/Simple to purchase	2	1 1%	1 1%	-	-	-	2	-	-	1	1	-	-	1	1	-	2	-	2	2	2	-
No restrictions	1	1 1%	-	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1	1	-
Other functionality mentions	8 1%	1 1%	2 1%	-	2 1%	3 1%	6 1%	2 1%	1 1%	3 1%	3 1%	1 1%	-	4 1%	3 1%	1 1%	5 1%	3 1%	5 1%	7 1%	5 1%	3
MISCELLANEOUS (NET)	82 8%	22 11% AD	10 7%	6 5%	11 7%	33 7%	53 7%	29 8%	12 11%	24 7%	36 7%	5 6%	13 3%	36 8%	36 7%	10 8%	71 8%	11 5%	50 8%	68 8%	38 8%	44 7%
Positive/Just was	22 2%	1 1%	1 1%	2 2%	3 2%	15 3% AB	12 2%	10 3%	6 5% K	9 3%	5 1%	1 1%	1 3%	15 3% O	5 1%	2 2%	18 2%	4 2%	12 2%	19 2%	10 2%	12 2%
Meets my expectations/needs/Always find what I need/want	18 2% F	8 4% AEF	4 3% F	2 2%	1 1%	3 1%	14 2%	4 1%	2 2%	3 1%	9 2%	2 2%	2 5% J	5 1%	9 2%	4 3%	15 2%	3 1%	8 1%	14 2%	3 1%	15 2% U
Alternative to .com	18 2% F	9 5% ADF	2 1%	-	5 3% F	2	13 2%	5 1%	1 1%	4 1%	11 2%	1 1%	1 3%	5 1%	11 2%	2 2%	17 2%	1	13 2%	17 2%	15 3% V	3
Negative experience mentions	5	-	2 1%	1 1%	-	2	2	3 1%	-	3 1%	2	-	-	3 1%	2	-	5 1%	-	4 1%	5 1%	2	3
Convenient	5	-	-	-	-	5 1% A	2	3 1%	1 1%	1	2	1 1%	-	2	2	1 1%	4	1	5 1% T	2	2	3
Other mentions	15 1%	4 2%	1 1%	2 2%	2 1%	6 1%	10 1%	5 1%	2 2%	5 1%	7 1%	-	1 3%	7 2%	7 1%	1 1%	13 1%	2 1%	9 1%	12 1%	7 1%	8 1%
CONTENT (NET)	80 7%	17 9%	9 6%	9 7%	19 11% AF	26 6%	52 7%	28 8%	8 7%	28 8%	34 7%	8 9%	2 5%	36 8%	34 7%	10 8%	65 7%	15 7%	46 7%	62 7%	25 5%	55 9% U
INFORMATION (SUB-NET)	59 5%	12 6%	6 4%	7 6%	14 8%	20 4%	34 5%	25 7%	6 5%	20 6%	25 5%	6 7%	2 5%	26 6%	25 5%	8 6%	47 5%	12 6%	33 5%	46 5%	14 3%	45 7% U
Good/Helpful information	29 3%	4 2%	5 4%	3 2%	8 5%	9 2%	18 3%	11 3%	2 2%	9 3%	14 3%	2 2%	2 5%	11 2%	14 3%	4 3%	22 3%	7 3%	15 2%	24 3%	6 1%	23 4% U
Information/Informative	18 2%	6 3% C	-	4 3% C	3 2%	5 1%	10 1%	8 2%	1 1%	7 2%	8 2%	2 2%	-	8 2%	8 2%	2 2%	15 2%	3 1%	11 2%	12 1%	6 1%	12 2%
Comprehensive/Can search all information in one place	5	2 1%	-	-	1 1%	2	3	2 1%	1 1%	1	2	1 1%	-	2	2	1 1%	4	1	2	5 1%	1	4 1%

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

Q740\_5. What made your experience with .net very positive?

5. .net

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1085	194	141	125	167	458	712	373	110	344	503	88*	40*	454	503	128	874	211	648	866	468	617
Accurate/Authentic information	4	-	-	-	-	4 1% A	1	3 1%	2 2% K	1	1	-	-	3 1%	1	-	3	1	3	4	1	3
Other information mentions	3	-	1 1%	-	2 1% AF	-	2	1	-	2 1%	-	1 1% K	-	2	-	1 1% O	3	-	2	1	-	3
MISCELLANEOUS CONTENT (SUB-NET)	21 2%	5 3%	3 2%	2 2%	5 3%	6 1%	18 3%	3 1%	2 2%	8 2%	9 2%	2 2%	-	10 2%	9 2%	2 2%	18 2%	3 1%	13 2%	16 2%	11 2%	10 2%
Good/Like the content	14 1% F	5 3% F	3 2% F	2 2%	3 2% F	1	12 2%	2 1%	-	6 2%	7 1%	1 1%	-	6 1%	7 1%	1 1%	12 1%	2 1%	7 1%	12 1%	8 2%	6 1%
News related websites (All news mentions, i.e. balance, up to date news, etc...)	3	-	-	-	-	3 1%	2	1	1 1%	1	1	-	-	2	1	-	3	-	3 T	1	-	3
Other miscellaneous content mentions	4	-	-	-	2 1%	2	4 1%	-	1 1%	1	1	1 1%	-	2	1	1 1%	3	1	3	3	3 1%	1
SECURITY (NET)	59 5%	8 4%	7 5%	8 6%	9 5%	27 6%	32 4%	27 7%	8 7%	26 8% K	21 4%	3	1 3%	34 7% O	21 4%	4 3%	46 5%	13 6%	34 5%	44 5%	14 3%	45 7% U
Safe/Good security	50 5%	4 2%	7 5%	8 6% B	6 4%	25 5%	27 4%	23 6%	7 6%	22 6%	19 4%	1 1%	1 3%	29 6% P	19 4%	2 2%	37 4%	13 6%	29 4%	36 4%	11 2%	39 6% U
Private/Privacy	1	-	-	-	1 1%	-	1	-	-	1	-	-	-	1	-	-	1	-	1	1	-	1
No/Less spam	1	-	-	-	-	1	1	-	-	1	-	-	-	1	-	-	1	-	-	1	-	1
Virus/Malware protected	1	-	-	-	-	1	1	-	1 1% K	-	-	-	-	1	-	-	1	-	1	1	-	1
Other security mentions	6 1%	4 2% AF	-	-	2 1% F	-	2	4 1%	-	2 1%	2	2 2% K	-	2	2	2 2%	6 1%	-	3	5 1%	3 1%	3
ECONOMY (NET)	12 1%	-	2 1%	-	4 2% B	6 1%	10 1%	2 1%	1 1%	4 1%	6 1%	1 1%	-	5 1%	6 1%	1 1%	10 1%	2 1%	8 1%	10 1%	6 1%	6 1%
Reasonable/Cheap price to register/purchase	4	-	2 1% F	-	2 1% F	-	4 1%	-	1 1%	2 1%	1	-	-	3 1%	1	-	3	1	2	4	4 1% V	-
Other economy mentions	8 1%	-	-	-	2 1%	6 1%	6 1%	2 1%	-	2 1%	5 1%	1 1%	-	2	5 1%	1 1%	7 1%	1	6 1%	6 1%	2	6 1%
SERVICE (NET)	8 1%	-	1 1%	1 1%	2 1%	4 1%	5 1%	3 1%	2 2% K	5 1% K	1	-	-	7 2% O	1	-	6 1%	2 1%	5 1%	8 1%	5 1%	3

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

Q740\_5. What made your experience with .net very positive?

28 Aug 2015  
Table 229

Base: Very Positive Experience With Websites With Domain Name Extensions

5. .net

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1085	194	141	125	167	458	712	373	110	344	503	88*	40*	454	503	128	874	211	648	866	468	617
Good service/customer service/support	8 1%	-	1 1%	1 1%	2 1%	4 1%	5 1%	3 1%	2 2% K	5 1% K	1	-	-	7 2% O	1	-	6 1%	2 1%	5 1%	8 1%	5 1%	3 *
None	23 2%	5 3%	5 4%	3 2%	2 1%	8 2%	18 3%	5 1%	3 3%	9 3%	10 2%	1 1%	-	12 3%	10 2%	1 1%	19 2%	4 2%	15 2%	19 2%	14 3%	9 1%
Don't know	14 1%	4 2%	2 1%	3 2% E	-	5 1%	7 1%	7 2%	1 1%	2 1%	8 2%	2 2%	1 3%	3 1%	8 2%	3 2%	11 1%	3 1%	4 1%	13 2% S	6 1%	8 1%
Declined to answer	60 6% E	11 6% E	11 8% E	15 12% ABEF	2 1%	21 5% E	44 6%	16 4%	5 5%	15 4%	30 6%	6 7%	4 10%	20 4%	30 6%	10 8%	49 6%	11 5%	34 5%	52 6%	34 7% V	26 4%
Sigma	1374 127%	252 130%	168 119%	154 123%	231 138%	569 124%	898 126%	476 128%	139 126%	435 126%	639 127%	112 127%	49 123%	574 126%	639 127%	161 126%	1100 126%	274 130%	841 130%	1091 126%	598 128%	776 126%

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

Q740\_6. What made your experience with .org very positive?

6. .org

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1181	263	179	146	201	392	779	402	120	353	550	111	47*	473	550	158	937	244	696	955	471	710
USAGE (NET)	516 44% CD	126 48% CD	66 37%	50 34%	81 40%	193 49% ACDE	350 45%	166 41%	40 33%	162 46% I	241 44% I	48 43%	25 53% I	202 43%	241 44%	73 46%	400 43%	116 48%	316 45%	419 44%	201 43%	315 44%
BUSINESSES/ORGANIZATIONS (SUB-NET)	441 37% CD	115 44% ACDE	55 31%	40 27%	66 33%	165 42% ACDE	295 38%	146 36%	30 25%	134 38% I	211 38% I	44 40%	22 47% I	164 35%	211 38%	66 42%	342 36%	99 41%	274 39%	359 38%	174 37%	267 38%
Organization website/extension	181 15% CD	40 15% C	15 8%	13 9%	38 19% CD	75 19% ACD	125 16%	56 14%	14 12%	61 17%	85 15%	14 13%	7 15%	75 16%	85 15%	21 13%	141 15%	40 16%	111 16%	146 15%	67 14%	114 16%
Used for non-profit organizations/purposes	127 11% DF	59 22% ACDEF	13 7%	7 5%	16 8%	32 8%	78 10%	49 12%	5 4%	34 10%	63 11% I	18 16% I	7 15% I	39 8%	63 11%	25 16% N	94 10%	33 14%	80 11%	115 12%	65 14% V	62 9%
Government website/extension	82 7% B	9 3%	17 9% B	6 4%	13 6%	37 9% ABD	59 8%	23 6%	6 5%	27 8%	37 7%	8 7%	4 9%	33 7%	37 7%	12 8%	67 7%	15 6%	53 8%	59 6%	28 6%	54 8%
Specific to a company/good/large companies	17 1%	4 2%	3 2%	2 1%	2 1%	6 2%	12 2%	5 1%	1 1%	3 1%	10 2%	3 3%	-	4 1%	10 2%	3 2%	14 1%	3 1%	13 2%	12 1%	8 2%	9 1%
Business/Work website usage	17 1%	3 1%	2 1%	2 1%	2 1%	8 2%	10 1%	7 2%	-	5 1%	10 2%	1 1%	1 2%	5 1%	10 2%	2 1%	14 1%	3 1%	10 1%	15 2%	6 1%	11 2%
Educational websites	14 1%	3 1%	-	1 1%	1	9 2% AC	10 1%	4 1%	4 3% K	6 2%	4 1%	-	-	10 2%	4 1%	-	13 1%	1	11 2%	9 1%	3 1%	11 2%
Institutions websites/extensions	10 1%	3 1%	3 2%	2 1%	-	2 1%	4 1%	6 1%	-	2 1%	7 1%	-	1 2%	2	7 1%	1 1%	10 1%	-	5 1%	7 1%	3 1%	7 1%
Commercial websites	2	1	-	-	1	-	2	-	-	-	2	-	-	-	2	-	1	1	1	2	1	1
Other businesses/organizations mentions	65 6%	14 5%	9 5%	12 8%	9 4%	21 5%	45 6%	20 5%	3 3%	11 3%	36 7% J	10 9% IJ	5 11% IJ	14 3%	36 7% N	15 9% N	48 5%	17 7%	41 6%	55 6%	30 6%	35 5%
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	45 4% E	14 5% E	7 4%	5 3%	2 1%	17 4% E	34 4%	11 3%	5 4%	15 4%	16 3%	5 5%	4 9% K	20 4%	16 3%	9 6%	34 4%	11 5%	29 4%	41 4%	21 4%	24 3%
Always use it/The one I use most/frequently	24 2%	5 2%	4 2%	4 3%	1	10 3%	20 3%	4 1%	3 3%	7 2%	9 2%	2 2%	3 6% K	10 2%	9 2%	5 3%	18 2%	6 2%	15 2%	22 2%	11 2%	13 2%
Familiar with website/Have visited/used before/in the past	21 2%	9 3% AE	3 2%	1 1%	1	7 2%	14 2%	7 2%	2 2%	8 2%	7 1%	3 3%	1 2%	10 2%	7 1%	4 3%	16 2%	5 2%	14 2%	19 2%	10 2%	11 2%
MISCELLANEOUS USAGE (SUB-NET)	38 3% B	3 1%	6 3%	6 4%	10 5% B	13 3%	27 3%	11 3%	5 4%	12 3%	18 3%	3 3%	-	17 4%	18 3%	3 2%	29 3%	9 4%	20 3%	29 3%	12 3%	26 4%
Allows for searching/browsing	12 1%	1	2 1%	2 1%	4 2%	3 1%	9 1%	3 1%	4 3% J	2 1%	6 1%	-	-	6 1%	6 1%	-	9 1%	3 1%	8 1%	7 1%	2	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  
Overlap formulae used. \* small base

Q740\_6. What made your experience with .org very positive?

6. .org

Base: Very Positive Experience With Websites With Domain Name Extensions

	Domain registration role																Purpose registered domain name		Registered duplicate domain names			
	Region						Gender		Age					Age			Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+						
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1181	263	179	146	201	392	779	402	120	353	550	111	47*	473	550	158	937	244	696	955	471	710
Diversity/Multi-purpose website	5	-	2 1%	-	1	2 1%	3	2	-	3 1%	2	-	-	3 1%	2	-	4	1	2	4	1	4 1%
Top level domain	4	1	-	1 1%	-	2 1%	2	2	-	-	4 1%	-	-	-	4 1%	-	3	1	3	4	4 1% V	-
Personal usage site	1	-	-	1 1% A	-	-	1	-	-	-	1	-	-	-	1	-	-	1	1	1	-	1
Email usage	1	-	-	1 1% A	-	-	-	1	1 1% K	-	-	-	-	1	-	-	-	1	-	1	-	1
Other miscellaneous usage mentions	15 1%	1	2 1%	1 1%	5 2% B	6 2%	12 2%	3 1%	-	7 2%	5 1%	3 3%	-	7 1%	5 1%	3 2%	13 1%	2 1%	6 1%	12 1%	5 1%	10 1%
COUNTRIES (SUB-NET)	25 2% B	-	4 2% B	4 3% B	5 2% B	12 3% B	10 1%	15 4% G	1 1%	12 3%	9 2%	2 2%	1 2%	13 3%	9 2%	3 2%	16 2%	9 4%	20 3% T	17 2%	11 2%	14 2%
International/Used worldwide/Global	18 2% B	-	3 2% B	2 1%	5 2% B	8 2% B	6 1%	12 3% G	-	7 2%	9 2%	2 2%	-	7 1%	9 2%	2 1%	12 1%	6 2%	13 2%	13 1%	8 2%	10 1%
Country specific (Unspec.)	1	-	-	-	-	1	-	1	-	1	-	-	-	1	-	-	-	1	1	1	1	-
China based website	1	-	-	-	-	1	1	-	-	1	-	-	-	1	-	-	1	-	1	1	-	1
It's my country's extension	1	-	-	1 1% A	-	-	-	1	-	-	-	-	1 2% JK	-	-	1 1%	-	1	1	-	-	1
Nigeria based website	1	-	-	-	1	-	1	-	-	-	1	-	-	-	1	-	-	1	-	1	-	1
Other countries mentions	4	-	1 1%	1 1%	-	2 1%	3	1	1 1% K	3 1% K	-	-	-	4 1% O	-	-	3	1	4 1%	2	2	2
BRAND/QUALITY (NET)	245 21% C	66 25% CD	26 15%	24 16%	42 21%	87 22% C	153 20%	92 23%	27 23%	68 19%	121 22%	21 19%	8 17%	95 20%	121 22%	29 18%	200 21%	45 18%	149 21%	203 21%	100 21%	145 20%
Well known/Popular/Most commonly used domain	95 8%	17 6%	8 4%	11 8%	23 11% C	36 9%	64 8%	31 8%	13 11%	24 7%	45 8%	9 8%	4 9%	37 8%	45 8%	13 8%	76 8%	19 8%	61 9%	75 8%	41 9%	54 8%
Honest/trustworthy	77 7%	22 8%	8 4%	9 6%	9 4%	29 7%	48 6%	29 7%	9 8%	24 7%	35 6%	8 7%	1 2%	33 7%	35 6%	9 6%	68 7% R	9 4%	57 8% T	59 6%	29 6%	48 7%
It's a legitimate/credible site/domain	55 5%	22 8% ACEF	6 3%	5 3%	7 3%	15 4%	29 4%	26 6% G	5 4%	15 4%	26 5%	5 5%	4 9%	20 4%	26 5%	9 6%	42 4%	13 5%	26 4%	49 5% S	22 5%	33 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  
Overlap formulae used. \* small base

Q740\_6. What made your experience with .org very positive?  
6. .org

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1181	263	179	146	201	392	779	402	120	353	550	111	47*	473	550	158	937	244	696	955	471	710
Well established/Been around for a long time	15 1%	5 2%	-	1 1%	3 1%	6 2%	11 1%	4 1%	-	5 1%	8 1%	2 2%	-	5 1%	8 1%	2 1%	12 1%	3 1%	10 1%	15 2%	5 1%	10 1%
Reputable	15 1%	6 2% C	-	2 1%	3 1%	4 1%	11 1%	4 1%	1 1%	3 1%	11 2%	-	-	4 1%	11 2%	-	14 1%	1	8 1%	13 1%	4 1%	11 2%
Good quality brand/product	3	1	1 1%	-	-	1	3	-	1 1%	-	2	-	-	1	2	-	2	1	2	2	2	1
Pioneer/One of the first website extensions	2	2 1% A	-	-	-	-	1	1	-	-	2	-	-	-	2	-	2	-	1	2	2	-
Big/Large website	1	-	-	-	-	1	1	-	-	1	-	-	-	1	-	-	1	-	1	1	-	1
Other brand/quality mentions	8 1%	1	3 2%	1 1%	1	2 1%	4 1%	4 1%	-	1	7 1%	-	-	1	7 1%	-	6 1%	2 1%	5 1%	7 1%	6 1% V	2
PERFORMANCE (NET)	174 15% F	38 14% F	37 21% AF	31 21% AF	35 17% F	33 8%	118 15%	56 14%	23 19%	46 13%	70 13%	25 23% JK	10 21%	69 15%	70 13%	35 22% NO	134 14%	40 16%	108 16%	131 14%	68 14%	106 15%
No problems/Good experience with website	78 7% F	24 9% F	9 5% ABCE	23 16% F	13 6% F	9 2%	53 7%	25 6%	10 8%	19 5%	29 5%	14 13% JK	6 13% K	29 6%	29 5%	20 13% NO	60 6%	18 7%	52 7% T	55 6%	30 6%	48 7%
Reliable	62 5%	9 3%	19 11% ABDF	4 3%	14 7%	16 4%	45 6%	17 4%	9 8%	19 5%	24 4%	7 6%	3 6%	28 6%	24 4%	10 6%	48 5%	14 6%	38 5%	45 5%	24 5%	38 5%
Fast/Good speed	17 1%	-	4 2% B	2 1%	5 2% B	6 2% B	12 2%	5 1%	2 2%	6 2%	7 1%	2 2%	-	8 2%	7 1%	2 1%	14 1%	3 1%	8 1%	15 2%	10 2%	7 1%
Worked/Effective	12 1%	3 1%	3 2%	2 1%	2 1%	2 1%	6 1%	6 1%	1 1%	1	7 1%	2 2%	1 2%	2	7 1%	3 2%	9 1%	3 1%	8 1%	11 1%	3 1%	9 1%
Good results/search results	8 1%	2 1%	4 2% AF	-	1	1	4 1%	4 1%	1 1%	2 1%	5 1%	-	-	3 1%	5 1%	-	6 1%	2 1%	4 1%	8 1%	3 1%	5 1%
Other performance mentions	1	-	-	-	1	-	1	-	-	-	1	-	-	-	1	-	-	1	-	1	-	1
SITE APPEAL (NET)	142 12% B	22 8%	20 11%	16 11%	27 13%	57 15% B	79 10%	63 16% G	11 9%	53 15% LM	68 12%	8 7%	2 4%	64 14% P	68 12% P	10 6%	118 13%	24 10%	89 13%	116 12%	54 11%	88 12%
Everything/Good/Like site	50 4%	10 4%	4 2%	4 3%	6 3%	26 7% AC	19 2%	31 8% G	4 3%	21 6%	22 4%	2 2%	1 2%	25 5%	22 4%	3 2%	41 4%	9 4%	30 4%	42 4%	17 4%	33 5%
Descriptive/Indicates what it stands for	20 2%	3 1%	4 2%	1 1%	5 2%	7 2%	17 2%	3 1%	2 2%	5 1%	12 2%	1 1%	-	7 1%	12 2%	1 1%	16 2%	4 2%	8 1%	19 2% S	10 2%	10 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  
Overlap formulae used. \* small base



Q740\_6. What made your experience with .org very positive?

28 Aug 2015  
Table 230

Base: Very Positive Experience With Websites With Domain Name Extensions

6. .org

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1181	263	179	146	201	392	779	402	120	353	550	111	47*	473	550	158	937	244	696	955	471	710
It's professional	11% ACF	2% ACF	-	4% ACF	3% ACF	2% ACF	7% ACF	4% ACF	-	4% ACF	5% ACF	2% ACF	-	4% ACF	5% ACF	2% ACF	8% ACF	3% ACF	8% ACF	9% ACF	3% ACF	8% ACF
It indicates seriousness/that it's important	8% ACF	1% ACF	4% ACF	2% ACF	1% ACF	-	6% ACF	2% ACF	-	2% ACF	5% ACF	1% ACF	-	2% ACF	5% ACF	1% ACF	8% ACF	-	6% ACF	3% ACF	4% ACF	4% ACF
Different/Unique	7% ACF	1% ACF	1% ACF	-	1% ACF	4% ACF	3% ACF	4% ACF	1% ACF	3% ACF	3% ACF	-	-	4% ACF	3% ACF	-	6% ACF	1% ACF	5% ACF	5% ACF	1% ACF	6% ACF
OK/Fine	7% ACF	-	1% ACF	1% ACF	3% ACF	2% ACF	4% ACF	3% ACF	-	2% ACF	4% ACF	-	1% ACF	2% ACF	4% ACF	1% ACF	7% ACF	-	4% ACF	6% ACF	3% ACF	4% ACF
Interesting websites	4% ACF	-	1% ACF	2% ACF	1% ACF	-	3% ACF	1% ACF	-	2% ACF	2% ACF	-	-	2% ACF	2% ACF	-	4% ACF	-	4% ACF	3% ACF	2% ACF	2% ACF
Not a lot of ads/pop ups	4% ACF	3% ACF	-	-	-	1% ACF	3% ACF	1% ACF	-	2% ACF	2% ACF	-	-	2% ACF	2% ACF	-	3% ACF	1% ACF	3% ACF	3% ACF	1% ACF	3% ACF
It's memorable/Easy to remember	4% ACF	1% ACF	-	-	3% ACF	-	3% ACF	1% ACF	-	3% ACF	1% ACF	-	-	3% ACF	1% ACF	-	3% ACF	1% ACF	1% ACF	4% ACF	1% ACF	3% ACF
Organized/Not cluttered	4% ACF	-	2% ACF	-	-	2% ACF	-	4% ACF	2% ACF	-	2% ACF	-	-	2% ACF	2% ACF	-	3% ACF	1% ACF	4% ACF	1% ACF	1% ACF	3% ACF
Other site appeal mentions	31% ACF	2% ACF	4% ACF	3% ACF	5% ACF	17% ACF	17% ACF	14% ACF	2% ACF	12% ACF	15% ACF	2% ACF	-	14% ACF	15% ACF	2% ACF	27% ACF	4% ACF	20% ACF	28% ACF	13% ACF	18% ACF
FUNCTIONALITY (NET)	106% ACF	26% ACF	23% ACF	11% ACF	30% ACF	16% ACF	71% ACF	35% ACF	11% ACF	26% ACF	55% ACF	13% ACF	1% ACF	37% ACF	55% ACF	14% ACF	85% ACF	21% ACF	61% ACF	86% ACF	50% ACF	56% ACF
Easy to use/navigate	59% ACF	16% ACF	12% ACF	5% ACF	17% ACF	9% ACF	40% ACF	19% ACF	5% ACF	14% ACF	32% ACF	7% ACF	1% ACF	19% ACF	32% ACF	8% ACF	52% ACF	7% ACF	29% ACF	48% ACF	33% ACF	26% ACF
Accessible/Easy to access/find	19% ACF	3% ACF	7% ACF	-	7% ACF	2% ACF	12% ACF	7% ACF	2% ACF	6% ACF	10% ACF	1% ACF	-	8% ACF	10% ACF	1% ACF	11% ACF	8% ACF	9% ACF	16% ACF	9% ACF	10% ACF
Practical/Useful/Helpful	9% ACF	4% ACF	1% ACF	1% ACF	1% ACF	2% ACF	5% ACF	4% ACF	1% ACF	1% ACF	6% ACF	1% ACF	-	2% ACF	6% ACF	1% ACF	7% ACF	2% ACF	5% ACF	8% ACF	2% ACF	7% ACF
Easy to register	9% ACF	2% ACF	-	4% ACF	2% ACF	1% ACF	8% ACF	1% ACF	-	3% ACF	3% ACF	3% ACF	-	3% ACF	3% ACF	3% ACF	6% ACF	3% ACF	9% ACF	6% ACF	5% ACF	4% ACF
Has the latest standards/formats	5% ACF	3% ACF	-	-	1% ACF	1% ACF	2% ACF	3% ACF	-	2% ACF	2% ACF	1% ACF	-	2% ACF	2% ACF	1% ACF	4% ACF	1% ACF	5% ACF	3% ACF	1% ACF	4% ACF
Easy/Simple to purchase	4% ACF	2% ACF	1% ACF	1% ACF	-	-	4% ACF	-	2% ACF	1% ACF	1% ACF	-	-	3% ACF	1% ACF	-	4% ACF	-	4% ACF	3% ACF	3% ACF	1% ACF

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

Q740\_6. What made your experience with .org very positive?

28 Aug 2015  
Table 230

Base: Very Positive Experience With Websites With Domain Name Extensions

6. .org

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1181	263	179	146	201	392	779	402	120	353	550	111	47*	473	550	158	937	244	696	955	471	710
No restrictions	1	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1	1	-
Other functionality mentions	7 1%	1	2 1%	-	3 1%	1	5 1%	2	1 1%	-	4 1%	2 2% J	-	1	4 1%	2 1%	5 1%	2 1%	4 1%	7 1%	1	6 1%
CONTENT (NET)	100 8% F	28 11% F	15 8%	12 8%	21 10%	24 6%	61 8%	39 10%	12 10%	29 8%	48 9%	8 7%	3 6%	41 9%	48 9%	11 7%	76 8%	24 10%	62 9%	78 8%	29 6%	71 10% U
INFORMATION (SUB-NET)	82 7% F	24 9% F	13 7%	7 5%	20 10% F	18 5%	53 7%	29 7%	10 8%	22 6%	40 7%	7 6%	3 6%	32 7%	40 7%	10 6%	60 6%	22 9%	49 7%	64 7%	22 5%	60 8% U
Good/Helpful information	34 3%	9 3%	5 3%	4 3%	8 4%	8 2%	21 3%	13 3%	4 3%	8 2%	20 4%	1 1%	1 2%	12 3%	20 4%	2 1%	23 2%	11 5%	16 2%	27 3%	7 1%	27 4% U
Information/Informative	27 2% F	10 4% F	4 2%	2 1%	7 3% F	4 1%	16 2%	11 3%	2 2%	7 2%	13 2%	4 4%	1 2%	9 2%	13 2%	5 3%	23 2%	4 2%	20 3%	21 2%	11 2%	16 2%
Accurate/Authentic information	15 1%	1	3 2%	-	4 2%	7 2%	11 1%	4 1%	5 4% KL	6 2%	4 1%	-	-	11 2% O	4 1%	-	11 1%	4 2%	11 2%	10 1%	-	15 2% U
Comprehensive/Can search all information in one place	4	4 2% AF	-	-	-	-	4 1%	-	-	-	2	2 2% J	-	-	2	2 1% N	3	1	2	3	1	3
Other information mentions	4	-	1 1%	1 1%	1	1	3	1	-	2 1%	1	-	1 2% K	2	1	1 1%	2	2 1%	2	4	3 1%	1
MISCELLANEOUS CONTENT (SUB-NET)	19 2%	5 2%	2 1%	5 3% E	1	6 2%	9 1%	10 2%	2 2%	7 2%	8 1%	2 2%	-	9 2%	8 1%	2 1%	16 2%	3 1%	14 2%	15 2%	7 1%	12 2%
Good/Like the content	12 1%	2 1%	1 1%	4 3% A	1	4 1%	7 1%	5 1%	-	4 1%	7 1%	1 1%	-	4 1%	7 1%	1 1%	10 1%	2 1%	8 1%	11 1%	7 1%	5 1%
News related websites (All news mentions, i.e. balance, up to date news, etc...)	1	1	-	-	-	-	1	-	-	-	-	1 1% K	-	-	-	1 1%	-	1	1	1	-	1
Other miscellaneous content mentions	6 1%	2 1%	1 1%	1 1%	-	2 1%	1	5 1% G	2 2% K	3 1%	1	-	-	5 1%	1	-	6 1%	-	5 1%	3	-	6 1% U
SECURITY (NET)	56 5% B	5 2%	10 6% B	6 4%	16 8% AB	19 5% B	34 4%	22 5%	11 9% KL	20 6%	20 4%	3 3%	2 4%	31 7% O	20 4%	5 3%	41 4%	15 6%	28 4%	42 4%	12 3%	44 6% U
Safe/Good security	42 4% B	3 1%	10 6% B	5 3%	11 5% B	13 3%	26 3%	16 4%	8 7% K	15 4%	14 3%	3 3%	2 4%	23 5% O	14 3%	5 3%	30 3%	12 5%	21 3%	31 3%	10 2%	32 5% U
Private/Privacy	5	1	-	-	2 1%	2 1%	3	2	-	2 1%	3 1%	-	-	2	3 1%	-	4	1	2	4	-	5 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  
Overlap formulae used. \* small base

Q740\_6. What made your experience with .org very positive?

6. .org

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1181	263	179	146	201	392	779	402	120	353	550	111	47*	473	550	158	937	244	696	955	471	710
Virus/Malware protected	4	-	-	1%	1	2%	2	2	2%	2%	-	-	-	4%	-	-	3	1	2	3	1	3
No/Less spam	1	-	-	-	1	-	1	-	1%	-	-	-	-	1	-	-	-	1	-	1	-	1
Other security mentions	4	1	-	-	1	2%	2	2	-	1	3%	-	-	1	3%	-	4	-	3	3	1	3
MISCELLANEOUS (NET)	51%	11%	14%	6%	6%	14%	29%	22%	8%	14%	22%	5%	2%	22%	22%	7%	41%	10%	23%	39%	19%	32%
Meets my expectations/needs/Always find what I need/want	22%	7%	9%	2%	3%	1	14%	8%	5%	4%	7%	4%	2%	9%	7%	6%	15%	7%	9%	17%	8%	14%
Positive/Just was	14%	-	1%	2%	2%	9%	6%	8%	1%	8%	5%	-	-	9%	5%	-	12%	2%	6%	12%	4%	10%
Convenient	5	-	-	1%	-	4%	3	2	1%	-	3%	1%	-	1	3%	1%	5%	-	4%	2	1	4%
Negative experience mentions	3	2%	1%	-	-	-	2	1	-	1	2	-	-	1	2	-	3	-	1	3	2	1
Alternative to .com	1	-	1%	-	-	-	1	-	-	-	1	-	-	-	1	-	-	1	-	1	1	-
Other mentions	7%	2%	2%	2%	1	-	3	4%	2%	1	4%	-	-	3%	4%	-	6%	1	4%	4	3%	4%
ECONOMY (NET)	16%	4%	2%	2%	2%	6%	13%	3%	1%	5%	8%	2%	-	6%	8%	2%	12%	4%	10%	12%	7%	9%
Reasonable/Cheap price to register/purchase	8%	3%	2%	1%	1	1	8%	-	1%	3%	2	2%	-	4%	2	2%	5%	3%	6%	6%	5%	3
Other economy mentions	8%	1	-	1%	1	5%	5%	3%	-	2%	6%	-	-	2	6%	-	7%	1	4%	6%	2	6%
SERVICE (NET)	5	1	2%	-	1	1	4%	1	1%	3%	1	-	-	4%	1	-	4	1	2	5%	1	4%
Good service/customer service/support	5	1	2%	-	1	1	4%	1	1%	3%	1	-	-	4%	1	-	4	1	2	5%	1	4%
None	14%	3%	4%	3%	1	3%	10%	4%	1%	4%	7%	2%	-	5%	7%	2%	12%	2%	8%	11%	9%	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  
Overlap formulae used. \* small base

Q740\_6. What made your experience with .org very positive?  
6. .org

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1181	263	179	146	201	392	779	402	120	353	550	111	47*	473	550	158	937	244	696	955	471	710
Don't know	12 1%	3 1%	2 1%	3 2%	1	3 1%	8 1%	4 1%	2 2%	2 1%	6 1%	2 2%	-	4 1%	6 1%	2 1%	12 1%	-	7 1%	10 1%	6 1%	6 1%
Declined to answer	65 6%	14 5%	9 5%	15 10% AEF	7 3%	20 5%	46 6%	19 5%	5 4%	16 5%	34 6%	7 6%	3 6%	21 4%	34 6%	10 6%	54 6%	11 5%	35 5%	57 6%	37 8% V	28 4%
Sigma	1659 140%	392 149%	246 137%	196 134%	296 147%	529 135%	1077 138%	582 145%	161 134%	485 137%	785 143%	166 150%	62 132%	646 137%	785 143%	228 144%	1311 140%	348 143%	1013 146%	1337 140%	667 142%	992 140%

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

Q740\_7. What made your experience with .tel very positive?  
7. .tel

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	69*	7**	7**	7**	7**	41*	40*	29**	3**	34*	30*	2**	-**	37*	30*	2**	62*	7**	49*	56*	37*	32*
SITE APPEAL (NET)	19 28%	-	-	2 29%	-	17 41% A	6 15%	13 45%	2 67%	13 38% K	4 13%	-	-	15 41% O	4 13%	-	18 29%	1 14%	13 27%	18 32%	12 32%	7 22%
Everything/Good/Like site	13 19%	-	-	2 29%	-	11 27%	3 8%	10 34%	2 67%	7 21%	4 13%	-	-	9 24%	4 13%	-	12 19%	1 14%	9 18%	12 21%	7 19%	6 19%
Different/Unique	1 1%	-	-	-	-	1 2%	-	1 3%	-	1 3%	-	-	-	1 3%	-	-	1 2%	-	-	1 2%	-	1 3%
It indicates seriousness/that it's important	1 1%	-	-	-	-	1 2%	1 3%	-	-	1 3%	-	-	-	1 3%	-	-	1 2%	-	1 2%	1 2%	1 3%	-
It's memorable/Easy to remember	1 1%	-	-	-	-	1 2%	-	1 3%	-	1 3%	-	-	-	1 3%	-	-	1 2%	-	1 2%	1 2%	1 3%	-
OK/Fine	1 1%	-	-	-	-	1 2%	1 3%	-	-	1 3%	-	-	-	1 3%	-	-	1 2%	-	-	1 2%	1 3%	-
Other site appeal mentions	2 3%	-	-	-	-	2 5%	1 3%	1 3%	-	2 6%	-	-	-	2 5%	-	-	2 3%	-	2 4%	2 4%	2 5%	-
PERFORMANCE (NET)	10 14%	2 29%	1 14%	-	2 29%	5 12%	4 10%	6 21%	-	5 15%	4 13%	1 50%	-	5 14%	4 13%	1 50%	8 13%	2 29%	8 16% T	5 9%	3 8%	7 22%
No problems/Good experience with website	5 7%	1 14%	-	-	1 14%	3 7%	1 3%	4 14%	-	4 12%	-	1 50%	-	4 11%	-	1 50%	5 8%	-	4 8%	3 5%	1 3%	4 13%
Fast/Good speed	3 4%	-	-	-	1 14%	2 5%	1 3%	2 7%	-	-	3 10%	-	-	-	3 10%	-	2 3%	1 14%	2 4%	1 2%	1 3%	2 6%
Good results/search results	2 3%	-	1 14%	-	-	1 2%	1 3%	1 3%	-	1 3%	1 3%	-	-	1 3%	1 3%	-	2 3%	-	1 2%	2 4%	1 3%	1 3%
Reliable	1 1%	1 14%	-	-	-	-	1 3%	-	-	1 3%	-	-	-	1 3%	-	-	-	1 14%	1 2%	-	-	1 3%
FUNCTIONALITY (NET)	10 14% F	1 14%	3 43%	-	3 43%	3 7%	5 13%	5 17%	-	3 9%	6 20%	1 50%	-	3 8%	6 20%	1 50%	7 11%	3 43%	6 12%	7 13%	4 11%	6 19%
Easy to use/navigate	6 9% F	1 14%	3 43%	-	1 14%	1 2%	4 10%	2 7%	-	2 6%	4 13%	-	-	2 5%	4 13%	-	3 5%	3 43%	3 6%	4 7%	3 8%	3 9%
Practical/Useful/Helpful	1 1%	-	-	-	-	1 2%	-	1 3%	-	-	1 3%	-	-	-	1 3%	-	1 2%	-	1 2%	1 2%	-	1 3%
Has the latest standards/formats	1 1%	-	-	-	1 14%	-	-	1 3%	-	-	-	1 50%	-	-	-	1 50%	1 2%	-	1 2%	-	-	1 3%

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

Q740\_7. What made your experience with .tel very positive?  
7. .tel

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	69*	7**	7**	7**	7**	41*	40*	29**	3**	34*	30*	2**	-**	37*	30*	2**	62*	7**	49*	56*	37*	32*
Easy to register	1%	-	-	-	14%	-	3%	-	-	-	3%	-	-	-	3%	-	2%	-	-	2%	-	3%
Other functionality mentions	1%	-	-	-	-	2%	-	3%	-	3%	-	-	-	3%	-	-	2%	-	2%	2%	3%	-
MISCELLANEOUS (NET)	9%	14%	-	14%	14%	15%	20%	3%	-	3%	6%	-	-	3%	6%	-	8%	14%	8%	5%	5%	4%
Meets my expectations/needs/Always find what I need/want	3%	14%	-	14%	-	2%	8%	-	-	-	3%	-	-	-	3%	-	2%	14%	2%	2%	3%	6%
Negative experience mentions	3%	-	-	-	-	3%	3%	-	-	2%	3%	-	-	2%	3%	-	3%	-	3%	2%	3%	-
Convenient	2%	-	-	-	14%	2%	3%	3%	-	3%	3%	-	-	3%	3%	-	2%	-	2%	2%	3%	3%
Positive/Just was	1%	-	-	-	-	2%	3%	-	-	-	3%	-	-	-	3%	-	2%	-	2%	2%	-	3%
USAGE (NET)	7%	14%	-	-	14%	5%	13%	2%	-	6%	-	1%	-	6%	-	1%	7%	-	7%	6%	3%	4%
MISCELLANEOUS USAGE (SUB-NET)	3%	-	-	-	14%	2%	5%	3%	-	3%	-	-	-	3%	-	-	3%	-	3%	3%	2%	3%
Geared toward mobile devices usage	2%	-	-	-	-	2%	3%	3%	-	2%	-	-	-	2%	-	-	2%	-	2%	2%	2%	-
Other miscellaneous usage mentions	1%	-	-	-	14%	-	3%	-	-	3%	-	-	-	3%	-	-	2%	-	2%	2%	-	3%
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	2%	-	-	-	-	2%	3%	3%	-	2%	-	-	-	2%	-	-	2%	-	2%	2%	3%	3%
Always use it/The one I use most/frequently	1%	-	-	-	-	2%	3%	-	-	3%	-	-	-	3%	-	-	2%	-	2%	-	-	3%
Familiar with website/Have visited/used before/in the past	1%	-	-	-	-	2%	-	3%	-	3%	-	-	-	3%	-	-	2%	-	2%	2%	3%	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	2%	14%	-	-	-	2%	5%	-	-	3%	-	1%	-	3%	-	1%	2%	-	2%	2%	-	6%
Commercial websites	1%	-	-	-	-	2%	3%	-	-	3%	-	-	-	3%	-	-	2%	-	2%	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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_7. What made your experience with .tel very positive?

28 Aug 2015  
Table 231

Base: Very Positive Experience With Websites With Domain Name Extensions

7. .tel

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	69*	7**	7**	7**	7**	41*	40*	29**	3**	34*	30*	2**	-**	37*	30*	2**	62*	7**	49*	56*	37*	32*
Networking companies usually use in extension	1 1%	1 14%	-	-	-	-	1 3%	-	-	-	-	1 50%	-	-	-	1 50%	2%	-	1 2%	1 2%	-	1 3%
BRAND/QUALITY (NET)	6 9%	-	-	1 14%	1 14%	4 10%	3 8%	3 10%	-	2 6%	4 13%	-	-	2 5%	4 13%	-	5 8%	1 14%	4 8%	6 11%	2 5%	4 13%
Well known/Popular/Most commonly used domain	2 3%	-	-	-	-	2 5%	1 3%	1 3%	-	-	2 7%	-	-	-	2 7%	-	2 3%	-	2 4%	2 4%	1 3%	1 3%
It's a legitimate/credible site/domain	1 1%	-	-	-	1 14%	-	1 3%	-	-	-	1 3%	-	-	-	1 3%	-	1 2%	-	-	1 2%	-	1 3%
Well established/Been around for a long time	1 1%	-	-	-	-	1 2%	-	1 3%	-	1 3%	-	-	-	1 3%	-	-	1 2%	-	-	1 2%	-	1 3%
Honest/trustworthy	1 1%	-	-	-	-	1 2%	-	1 3%	-	1 3%	-	-	-	1 3%	-	-	-	1 14%	1 2%	1 2%	-	1 3%
Other brand/quality mentions	1 1%	-	-	1 14%	-	-	1 3%	-	-	-	1 3%	-	-	-	1 3%	-	1 2%	-	1 2%	1 2%	1 3%	-
CONTENT (NET)	5 7%	1 14%	1 14%	-	-	3 7%	4 10%	1 3%	1 33%	1 3%	3 10%	-	-	2 5%	3 10%	-	5 8%	-	5 10%	5 9%	4 11%	1 3%
INFORMATION (SUB-NET)	3 4%	1 14%	-	-	-	2 5%	2 5%	1 3%	-	1 3%	2 7%	-	-	1 3%	2 7%	-	3 5%	-	3 6%	3 5%	3 8%	-
Good/Helpful information	1 1%	1 14%	-	-	-	-	1 3%	-	-	-	1 3%	-	-	-	1 3%	-	1 2%	-	1 2%	1 2%	1 3%	-
Information/Informative	1 1%	-	-	-	-	1 2%	1 3%	-	-	-	1 3%	-	-	-	1 3%	-	1 2%	-	1 2%	1 2%	1 3%	-
Other information mentions	1 1%	-	-	-	-	1 2%	-	1 3%	-	1 3%	-	-	-	1 3%	-	-	1 2%	-	1 2%	1 2%	1 3%	-
MISCELLANEOUS CONTENT (SUB-NET)	3 4%	-	1 14%	-	-	2 5%	2 5%	1 3%	1 33%	1 3%	1 3%	-	-	2 5%	1 3%	-	3 5%	-	3 6%	3 5%	2 5%	1 3%
Good/Like the content	2 3%	-	1 14%	-	-	1 2%	1 3%	1 3%	-	1 3%	1 3%	-	-	1 3%	1 3%	-	2 3%	-	2 4%	2 4%	2 5%	-
Other miscellaneous content mentions	2 3%	-	-	-	-	2 5%	1 3%	1 3%	1 33%	1 3%	-	-	-	2 5%	-	-	2 3%	-	2 4%	2 4%	1 3%	1 3%
SECURITY (NET)	3 4%	1 14%	-	-	1 14%	1 2%	2 5%	1 3%	-	1 3%	2 7%	-	-	1 3%	2 7%	-	3 5%	-	2 4%	2 4%	2 5%	1 3%

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

Q740\_7. What made your experience with .tel very positive?  
7. .tel

28 Aug 2015  
Table 231

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	69*	7**	7**	7**	7**	41*	40*	29**	3**	34*	30*	2**	-**	37*	30*	2**	62*	7**	49*	56*	37*	32*
Safe/Good security	2 3%	-	-	-	14%	2%	3%	3%	-	3%	3%	-	-	3%	3%	-	2 3%	-	1 2%	1 2%	1 3%	1 3%
Virus/Malware protected	1 1%	14%	-	-	-	-	3%	-	-	-	3%	-	-	-	3%	-	1 2%	-	1 2%	1 2%	1 3%	-
ECONOMY (NET)	2 3%	-	-	-	14%	2%	2 5%	-	-	-	2 7%	-	-	-	2 7%	-	1 2%	14%	1 2%	1 2%	1 3%	1 3%
Reasonable/Cheap price to register/purchase	1 1%	-	-	-	14%	-	3%	-	-	-	3%	-	-	-	3%	-	-	14%	-	1 2%	1 3%	-
Other economy mentions	1 1%	-	-	-	-	2%	3%	-	-	-	3%	-	-	-	3%	-	1 2%	-	1 2%	-	-	1 3%
SERVICE (NET)	1 1%	-	14%	-	-	-	3%	-	-	3%	-	-	-	3%	-	-	1 2%	-	-	1 2%	-	1 3%
Other service mentions	1 1%	-	14%	-	-	-	3%	-	-	3%	-	-	-	3%	-	-	1 2%	-	-	1 2%	-	1 3%
None	1 1%	14%	-	-	-	-	3%	-	-	-	3%	-	-	-	3%	-	1 2%	-	-	1 2%	1 3%	-
Don't know	1 1%	-	-	-	14%	-	3%	-	-	3%	-	-	-	3%	-	-	-	14%	1 2%	1 2%	-	1 3%
Declined to answer	8 12%	14%	14%	43%	-	3 7%	5 13%	3 10%	-	3 9%	5 17%	-	-	3 8%	5 17%	-	8 13%	-	4 8%	7 13%	7 19% V	1 3%
Sigma	85 123%	9 129%	7 100%	7 100%	11 157%	51 124%	47 118%	38 131%	3 100%	42 124%	37 123%	3 150%	-	45 122%	37 123%	3 150%	75 121%	10 143%	61 124%	68 121%	46 124%	39 122%

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



Q740\_8. What made your experience with .asia very positive?

28 Aug 2015  
Table 232

Base: Very Positive Experience With Websites With Domain Name Extensions

8. .asia

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	77*	5**	4**	5**	4**	59*	43*	34*	8**	33*	33*	3**	-**	41*	33*	3**	70*	7**	63*	66*	40*	37*
USAGE (NET)	24 31%	-	-	-	3 75%	21 36%	15 35%	9 26%	4 50%	12 36%	6 18%	2 67%	-	16 39%	6 18%	2 67%	20 29%	4 57%	21 33%	19 29%	12 30%	12 32%
COUNTRIES (SUB-NET)	14 18%	-	-	-	3 75%	11 19%	9 21%	5 15%	2 25%	6 18%	4 12%	2 67%	-	8 20%	4 12%	2 67%	11 16%	3 43%	12 19%	10 15%	7 18%	7 19%
International/Used worldwide/Global	5 6%	-	-	-	-	5 8%	1 2%	4 12%	13%	3 9%	1 3%	-	-	4 10%	1 3%	-	4 6%	1 14%	5 8%	3 5%	3 8%	2 5%
Country specific (Unspec.)	1 1%	-	-	-	1 25%	-	1 2%	-	-	1 3%	-	-	-	1 2%	-	-	1 1%	-	-	1 2%	-	1 3%
India based website	1 1%	-	-	-	-	1 2%	-	1 3%	-	1 3%	-	-	-	1 2%	-	-	1 1%	-	1 2%	1 2%	1 3%	-
China based website	1 1%	-	-	-	-	1 2%	-	1 3%	-	1 3%	-	-	-	1 2%	-	-	1 1%	-	1 2%	1 2%	1 3%	-
Japan based website	1 1%	-	-	-	-	1 2%	-	1 3%	-	1 3%	-	-	-	1 2%	-	-	1 1%	-	1 2%	1 2%	1 3%	-
Other countries mentions	10 13%	-	-	-	2 50%	8 14%	8 19%	2 6%	2 25%	3 9%	3 9%	2 67%	-	5 12%	3 9%	2 67%	8 11%	2 29%	9 14%	8 12%	6 15%	4 11%
BUSINESSES/ORGANIZATIONS (SUB-NET)	9 12%	-	-	-	3 75%	6 10%	7 16%	2 6%	2 25%	4 12%	1 3%	2 67%	-	6 15%	1 3%	2 67%	7 10%	2 29%	7 11%	9 14%	6 15%	3 8%
Business/Work website usage	5 6% F	-	-	-	3 75%	2 3%	5 12% H	-	1 13%	2 6%	-	2 67%	-	3 7%	-	2 67%	4 6%	1 14%	3 5%	5 8%	3 8%	2 5%
Government website/extension	3 4% F	-	-	-	2 50%	1 2%	2 5%	1 3%	1 13%	-	-	2 67%	-	1 2%	-	2 67%	2 3%	1 14%	2 3%	3 5%	2 5%	1 3%
Used for non-profit organizations/purposes	2 3%	-	-	-	-	2 3%	1 2%	1 3%	-	1 3%	1 3%	-	-	1 2%	1 3%	-	2 3%	-	2 3%	2 3%	1 3%	1 3%
Specific to a company/good/large companies	1 1%	-	-	-	-	1 2%	1 2%	-	-	1 3%	-	-	-	1 2%	-	-	-	1 14%	1 2%	1 2%	1 3%	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	4 5%	-	-	-	-	4 7%	3 7%	1 3%	1 13%	3 9%	-	-	-	4 10%	-	-	4 6%	-	3 5%	3 5%	2 5%	2 5%
Familiar with website/Have visited/used before/in the past	3 4%	-	-	-	-	3 5%	2 5%	1 3%	1 13%	2 6%	-	-	-	3 7%	-	-	3 4%	-	2 3%	3 5%	2 5%	1 3%
Always use it/The one I use most/frequently	1 1%	-	-	-	-	1 2%	1 2%	-	-	1 3%	-	-	-	1 2%	-	-	1 1%	-	1 2%	-	-	1 3%

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

Q740\_8. What made your experience with .asia very positive?

8. .asia

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender			Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	77*	5**	4**	5**	4**	59*	43*	34*	8**	33*	33*	3**	-**	41*	33*	3**	70*	7**	63*	66*	40*	37*
MISCELLANEOUS USAGE (SUB-NET)	4 5%	-	-	-	-	4 7%	1 2%	3 9%	-	3 9%	1 3%	-	-	3 7%	1 3%	-	3 4%	1 14%	4 6%	4 6%	2 5%	2 5%
Allows for searching/browsing	2 3%	-	-	-	-	2 3%	1 2%	1 3%	-	1 3%	1 3%	-	-	1 2%	1 3%	-	1 1%	1 14%	2 3%	2 3%	-	2 5%
Top level domain	1 1%	-	-	-	-	1 2%	-	1 3%	-	1 3%	-	-	-	1 2%	-	-	1 1%	-	1 2%	1 2%	1 3%	-
Other miscellaneous usage mentions	1 1%	-	-	-	-	1 2%	-	1 3%	-	1 3%	-	-	-	1 2%	-	-	1 1%	-	1 2%	1 2%	1 3%	-
SITE APPEAL (NET)	15 19%	1 20%	-	-	1 25%	13 22%	7 16%	8 24%	3 38%	8 24%	4 12%	-	-	11 27%	4 12%	-	13 19%	2 29%	14 22%	13 20%	10 25%	5 14%
Everything/Good/Like site	9 12%	1 20%	-	-	-	8 14%	3 7%	6 18%	1 13%	4 12%	4 12%	-	-	5 12%	4 12%	-	8 11%	1 14%	9 14%	9 14%	6 15%	3 8%
Descriptive/Indicates what it stands for	2 3%	-	-	-	1 25%	1 2%	2 5%	-	-	2 6%	-	-	-	2 5%	-	-	2 3%	-	1 2%	1 2%	1 3%	1 3%
It indicates seriousness/that it's important	1 1%	-	-	-	-	1 2%	1 2%	-	-	1 3%	-	-	-	1 2%	-	-	1 1%	-	1 2%	-	-	1 3%
New/Newer websites	1 1%	-	-	-	-	1 2%	1 2%	-	1 13%	-	-	-	-	1 2%	-	-	1 1%	-	1 2%	1 2%	1 3%	-
Other site appeal mentions	3 4%	-	-	-	-	3 5%	1 2%	2 6%	2 25%	1 3%	-	-	-	3 7%	-	-	2 3%	1 14%	3 5%	3 5%	3 8%	-
BRAND/QUALITY (NET)	13 17%	-	1 25%	1 20%	-	11 19%	5 12%	8 24%	-	7 21%	6 18%	-	-	7 17%	6 18%	-	12 17%	1 14%	10 16%	12 18%	9 23%	4 11%
Well known/Popular/Most commonly used domain	5 6%	-	1 25%	-	-	4 7%	2 5%	3 9%	-	3 9%	2 6%	-	-	3 7%	2 6%	-	5 7%	-	4 6%	4 6%	5 13%	-
Honest/trustworthy	3 4%	-	-	-	-	3 5%	2 5%	1 3%	-	2 6%	1 3%	-	-	2 5%	1 3%	-	3 4%	-	2 3%	3 5%	1 3%	2 5%
Pioneer/One of the first website extensions	1 1%	-	-	-	-	1 2%	-	1 3%	-	1 3%	-	-	-	1 2%	-	-	1 1%	-	1 2%	1 2%	1 3%	-
Well established/Been around for a long time	1 1%	-	-	-	-	1 2%	-	1 3%	-	1 3%	-	-	-	1 2%	-	-	1 1%	-	-	1 2%	-	1 3%
Good quality brand/product	1 1%	-	-	-	-	1 2%	-	1 3%	-	-	1 3%	-	-	-	1 3%	-	-	1 14%	1 2%	1 2%	-	1 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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_8. What made your experience with .asia very positive?

8. .asia

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	77*	5**	4**	5**	4**	59*	43*	34*	8**	33*	33*	3**	-**	41*	33*	3**	70*	7**	63*	66*	40*	37*
Big/Large website	1%	-	-	-	-	12%	-	13%	-	-	13%	-	-	-	13%	-	1%	-	12%	12%	13%	-
Other brand/quality mentions	1%	-	-	120%	-	-	12%	-	-	-	13%	-	-	-	13%	-	1%	-	12%	12%	13%	-
FUNCTIONALITY (NET)	1013%	120%	50%	-	125%	610%	37%	721%	-	26%	721%	33%	-	25%	721%N	33%	13%	14%	14%	14%	38%	719%
Easy to use/navigate	45%	-	250%	-	-	23%	25%	26%	-	26%	26%	-	-	25%	26%	-	34%	114%	35%	46%	25%	25%
Practical/Useful/Helpful	34%	-	-	-	-	35%	-	39%	-	-	39%	-	-	-	39%	-	34%	-	35%	35%	-	38%
Has the latest standards/formats	11%	-	-	-	125%	-	-	13%	-	-	-	133%	-	-	-	133%	1%	-	12%	-	-	13%
Easy/Simple to purchase	11%	120%	-	-	-	-	12%	-	-	-	13%	-	-	-	13%	-	1%	-	12%	12%	13%	-
No restrictions	11%	120%	-	-	-	-	12%	-	-	-	13%	-	-	-	13%	-	1%	-	12%	12%	13%	-
Other functionality mentions	11%	-	-	-	-	12%	-	13%	-	-	13%	-	-	-	13%	-	1%	-	12%	12%	-	13%
PERFORMANCE (NET)	810%	-	125%	-	125%	610%	37%	515%	113%	39%	39%	133%	-	410%	39%	133%	710%	114%	711%	46%	38%	514%
No problems/Good experience with website	68%	-	-	-	125%	58%	25%	412%	113%	39%	13%	133%	-	410%	13%	133%	57%	114%	58%	35%	25%	411%
Good results/search results	23%	-	125%	-	-	12%	12%	13%	-	13%	13%	-	-	12%	13%	-	23%	-	12%	23%	13%	13%
Fast/Good speed	11%	-	-	-	-	12%	-	13%	-	-	13%	-	-	-	13%	-	1%	-	12%	-	-	13%
CONTENT (NET)	56%	-	-	-	250%	35%	49%	13%	113%	-	26%	267%	-	12%	26%	267%	46%	114%	35%	58%	13%	411%
INFORMATION (SUB-NET)	34%	-	-	-	125%	23%	25%	13%	-	-	26%	133%	-	-	26%	133%	34%	-	23%	35%	13%	25%
Information/Informative	23%	-	-	-	125%	12%	12%	13%	-	-	13%	133%	-	-	13%	133%	23%	-	23%	23%	13%	13%

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

Q740\_8. What made your experience with .asia very positive?

28 Aug 2015  
Table 232

Base: Very Positive Experience With Websites With Domain Name Extensions

8. .asia

	Region					Gender			Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	77*	5**	4**	5**	4**	59*	43*	34*	8**	33*	33*	3**	-**	41*	33*	3**	70*	7**	63*	66*	40*	37*
Good/Helpful information	1 1%	-	-	-	-	1 2%	1 2%	-	-	-	1 3%	-	-	-	1 3%	-	1 1%	-	-	1 2%	-	1 3%
MISCELLANEOUS CONTENT (SUB-NET)	3 4% F	-	-	-	2 50%	1 2%	3 7%	-	1 13%	-	-	2 67%	-	1 2%	-	2 67%	2 3%	1 14%	2 3%	3 5%	1 3%	2 5%
News related websites (All news mentions, i.e. balance, up to date news, etc...)	2 3%	-	-	-	2 50%	-	2 5%	-	-	-	-	2 67%	-	-	-	2 67%	1 1%	1 14%	1 2%	2 3%	1 3%	1 3%
Other miscellaneous content mentions	1 1%	-	-	-	-	1 2%	1 2%	-	1 13%	-	-	-	-	1 2%	-	-	1 1%	-	1 2%	1 2%	-	1 3%
MISCELLANEOUS (NET)	5 6%	-	1 25%	-	-	4 7%	2 5%	3 9%	-	2 6%	3 9%	-	-	2 5%	3 9%	-	5 7%	-	4 6%	3 5%	2 5%	3 8%
Convenient	3 4%	-	1 25%	-	-	2 3%	1 2%	2 6%	-	-	3 9%	-	-	-	3 9%	-	3 4%	-	2 3%	2 3%	1 3%	2 5%
Negative experience mentions	1 1%	-	-	-	-	1 2%	1 2%	-	-	1 3%	-	-	-	1 2%	-	-	1 1%	-	1 2%	-	-	1 3%
Other mentions	1 1%	-	-	-	-	1 2%	-	1 3%	-	1 3%	-	-	-	1 2%	-	-	1 1%	-	1 2%	1 2%	1 3%	-
ECONOMY (NET)	2 3%	-	-	-	-	2 3%	2 5%	-	-	1 3%	1 3%	-	-	1 2%	1 3%	-	1 1%	1 14%	2 3%	2 3%	1 3%	1 3%
Other economy mentions	2 3%	-	-	-	-	2 3%	2 5%	-	-	1 3%	1 3%	-	-	1 2%	1 3%	-	1 1%	1 14%	2 3%	2 3%	1 3%	1 3%
None	4 5% F	3 60%	-	-	-	1 2%	4 9%	-	-	2 6%	2 6%	-	-	2 5%	2 6%	-	4 6%	-	2 3%	4 6%	3 8%	1 3%
Don't know	1 1%	-	-	1 20%	-	-	-	1 3%	1 13%	-	-	-	-	1 2%	-	-	1 1%	-	-	1 2%	1 3%	-
Declined to answer	7 9%	-	-	3 60%	-	4 7%	5 12%	2 6%	-	3 9%	4 12%	-	-	3 7%	4 12%	-	7 10%	-	5 8%	7 11%	4 10%	3 8%
Sigma	112 145%	6 120%	5 125%	5 100%	14 350%	82 139%	61 142%	51 150%	13 163%	49 148%	39 118%	11 367%	-	62 151%	39 118%	11 367%	98 140%	14 200%	91 144%	97 147%	63 158%	49 132%

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

Q740\_9. What made your experience with .pro very positive?  
9. .pro

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	71*	7**	8**	11**	3**	42*	37*	34*	5**	29**	36*	1**	-**	34*	36*	1**	67*	4**	56*	63*	47*	24**
PERFORMANCE (NET)	13 18%	14%	13%	28%	33%	19%	16%	21%	20%	14%	19%	100%	-	5%	19%	100%	13 19%	-	11 20% T	8%	7%	25%
No problems/Good experience with website	9 13%	14%	-	28%	33%	12%	11%	15%	20%	10%	11%	100%	-	4%	11%	100%	9 13%	-	7 13%	5 8%	4 9%	5 21%
Fast/Good speed	3 4%	-	-	-	-	3 7%	1 3%	2 6%	-	1 3%	2 6%	-	-	1 3%	2 6%	-	3 4%	-	3 5%	2 3%	2 4%	1 4%
Good results/search results	2 3%	-	13%	-	-	1 2%	1 3%	1 3%	-	1 3%	1 3%	-	-	1 3%	1 3%	-	2 3%	-	1 2%	2 3%	1 2%	1 4%
Reliable	1 1%	-	-	-	-	1 2%	1 3%	-	-	-	1 3%	-	-	-	1 3%	-	1 1%	-	1 2%	1 2%	1 2%	-
SITE APPEAL (NET)	12 17%	-	25%	27%	33%	14%	16%	18%	20%	28%	8%	-	-	9 26% O	8%	-	10 15%	2 50%	7 13%	12 19% S	6 13%	6 25%
It's professional	6 8% F	-	25%	28%	33%	1 2%	3 8%	3 9%	-	3 10%	3 8%	-	-	3 9%	3 8%	-	5 7%	1 25%	4 7%	6 10%	3 6%	3 13%
Everything/Good/Like site	3 4%	-	-	9%	-	2 5%	1 3%	2 6%	20%	2 7%	-	-	-	3 9%	-	-	2 3%	1 25%	2 4%	3 5%	1 2%	2 8%
It indicates seriousness/that it's important	1 1%	-	-	-	-	1 2%	1 3%	-	-	1 3%	-	-	-	1 3%	-	-	1 1%	-	-	1 2%	1 2%	-
Different/Unique	1 1%	-	-	-	-	1 2%	-	1 3%	-	1 3%	-	-	-	1 3%	-	-	1 1%	-	-	1 2%	-	1 4%
Other site appeal mentions	2 3%	-	-	-	33%	1 2%	2 5%	-	-	2 7%	-	-	-	2 6%	-	-	1 1%	1 25%	2 4%	2 3%	1 2%	1 4%
BRAND/QUALITY (NET)	10 14%	14%	13%	9%	-	7 17%	3 8%	21%	-	5 17%	5 14%	-	-	5 15%	5 14%	-	10 15%	-	9 16%	10 16%	7 15%	3 13%
Well known/Popular/Most commonly used domain	4 6%	-	-	-	-	4 10%	1 3%	3 9%	-	2 7%	2 6%	-	-	2 6%	2 6%	-	4 6%	-	4 7%	4 6%	3 6%	1 4%
Reputable	1 1%	-	13%	-	-	-	-	1 3%	-	-	1 3%	-	-	-	1 3%	-	1 1%	-	1 2%	1 2%	1 2%	-
Well established/Been around for a long time	1 1%	-	-	-	-	1 2%	-	1 3%	-	1 3%	-	-	-	1 3%	-	-	1 1%	-	-	1 2%	-	1 4%
Honest/trustworthy	1 1%	-	-	-	-	1 2%	-	1 3%	-	1 3%	-	-	-	1 3%	-	-	1 1%	-	1 2%	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 - U/V  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_9. What made your experience with .pro very positive?

9. .pro

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	71*	7**	8**	11**	3**	42*	37*	34*	5**	29**	36*	1**	-**	34*	36*	1**	67*	4**	56*	63*	47*	24**	
Other brand/quality mentions	3 4%	1 14%	-	1 9%	-	1 2%	2 5%	1 3%	-	1 3%	2 6%	-	-	1 3%	2 6%	-	3 4%	-	3 5%	3 5%	2 4%	1 4%	
USAGE (NET)	8 11%	1 14%	-	-	1 33%	6 14%	6 16%	2 6%	2 40%	4 14%	2 6%	-	-	6 18%	2 6%	-	7 10%	1 25%	7 13%	6 10%	5 11%	3 13%	
BUSINESSES/ORGANIZATIONS (SUB-NET)	3 4%	-	-	-	1 33%	2 5%	2 5%	1 3%	-	2 7%	1 3%	-	-	2 6%	1 3%	-	2 3%	1 25%	2 4%	1 2%	2 4%	1 4%	
Commercial websites	1 1%	-	-	-	-	1 2%	-	1 3%	-	1 3%	-	-	-	1 3%	-	-	1 1%	-	1 2%	1 2%	1 2%	-	
Other businesses/organizations mentions	2 3%	-	-	-	1 33%	1 2%	2 5%	-	-	1 3%	1 3%	-	-	1 3%	1 3%	-	1 1%	1 25%	1 2%	-	1 2%	1 4%	
MISCELLANEOUS USAGE (SUB-NET)	3 4%	1 14%	-	-	-	2 5%	2 5%	1 3%	1 20%	1 3%	1 3%	-	-	2 6%	1 3%	-	3 4%	-	3 5%	3 5%	2 4%	1 4%	
Diversity/Multi-purpose website	2 3%	1 14%	-	-	-	1 2%	1 3%	1 3%	-	1 3%	1 3%	-	-	1 3%	1 3%	-	2 3%	-	2 4%	2 3%	1 2%	1 4%	
Other miscellaneous usage mentions	1 1%	-	-	-	-	1 2%	1 3%	-	1 20%	-	-	-	-	1 3%	-	-	1 1%	-	1 2%	1 2%	1 2%	-	
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	1 1%	-	-	-	-	1 2%	1 3%	-	-	1 3%	-	-	-	1 3%	-	-	1 1%	-	1 2%	1 2%	1 2%	-	
Always use it/The one I use most/frequently	1 1%	-	-	-	-	1 2%	1 3%	-	-	1 3%	-	-	-	1 3%	-	-	1 1%	-	1 2%	1 2%	1 2%	-	
COUNTRIES (SUB-NET)	1 1%	-	-	-	-	1 2%	1 3%	-	1 20%	-	-	-	-	1 3%	-	-	1 1%	-	1 2%	1 2%	-	1 4%	
International/Used worldwide/Global	1 1%	-	-	-	-	1 2%	1 3%	-	1 20%	-	-	-	-	1 3%	-	-	1 1%	-	1 2%	1 2%	-	1 4%	
MISCELLANEOUS (NET)	8 11%	1 14%	-	-	-	7 17%	4 11%	4 12%	1 20%	1 3%	6 17%	-	-	2 6%	6 17%	-	8 12%	-	7 13%	5 8%	4 9%	4 17%	
Positive/Just was	4 6%	1 14%	-	-	-	3 7%	3 8%	1 3%	-	-	4 11%	-	-	-	4 11%	-	4 6%	-	3 5%	4 6%	2 4%	2 8%	
Convenient	2 3%	-	-	-	-	2 5%	-	2 6%	-	-	2 6%	-	-	-	2 6%	-	2 3%	-	2 4%	-	-	2 8%	
Negative experience mentions	2 3%	-	-	-	-	2 5%	1 3%	1 3%	1 20%	1 3%	-	-	-	2 6%	-	-	2 3%	-	2 4%	1 2%	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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_9. What made your experience with .pro very positive?

9. .pro

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	71*	7**	8**	11**	3**	42*	37*	34*	5**	29**	36*	1**	-**	34*	36*	1**	67*	4**	56*	63*	47*	24**
FUNCTIONALITY (NET)	3 4%	-	-	-	1 33%	2 5%	1 3%	2 6%	-	1 3%	1 3%	1 100%	-	1 3%	1 3%	1 100%	3 4%	-	3 5%	2 3%	1 2%	2 8%
Easy to use/navigate	1 1%	-	-	-	-	1 2%	1 3%	-	-	1 3%	-	-	-	1 3%	-	-	1 1%	-	1 2%	1 2%	1 2%	-
Practical/Useful/Helpful	1 1%	-	-	-	-	1 2%	-	1 3%	-	-	1 3%	-	-	-	1 3%	-	1 1%	-	1 2%	1 2%	-	1 4%
Has the latest standards/formats	1 1%	-	-	-	1 33%	-	-	1 3%	-	-	-	1 100%	-	-	-	1 100%	1 1%	-	1 2%	-	-	1 4%
SECURITY (NET)	2 3%	-	-	-	-	2 5%	1 3%	1 3%	-	1 3%	1 3%	-	-	1 3%	1 3%	-	2 3%	-	2 4%	2 3%	2 4%	-
Safe/Good security	1 1%	-	-	-	-	1 2%	-	1 3%	-	1 3%	-	-	-	1 3%	-	-	1 1%	-	1 2%	1 2%	1 2%	-
Other security mentions	1 1%	-	-	-	-	1 2%	1 3%	-	-	-	1 3%	-	-	-	1 3%	-	1 1%	-	1 2%	1 2%	1 2%	-
CONTENT (NET)	2 3%	-	1 13%	-	-	1 2%	2 5%	-	-	-	2 6%	-	-	-	2 6%	-	2 3%	-	1 2%	2 3%	1 2%	1 4%
INFORMATION (SUB-NET)	1 1%	-	-	-	-	1 2%	1 3%	-	-	-	1 3%	-	-	-	1 3%	-	1 1%	-	-	1 2%	-	1 4%
Good/Helpful information	1 1%	-	-	-	-	1 2%	1 3%	-	-	-	1 3%	-	-	-	1 3%	-	1 1%	-	-	1 2%	-	1 4%
MISCELLANEOUS CONTENT (SUB-NET)	1 1%	-	1 13%	-	-	-	1 3%	-	-	-	1 3%	-	-	-	1 3%	-	1 1%	-	1 2%	1 2%	1 2%	-
Good/Like the content	1 1%	-	1 13%	-	-	-	1 3%	-	-	-	1 3%	-	-	-	1 3%	-	1 1%	-	1 2%	1 2%	1 2%	-
ECONOMY (NET)	1 1%	-	-	-	-	1 2%	1 3%	-	-	-	1 3%	-	-	-	1 3%	-	1 1%	-	1 2%	1 2%	1 2%	-
Other economy mentions	1 1%	-	-	-	-	1 2%	1 3%	-	-	-	1 3%	-	-	-	1 3%	-	1 1%	-	1 2%	1 2%	1 2%	-
None	3 4%	2 29%	-	1 9%	-	-	2 5%	1 3%	-	2 7%	1 3%	-	-	2 6%	1 3%	-	2 3%	1 25%	2 4%	3 5%	3 6%	-
Don't know	1 1%	1 14%	-	-	-	-	1 3%	-	-	-	1 3%	-	-	-	1 3%	-	1 1%	-	1 2%	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 - U/V  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_9. What made your experience with .pro very positive?  
9. .pro

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker				
																			Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	71*	7**	8**	11**	3**	42*	37*	34*	5**	29**	36*	1**	-**	34*	36*	1**	67*	4**	56*	63*	47*	24**
Declined to answer	13 18%	-	3 38%	4 36%	-	6 14%	6 16%	7 21%	1 20%	3 10%	9 25%	-	-	4 12%	9 25%	-	13 19%	-	10 18%	13 21%	11 23%	2 8%
Sigma	79 111%	7 100%	8 100%	11 100%	5 167%	48 114%	41 111%	38 112%	6 120%	31 107%	40 111%	2 200%	-	37 109%	40 111%	2 200%	74 110%	5 125%	63 113%	68 108%	50 106%	29 121%

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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q740\_10. What made your experience with .coop very positive?  
10. .coop

28 Aug 2015  
Table 234

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	65*	8**	11**	10**	1**	35*	27**	38*	3**	22**	35*	4**	1**	25**	35*	5**	60*	5**	51*	52*	34*	31*
SITE APPEAL (NET)	19 29%	-	2 18%	3 30%	-	14 40%	6 22%	13 34%	2 67%	7 32%	10 29%	-	-	9 36%	10 29%	-	18 30%	1 20%	17 33%	14 27%	10 29%	9 29%
Everything/Good/Like site	11 17%	-	1 9%	2 20%	-	8 23%	3 11%	8 21%	2 67%	4 18%	5 14%	-	-	6 24%	5 14%	-	10 17%	1 20%	10 20%	8 15%	4 12%	7 23%
Interesting websites	1 2%	-	-	-	-	1 3%	1 4%	-	-	1 5%	-	-	-	1 4%	-	-	1 2%	-	1 2%	1 2%	1 3%	-
It indicates seriousness/that it's important	1 2%	-	1 9%	-	-	-	1 4%	-	-	1 5%	-	-	-	1 4%	-	-	1 2%	-	1 2%	-	-	1 3%
It's memorable/Easy to remember	1 2%	-	-	-	-	1 3%	-	1 3%	-	1 5%	-	-	-	1 4%	-	-	1 2%	-	1 2%	1 2%	1 3%	-
New/Newer websites	1 2%	-	-	-	-	1 3%	-	1 3%	-	-	1 3%	-	-	-	1 3%	-	1 2%	-	1 2%	-	-	1 3%
Other site appeal mentions	4 6%	-	-	1 10%	-	3 9%	1 4%	3 8%	-	-	4 11%	-	-	-	4 11%	-	4 7%	-	3 6%	4 8%	4 12%	-
BRAND/QUALITY (NET)	11 17%	2 25%	1 9%	1 10%	-	7 20%	5 19%	6 16%	-	4 18%	7 20%	-	-	4 16%	7 20%	-	9 15%	2 40%	9 18%	10 19%	8 24%	3 10%
Well known/Popular/Most commonly used domain	6 9%	-	1 9%	1 10%	-	4 11%	3 11%	3 8%	-	2 9%	4 11%	-	-	2 8%	4 11%	-	5 8%	1 20%	6 12%	5 10%	4 12%	2 6%
Honest/trustworthy	5 8%	2 25%	-	1 10%	-	2 6%	2 7%	3 8%	-	1 5%	4 11%	-	-	1 4%	4 11%	-	4 7%	1 20%	4 8%	4 8%	4 12%	1 3%
Well established/Been around for a long time	1 2%	-	-	-	-	1 3%	-	1 3%	-	1 5%	-	-	-	1 4%	-	-	1 2%	-	-	1 2%	-	1 3%
It's a legitimate/credible site/domain	1 2%	1 13%	-	-	-	-	1 4%	-	-	-	1 3%	-	-	-	1 3%	-	-	1 20%	-	1 2%	1 3%	-
Other brand/quality mentions	1 2%	-	-	-	-	1 3%	1 4%	-	-	-	1 3%	-	-	-	1 3%	-	1 2%	-	1 2%	1 2%	1 3%	-
USAGE (NET)	11 17%	2 25%	3 27%	1 10%	-	5 14%	6 22%	5 13%	-	4 18%	4 11%	3 75%	-	4 16%	4 11%	3 60%	10 17%	1 20%	8 16%	9 17%	5 15%	6 19%
BUSINESSES/ORGANIZATIONS (SUB-NET)	8 12%	2 25%	2 18%	1 10%	-	3 9%	5 19%	3 8%	-	2 9%	3 9%	3 75%	-	2 8%	3 9%	3 60%	8 13%	-	6 12%	7 13%	4 12%	4 13%
Specific to a company/good/large companies	2 3%	-	1 9%	-	-	1 3%	2 7%	-	-	1 5%	1 3%	-	-	1 4%	1 3%	-	2 3%	-	2 4%	2 4%	2 6%	-

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

Q740\_10. What made your experience with .coop very positive?

10. .coop

Base: Very Positive Experience With Websites With Domain Name Extensions

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	65*	8**	11**	10**	1**	35*	27**	38*	3**	22**	35*	4**	1**	25**	35*	5**	60*	5**	51*	52*	34*	31*
Institutions websites/extensions	1 2%	-	1 9%	-	-	-	-	1 3%	-	-	1 3%	-	-	-	1 3%	-	1 2%	-	1 2%	1 2%	-	1 3%
Government website/extension	1 2%	1 13%	-	-	-	-	-	1 3%	-	-	-	1 25%	-	-	-	1 20%	1 2%	-	-	1 2%	-	1 3%
Other businesses/organ- izations mentions	4 6%	1 13%	-	1 10%	-	2 6%	3 11%	1 3%	-	1 5%	1 3%	2 50%	-	1 4%	1 3%	2 40%	4 7%	-	3 6%	3 6%	2 6%	2 6%
FAMILIARITY/PREVIU- S USAGE (SUB-NET)	4 6%	-	2 18%	-	-	2 6%	2 7%	2 5%	-	2 9%	2 6%	-	-	2 8%	2 6%	-	3 5%	1 20%	3 6%	3 6%	2 6%	2 6%
Always use it/The one I use most/frequently	2 3%	-	1 9%	-	-	1 3%	2 7%	-	-	1 5%	1 3%	-	-	1 4%	1 3%	-	2 3%	-	2 4%	1 2%	1 3%	1 3%
Familiar with website/Have visited/used before/in the past	2 3%	-	1 9%	-	-	1 3%	-	2 5%	-	1 5%	1 3%	-	-	1 4%	1 3%	-	1 2%	1 20%	1 2%	2 4%	1 3%	1 3%
PERFORMANCE (NET)	8 12%	-	2 18%	1 10%	1 100%	4 11%	1 4%	7 18%	-	4 18%	3 9%	1 25%	-	4 16%	3 9%	1 20%	7 12%	1 20%	5 10%	5 10%	3 9%	5 16%
No problems/Good experience with website	5 8%	-	1 9%	-	1 100%	3 9%	-	5 13%	-	4 18%	-	1 25%	-	4 16%	-	1 20%	4 7%	1 20%	3 6%	3 6%	2 6%	3 10%
Good results/search results	2 3%	-	1 9%	-	-	1 3%	1 4%	1 3%	-	1 5%	1 3%	-	-	1 4%	1 3%	-	2 3%	-	1 2%	2 4%	1 3%	1 3%
Fast/Good speed	1 2%	-	-	-	-	1 3%	-	1 3%	-	-	1 3%	-	-	-	1 3%	-	1 2%	-	1 2%	-	-	1 3%
Reliable	1 2%	-	-	1 10%	-	-	-	1 3%	-	-	1 3%	-	-	-	1 3%	-	1 2%	-	-	1 2%	-	1 3%
FUNCTIONALITY (NET)	6 9%	-	-	1 10%	1 100%	4 11%	1 4%	5 13%	-	2 9%	3 9%	1 25%	-	2 8%	3 9%	1 20%	6 10%	-	4 8%	5 10%	2 6%	4 13%
Easy to use/navigate	3 5%	-	-	1 10%	-	2 6%	1 4%	2 5%	-	2 9%	1 3%	-	-	2 8%	1 3%	-	3 5%	-	1 2%	3 6%	2 6%	1 3%
Practical/Useful/Helpful	2 3%	-	-	-	-	2 6%	-	2 5%	-	-	2 6%	-	-	-	2 6%	-	2 3%	-	2 4%	2 4%	-	2 6%
Has the latest standards/formats	1 2%	-	-	-	1 100%	-	-	1 3%	-	-	-	1 25%	-	-	-	1 20%	1 2%	-	1 2%	-	-	1 3%
MISCELLANEOUS (NET)	5 8%	1 13%	1 9%	-	-	3 9%	2 7%	3 8%	-	-	4 11%	-	1 100%	-	4 11%	1 20%	5 8%	-	4 8%	4 8%	3 9%	2 6%

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

Q740\_10. What made your experience with .coop very positive?

28 Aug 2015  
Table 234

10. .coop

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	65*	8**	11**	10**	1**	35*	27**	38*	3**	22**	35*	4**	1**	25**	35*	5**	60*	5**	51*	52*	34*	31*
Meets my expectations/needs/Always find what I need/want	3 5%	1 13%	1 9%	-	-	1 3%	2 7%	1 3%	-	-	2 6%	-	1 100%	-	2 6%	1 20%	3 5%	-	2 4%	3 6%	2 6%	1 3%
Convenient	2 3%	-	-	-	-	2 6%	-	2 5%	-	-	2 6%	-	-	-	2 6%	-	2 3%	-	2 4%	1 2%	1 3%	1 3%
CONTENT (NET)	2 3%	-	1 9%	-	-	1 3%	2 7%	-	1 33%	1 5%	-	-	-	2 8%	-	-	1 2%	1 20%	2 4%	2 4%	1 3%	1 3%
INFORMATION (SUB-NET)	1 2%	-	1 9%	-	-	-	1 4%	-	-	1 5%	-	-	-	1 4%	-	-	-	1 20%	1 2%	1 2%	1 3%	-
Good/Helpful information	1 2%	-	1 9%	-	-	-	1 4%	-	-	1 5%	-	-	-	1 4%	-	-	-	1 20%	1 2%	1 2%	1 3%	-
MISCELLANEOUS CONTENT (SUB-NET)	1 2%	-	-	-	-	1 3%	1 4%	-	1 33%	-	-	-	-	1 4%	-	-	1 2%	-	1 2%	1 2%	-	1 3%
News related websites (All news mentions, i.e. balance, up to date news, etc...)	1 2%	-	-	-	-	1 3%	1 4%	-	1 33%	-	-	-	-	1 4%	-	-	1 2%	-	1 2%	1 2%	-	1 3%
ECONOMY (NET)	1 2%	-	-	-	-	1 3%	1 4%	-	-	-	1 3%	-	-	-	1 3%	-	1 2%	-	1 2%	-	-	1 3%
Other economy mentions	1 2%	-	-	-	-	1 3%	1 4%	-	-	-	1 3%	-	-	-	1 3%	-	1 2%	-	1 2%	-	-	1 3%
None	3 5%	3 38%	-	-	-	-	3 11%	-	-	1 5%	2 6%	-	-	1 4%	2 6%	-	3 5%	-	2 4%	3 6%	3 9%	-
Declined to answer	5 8%	-	2 18%	3 30%	-	-	2 7%	3 8%	-	1 5%	4 11%	-	-	1 4%	4 11%	-	5 8%	-	5 10%	4 8%	3 9%	2 6%
Sigma	76 117%	9 113%	13 118%	11 110%	2 200%	41 117%	32 119%	44 116%	3 100%	25 114%	42 120%	5 125%	1 100%	28 112%	42 120%	6 120%	69 115%	7 140%	60 118%	60 115%	41 121%	35 113%

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

Q740\_11. What made your experience with .cn very positive?

11. .cn

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	226	**	**	**	**	226	112	114	32*	107	80*	5**	2**	139	80*	7**	206	20**	171	153	103	123
USAGE (NET)	87 38%	-	-	-	-	87 38%	53 47% H	34 30%	12 38%	45 42%	27 34%	3 60%	-	57 41%	27 34%	3 43%	75 36%	12 60%	64 37%	57 37%	34 33%	53 43%
COUNTRIES (SUB-NET)	58 26%	-	-	-	-	58 26%	36 32% H	22 19%	7 22%	28 26%	21 26%	2 40%	-	35 25%	21 26%	2 29%	50 24%	8 40%	44 26%	37 24%	25 24%	33 27%
China based website	42 19%	-	-	-	-	42 19%	26 23%	16 14%	5 16%	19 18%	17 21%	1 20%	-	24 17%	17 21%	1 14%	36 17%	6 30%	33 19%	26 17%	16 16%	26 21%
International/Used worldwide/Global	12 5%	-	-	-	-	12 5%	4 4%	8 7%	2 6%	6 6%	4 5%	-	-	8 6%	4 5%	-	10 5%	2 10%	11 6%	8 5%	9 9% V	3 2%
Country specific (Unspec.)	1	-	-	-	-	1	1%	-	-	1%	-	-	-	1%	-	-	1	-	-	1%	-	1%
Other countries mentions	7 3%	-	-	-	-	7 3%	5 4%	2 2%	-	5 5%	1 1%	1 20%	-	5 4%	1 1%	1 14%	7 3%	-	4 2%	6 4%	3 3%	4 3%
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	15 7%	-	-	-	-	15 7%	6 5%	9 8%	3 9%	10 9%	2 3%	-	-	13 9%	2 3%	-	13 6%	2 10%	10 6%	10 7%	2 2%	13 11% U
Always use it/The one I use most/frequently	9 4%	-	-	-	-	9 4%	5 4%	4 4%	1 3%	7 7%	1 1%	-	-	8 6%	1 1%	-	9 4%	-	5 3%	6 4%	1 1%	8 7% U
Familiar with website/Have visited/used before/in the past	6 3%	-	-	-	-	6 3%	1 1%	5 4%	2 6%	3 3%	1 1%	-	-	5 4%	1 1%	-	4 2%	2 10%	5 3%	4 3%	1 1%	5 4%
BUSINESSES/ORGANIZATIONS (SUB-NET)	14 6%	-	-	-	-	14 6%	9 8%	5 4%	1 3%	10 9%	3 4%	-	-	11 8%	3 4%	-	12 6%	2 10%	10 6%	8 5%	3 3%	11 9%
Business/Work website usage	7 3%	-	-	-	-	7 3%	5 4%	2 2%	1 3%	4 4%	2 3%	-	-	5 4%	2 3%	-	6 3%	1 5%	5 3%	5 3%	2 2%	5 4%
Educational websites	2 1%	-	-	-	-	2 1%	1 1%	1 1%	-	2 2%	-	-	-	2 1%	-	-	2 1%	-	1 1%	1 1%	1 1%	1 1%
Government website/extension	2 1%	-	-	-	-	2 1%	1 1%	1 1%	-	2 2%	-	-	-	2 1%	-	-	2 1%	-	2 1%	-	1 1%	1 1%
Networking companies usually use in extension	2 1%	-	-	-	-	2 1%	1 1%	1 1%	-	2 2%	-	-	-	2 1%	-	-	1	1 5%	2 1%	-	-	2 2%
Organization website/extension	1	-	-	-	-	1	1%	-	-	-	1 1%	-	-	-	1 1%	-	1	-	1 1%	1 1%	-	1 1%
Specific to a company/good/large companies	1	-	-	-	-	1	-	1%	-	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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_11. What made your experience with .cn very positive?

11. .cn

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender			Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	226	**	**	**	**	226	112	114	32*	107	80*	5**	2**	139	80*	7**	206	20**	171	153	103	123
MISCELLANEOUS USAGE (SUB-NET)	13 6%	-	-	-	-	13 6%	7 6%	6 5%	3 9%	5 5%	4 5%	1 20%	-	8 6%	4 5%	1 14%	11 5%	2 10%	9 5%	11 7%	8 8%	5 4%
Top level domain	7 3%	-	-	-	-	7 3%	2 2%	5 4%	1 3%	4 4%	2 3%	-	-	5 4%	2 3%	-	6 3%	1 5%	6 4%	6 4%	4 4%	3 2%
Diversity/Multi-purpose website	3 1%	-	-	-	-	3 1%	3 3%	-	3 3%	1 1%	-	1 20%	-	2 2%	-	1 14%	2 1%	1 5%	2 1%	3 2%	3 3%	-
Other miscellaneous usage mentions	3 1%	-	-	-	-	3 1%	2 2%	1 1%	1 3%	-	2 3%	-	-	1 1%	2 3%	-	3 1%	-	1 1%	2 1%	1 1%	2 2%
BRAND/QUALITY (NET)	68 30%	-	-	-	-	68 30%	31 28%	37 32%	6 19%	32 30%	27 34%	1 20%	2 100%	38 27%	27 34%	3 43%	65 32%	3 15%	54 32%	46 30%	34 33%	34 28%
Well known/Popular/Most commonly used domain	42 19%	-	-	-	-	42 19%	19 17%	23 20%	4 13%	19 18%	19 24%	-	-	23 17%	19 24%	-	40 19%	2 10%	33 19%	28 18%	21 20%	21 17%
It's a legitimate/credible site/domain	12 5%	-	-	-	-	12 5%	8 7%	4 4%	1 3%	7 7%	3 4%	-	1 50%	8 6%	3 4%	1 14%	11 5%	1 5%	10 6%	9 6%	6 6%	6 5%
Honest/trustworthy	10 4%	-	-	-	-	10 4%	4 4%	6 5%	2 6%	5 5%	2 3%	1 20%	-	7 5%	2 3%	1 14%	10 5%	-	8 5%	6 4%	3 3%	7 6%
Well established/Been around for a long time	3 1%	-	-	-	-	3 1%	1 1%	2 2%	-	1 1%	1 1%	-	1 50%	1 1%	1 1%	1 14%	3 1%	-	2 1%	2 1%	1 1%	2 2%
Big/Large website	3 1%	-	-	-	-	3 1%	3 3%	-	-	2 2%	1 1%	-	-	2 1%	1 1%	-	3 1%	-	2 1%	2 1%	1 1%	2 2%
Good quality brand/product	2 1%	-	-	-	-	2 1%	-	2 2%	1 3%	1 1%	-	-	-	2 1%	-	-	2 1%	-	2 1%	1 1%	1 1%	1 1%
Reputable	1	-	-	-	-	1	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	1	-	1 1%	-	1 1%	-
Other brand/quality mentions	3 1%	-	-	-	-	3 1%	-	3 3%	-	2 2%	1 1%	-	-	2 1%	1 1%	-	3 1%	-	3 2%	3 2%	3 3%	-
SITE APPEAL (NET)	36 16%	-	-	-	-	36 16%	17 15%	19 17%	2 6%	16 15%	18 23%	-	-	18 13%	18 23%	-	34 17%	2 10%	29 17%	27 18%	18 17%	18 15%
Everything/Good/Like site	20 9%	-	-	-	-	20 9%	11 10%	9 8%	2 6%	8 7%	10 13%	-	-	10 7%	10 13%	-	18 9%	2 10%	15 9%	16 10%	7 7%	13 11%
OK/Fine	4 2%	-	-	-	-	4 2%	2 2%	2 2%	-	2 2%	2 3%	-	-	2 1%	2 3%	-	4 2%	-	2 1%	4 3%	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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_11. What made your experience with .cn very positive?

11. .cn

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	226	**	**	**	**	226	112	114	32*	107	80*	5**	2**	139	80*	7**	206	20**	171	153	103	123
It's memorable/Easy to remember	2 1%	-	-	-	-	2 1%	1 1%	1 1%	-	2 2%	-	-	-	2 1%	-	-	2 1%	-	2 1%	1 1%	2 2%	-
Different/Unique	2 1%	-	-	-	-	2 1%	-	2 2%	-	-	2 3%	-	-	-	2 3%	-	2 1%	-	2 1%	2 1%	2 2%	-
Other site appeal mentions	9 4%	-	-	-	-	9 4%	4 4%	5 4%	-	5 5%	4 5%	-	-	5 4%	4 5%	-	9 4%	-	9 5%	4 3%	6 6%	3 2%
PERFORMANCE (NET)	32 14%	-	-	-	-	32 14%	9 8%	23 20% G	6 19%	15 14%	11 14%	-	-	21 15%	11 14%	-	29 14%	3 15%	24 14%	21 14%	9 9%	23 19% U
Fast/Good speed	11 5%	-	-	-	-	11 5%	2 2%	9 8% G	1 3%	5 5%	5 6%	-	-	6 4%	5 6%	-	10 5%	1 5%	7 4%	6 4%	1 1%	10 8% U
Reliable	10 4%	-	-	-	-	10 4%	4 4%	6 5%	4 13% J	3 3%	3 4%	-	-	7 5%	3 4%	-	9 4%	1 5%	9 5%	7 5%	2 2%	8 7%
No problems/Good experience with website	9 4%	-	-	-	-	9 4%	3 3%	6 5%	1 3%	6 6%	2 3%	-	-	7 5%	2 3%	-	8 4%	1 5%	6 4%	7 5%	5 5%	4 3%
Good results/search results	2 1%	-	-	-	-	2 1%	-	2 2%	-	1 1%	1 1%	-	-	1 1%	1 1%	-	2 1%	-	1 1%	2 1%	1 1%	1 1%
Worked/Effective	1	-	-	-	-	1	-	1 1%	-	1 1%	-	-	-	1 1%	-	-	1	-	1 1%	1 1%	-	1 1%
Other performance mentions	1	-	-	-	-	1	-	1 1%	-	1 1%	-	-	-	1 1%	-	-	1	-	1 1%	-	-	1 1%
SECURITY (NET)	21 9%	-	-	-	-	21 9%	7 6%	14 12%	6 19% J	7 7%	8 10%	-	-	13 9%	8 10%	-	20 10%	1 5%	15 9%	12 8%	8 8%	13 11%
Safe/Good security	18 8%	-	-	-	-	18 8%	6 5%	12 11%	5 16%	6 6%	7 9%	-	-	11 8%	7 9%	-	17 8%	1 5%	13 8%	10 7%	6 6%	12 10%
Other security mentions	4 2%	-	-	-	-	4 2%	1 1%	3 3%	1 3%	1 1%	2 3%	-	-	2 1%	2 3%	-	4 2%	-	3 2%	2 1%	2 2%	2 2%
MISCELLANEOUS (NET)	17 8%	-	-	-	-	17 8%	10 9%	7 6%	3 9%	9 8%	5 6%	-	-	12 9%	5 6%	-	15 7%	2 10%	13 8%	13 8%	9 9%	8 7%
Positive/Just was	9 4%	-	-	-	-	9 4%	6 5%	3 3%	2 6%	6 6%	1 1%	-	-	8 6%	1 1%	-	9 4%	-	8 5%	8 5%	5 5%	4 3%
Convenient	5 2%	-	-	-	-	5 2%	2 2%	3 3%	1 3%	1 1%	3 4%	-	-	2 1%	3 4%	-	4 2%	1 5%	4 2%	2 1%	2 2%	3 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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_11. What made your experience with .cn very positive?

11. .cn

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	226	**	**	**	**	226	112	114	32*	107	80*	5**	2**	139	80*	7**	206	20**	171	153	103	123
Other mentions	3 1%	-	-	-	-	3 1%	2 2%	1 1%	-	2 2%	1 1%	-	-	2 1%	1 1%	-	2 1%	1 5%	1 1%	3 2%	2 2%	1 1%
CONTENT (NET)	14 6%	-	-	-	-	14 6%	9 8%	5 4%	4 13%	7 7%	3 4%	-	-	11 8%	3 4%	-	13 6%	1 5%	12 7%	10 7%	4 4%	10 8%
INFORMATION (SUB-NET)	11 5%	-	-	-	-	11 5%	6 5%	5 4%	2 6%	6 6%	3 4%	-	-	8 6%	3 4%	-	10 5%	1 5%	10 6%	8 5%	3 3%	8 7%
Accurate/Authentic information	3 1%	-	-	-	-	3 1%	1 1%	2 2%	1 3%	1 1%	1 1%	-	-	2 1%	1 1%	-	3 1%	-	3 2%	2 1%	2 2%	1 1%
Good/Helpful information	3 1%	-	-	-	-	3 1%	3 3%	-	-	2 2%	1 1%	-	-	2 1%	1 1%	-	3 1%	-	2 1%	2 1%	-	3 2%
Information/Informative	3 1%	-	-	-	-	3 1%	-	3 3%	1 3%	1 1%	1 1%	-	-	2 1%	1 1%	-	2 1%	1 5%	3 2%	2 1%	-	3 2%
Other information mentions	2 1%	-	-	-	-	2 1%	2 2%	-	-	2 2%	-	-	-	2 1%	-	-	2 1%	-	2 1%	2 1%	1 1%	1 1%
MISCELLANEOUS CONTENT (SUB-NET)	4 2%	-	-	-	-	4 2%	3 3%	1 1%	3 9% JK	1 1%	-	-	-	4 3%	-	-	3 1%	1 5%	3 2%	3 2%	1 1%	3 2%
Good/Like the content	3 1%	-	-	-	-	3 1%	2 2%	1 1%	2 6% K	1 1%	-	-	-	3 2%	-	-	2 1%	1 5%	2 1%	2 1%	1 1%	2 2%
News related websites (All news mentions, i.e. balance, up to date news, etc...)	1 *	-	-	-	-	1 *	1 1%	-	1 3%	-	-	-	-	1 1%	-	-	1 *	-	1 1%	1 1%	-	1 1%
FUNCTIONALITY (NET)	6 3%	-	-	-	-	6 3%	2 2%	4 4%	2 6%	2 2%	2 3%	-	-	4 3%	2 3%	-	5 2%	1 5%	4 2%	5 3%	4 4%	2 2%
Practical/Useful/Helpful	5 2%	-	-	-	-	5 2%	2 2%	3 3%	2 6%	1 1%	2 3%	-	-	3 2%	2 3%	-	4 2%	1 5%	3 2%	4 3%	3 3%	2 2%
Easy to use/navigate	1 *	-	-	-	-	1 *	-	1 1%	-	1 1%	-	-	-	1 1%	-	-	1 *	-	1 1%	1 1%	1 1%	-
ECONOMY (NET)	2 1%	-	-	-	-	2 1%	-	2 2%	-	2 2%	-	-	-	2 1%	-	-	2 1%	-	2 1%	1 1%	1 1%	1 1%
Reasonable/Cheap price to register/purchase	1 *	-	-	-	-	1 *	-	1 1%	-	1 1%	-	-	-	1 1%	-	-	1 *	-	1 1%	1 1%	1 1%	-
Other economy mentions	1 *	-	-	-	-	1 *	-	1 1%	-	1 1%	-	-	-	1 1%	-	-	1 *	-	1 1%	-	-	1 1%

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

Q740\_11. What made your experience with .cn very positive?  
11. .cn

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	226	**	**	**	**	226	112	114	32*	107	80*	5**	2**	139	80*	7**	206	20**	171	153	103	123
None	1	-	-	-	-	1	1%	-	-	-	1%	-	-	-	1%	-	1	-	1%	-	1%	-
Don't know	1	-	-	-	-	1	1%	-	-	-	-	1%	-	-	-	1%	1	-	-	1%	-	1%
Declined to answer	4 2%	-	-	-	-	4 2%	3 3%	1 1%	-	3 3%	1 1%	-	-	3 2%	1 1%	-	3 1%	1 5%	2 1%	4 3%	3 3%	1 1%
Sigma	320 142%	-	-	-	-	320 142%	153 137%	167 146%	46 144%	158 148%	109 136%	5 100%	2 100%	204 147%	109 136%	7 100%	291 141%	29 145%	245 143%	218 142%	137 133%	183 149%

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



Q740\_12. What made your experience with .vn very positive?

12. .vn

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	24**	**	**	**	**	24**	18**	6**	7**	10**	7**	**	**	17**	7**	**	18**	6**	20**	15**	10**	14**
USAGE (NET)	14 58%	-	-	-	-	14 58%	11 61%	3 50%	4 57%	5 50%	5 71%	-	-	9 53%	5 71%	-	10 56%	4 67%	12 60%	9 60%	8 80%	6 43%
COUNTRIES (SUB-NET)	11 46%	-	-	-	-	11 46%	9 50%	2 33%	3 43%	4 40%	4 57%	-	-	7 41%	4 57%	-	8 44%	3 50%	10 50%	6 40%	6 60%	5 36%
Vietnamese based website	8 33%	-	-	-	-	8 33%	6 33%	2 33%	3 43%	2 20%	3 43%	-	-	5 29%	3 43%	-	6 33%	2 33%	8 40%	4 27%	4 40%	4 29%
International/Used worldwide/Global	1 4%	-	-	-	-	1 4%	1 6%	-	-	1 10%	-	-	-	1 6%	-	-	-	1 17%	1 5%	-	1 10%	-
It's my country's extension	1 4%	-	-	-	-	1 4%	1 6%	-	-	-	1 14%	-	-	-	1 14%	-	1 6%	-	-	1 7%	-	1 7%
Country specific (Unspec.)	1 4%	-	-	-	-	1 4%	1 6%	-	-	1 10%	-	-	-	1 6%	-	-	1 6%	-	1 5%	1 7%	1 10%	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	2 8%	-	-	-	-	2 8%	1 6%	1 17%	2 29%	-	-	-	-	2 12%	-	-	1 6%	1 17%	2 10%	1 7%	1 10%	1 7%
Business/Work website usage	1 4%	-	-	-	-	1 4%	-	1 17%	1 14%	-	-	-	-	1 6%	-	-	-	1 17%	1 5%	-	-	1 7%
Government website/extension	1 4%	-	-	-	-	1 4%	1 6%	-	1 14%	-	-	-	-	1 6%	-	-	1 6%	-	1 5%	1 7%	1 10%	-
MISCELLANEOUS USAGE (SUB-NET)	2 8%	-	-	-	-	2 8%	1 6%	1 17%	-	1 10%	1 14%	-	-	1 6%	1 14%	-	1 6%	1 17%	1 5%	2 13%	1 10%	1 7%
Allows for searching/browsing	1 4%	-	-	-	-	1 4%	1 6%	-	-	-	1 14%	-	-	-	1 14%	-	1 6%	-	1 5%	1 7%	1 10%	-
Diversity/Multi-purpose website	1 4%	-	-	-	-	1 4%	-	1 17%	-	1 10%	-	-	-	1 6%	-	-	-	1 17%	-	1 7%	-	1 7%
BRAND/QUALITY (NET)	6 25%	-	-	-	-	6 25%	4 22%	2 33%	2 29%	3 30%	1 14%	-	-	5 29%	1 14%	-	5 28%	1 17%	5 25%	5 33%	2 20%	4 29%
Well known/Popular/Most commonly used domain	3 13%	-	-	-	-	3 13%	2 11%	1 17%	-	3 30%	-	-	-	3 18%	-	-	3 17%	-	2 10%	3 20%	-	3 21%
It's a legitimate/credible site/domain	1 4%	-	-	-	-	1 4%	1 6%	-	1 14%	-	-	-	-	1 6%	-	-	1 6%	-	1 5%	1 7%	1 10%	-
Reputable	1 4%	-	-	-	-	1 4%	-	1 17%	1 14%	-	-	-	-	1 6%	-	-	-	1 17%	1 5%	-	-	1 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  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q740\_12. What made your experience with .vn very positive?

28 Aug 2015  
Table 236

Base: Very Positive Experience With Websites With Domain Name Extensions

12. .vn

	Region					Gender			Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	24**	-**	-**	-**	-**	24**	18**	6**	7**	10**	7**	-**	-**	17**	7**	-**	18**	6**	20**	15**	10**	14**
Honest/trustworthy	1 4%	-	-	-	-	1 4%	1 6%	-	-	-	1 14%	-	-	-	1 14%	-	1 6%	-	1 5%	1 7%	1 10%	-
Other brand/quality mentions	1 4%	-	-	-	-	1 4%	-	1 17%	1 14%	-	-	-	-	1 6%	-	-	-	1 17%	1 5%	-	-	1 7%
SECURITY (NET)	3 13%	-	-	-	-	3 13%	2 11%	1 17%	2 29%	-	1 14%	-	-	2 12%	1 14%	-	1 6%	2 33%	3 15%	1 7%	1 10%	2 14%
Safe/Good security	2 8%	-	-	-	-	2 8%	1 6%	1 17%	1 14%	-	1 14%	-	-	1 6%	1 14%	-	1 6%	1 17%	2 10%	-	-	2 14%
Other security mentions	1 4%	-	-	-	-	1 4%	1 6%	-	1 14%	-	-	-	-	1 6%	-	-	-	1 17%	1 5%	1 7%	1 10%	-
CONTENT (NET)	3 13%	-	-	-	-	3 13%	2 11%	1 17%	2 29%	-	1 14%	-	-	2 12%	1 14%	-	2 11%	1 17%	2 10%	1 7%	1 10%	2 14%
INFORMATION (SUB-NET)	3 13%	-	-	-	-	3 13%	2 11%	1 17%	2 29%	-	1 14%	-	-	2 12%	1 14%	-	2 11%	1 17%	2 10%	1 7%	1 10%	2 14%
Good/Helpful information	2 8%	-	-	-	-	2 8%	2 11%	-	1 14%	-	1 14%	-	-	1 6%	1 14%	-	1 6%	1 17%	1 5%	1 7%	-	2 14%
Accurate/Authentic information	1 4%	-	-	-	-	1 4%	-	1 17%	1 14%	-	-	-	-	1 6%	-	-	1 6%	-	1 5%	-	1 10%	-
SITE APPEAL (NET)	2 8%	-	-	-	-	2 8%	2 11%	-	1 14%	1 10%	-	-	-	2 12%	-	-	2 11%	-	2 10%	1 7%	-	2 14%
Descriptive/Indicates what it stands for	1 4%	-	-	-	-	1 4%	1 6%	-	-	1 10%	-	-	-	1 6%	-	-	1 6%	-	1 5%	1 7%	-	1 7%
Other site appeal mentions	2 8%	-	-	-	-	2 8%	2 11%	-	1 14%	1 10%	-	-	-	2 12%	-	-	2 11%	-	2 10%	1 7%	-	2 14%
PERFORMANCE (NET)	1 4%	-	-	-	-	1 4%	1 6%	-	1 14%	-	-	-	-	1 6%	-	-	-	1 17%	1 5%	1 7%	1 10%	-
Reliable	1 4%	-	-	-	-	1 4%	1 6%	-	1 14%	-	-	-	-	1 6%	-	-	-	1 17%	1 5%	1 7%	1 10%	-
FUNCTIONALITY (NET)	1 4%	-	-	-	-	1 4%	1 6%	-	-	1 10%	-	-	-	1 6%	-	-	-	1 17%	1 5%	-	1 10%	-
Accessible/Easy to access/find	1 4%	-	-	-	-	1 4%	1 6%	-	-	1 10%	-	-	-	1 6%	-	-	-	1 17%	1 5%	-	1 10%	-

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

Q740\_12. What made your experience with .vn very positive?  
12. .vn

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker				
																			Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	24**	**	**	**	**	24**	18**	6**	7**	10**	7**	**	**	17**	7**	**	18**	6**	20**	15**	10**	14**
Declined to answer	1 4%	-	-	-	-	1 4%	1 6%	-	-	1 10%	-	-	-	1 6%	-	-	1 6%	-	1 5%	1 7%	1 10%	-
Sigma	34 142%	-	-	-	-	34 142%	25 139%	9 150%	14 200%	12 120%	8 114%	-	-	26 153%	8 114%	-	22 122%	12 200%	30 150%	20 133%	15 150%	19 136%

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

Q740\_13. What made your experience with .ph very positive?

28 Aug 2015  
Table 237

Base: Very Positive Experience With Websites With Domain Name Extensions

13. .ph

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	36*	**	**	**	**	36*	13**	23**	7**	11**	16**	1**	1**	18**	16**	2**	24**	12**	19**	32*	9**	27**
USAGE (NET)	15 42%	-	-	-	-	15 42%	8 62%	7 30%	2 29%	3 27%	9 56%	-	100%	5 28%	9 56%	1 50%	10 42%	5 42%	6 32%	13 41%	5 56%	10 37%
COUNTRIES (SUB-NET)	11 31%	-	-	-	-	11 31%	6 46%	5 22%	-	2 18%	8 50%	-	100%	2 11%	8 50%	1 50%	7 29%	4 33%	4 21%	9 28%	4 44%	7 26%
Philippines based website	7 19%	-	-	-	-	7 19%	4 31%	3 13%	-	2 18%	4 25%	-	100%	2 11%	4 25%	1 50%	5 21%	2 17%	2 11%	6 19%	3 33%	4 15%
It's my country's extension	3 8%	-	-	-	-	3 8%	2 15%	1 4%	-	-	3 19%	-	-	-	3 19%	-	2 8%	1 8%	2 11%	2 6%	1 11%	2 7%
Country specific (Unspec.)	1 3%	-	-	-	-	1 3%	-	1 4%	-	-	1 6%	-	-	-	1 6%	-	-	1 8%	-	1 3%	-	1 4%
BUSINESSES/ORGANIZATIONS (SUB-NET)	2 6%	-	-	-	-	2 6%	1 8%	1 4%	-	1 9%	1 6%	-	-	1 6%	1 6%	-	2 8%	-	-	2 6%	1 11%	1 4%
Business/Work website usage	1 3%	-	-	-	-	1 3%	1 8%	-	-	-	1 6%	-	-	-	1 6%	-	1 4%	-	-	1 3%	1 11%	-
Specific to a company/good/large companies	1 3%	-	-	-	-	1 3%	-	1 4%	-	1 9%	-	-	-	1 6%	-	-	1 4%	-	-	1 3%	-	1 4%
MISCELLANEOUS USAGE (SUB-NET)	2 6%	-	-	-	-	2 6%	1 8%	1 4%	1 14%	-	1 6%	-	-	1 6%	1 6%	-	1 4%	1 8%	1 5%	2 6%	-	2 7%
Personal usage site	1 3%	-	-	-	-	1 3%	1 8%	-	-	-	1 6%	-	-	-	1 6%	-	1 4%	-	-	1 3%	-	1 4%
Other miscellaneous usage mentions	1 3%	-	-	-	-	1 3%	-	1 4%	1 14%	-	-	-	-	1 6%	-	-	-	1 8%	1 5%	1 3%	-	1 4%
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	1 3%	-	-	-	-	1 3%	1 8%	-	1 14%	-	-	-	-	1 6%	-	-	1 4%	-	1 5%	1 3%	1 11%	-
Familiar with website/Have visited/used before/in the past	1 3%	-	-	-	-	1 3%	1 8%	-	1 14%	-	-	-	-	1 6%	-	-	1 4%	-	1 5%	1 3%	1 11%	-
BRAND/QUALITY (NET)	10 28%	-	-	-	-	10 28%	4 31%	6 26%	2 29%	3 27%	4 25%	1 100%	-	5 28%	4 25%	1 50%	7 29%	3 25%	7 37%	9 28%	1 11%	9 33%
Honest/trustworthy	6 17%	-	-	-	-	6 17%	3 23%	3 13%	2 29%	2 18%	2 13%	-	-	4 22%	2 13%	-	5 21%	1 8%	5 26%	6 19%	1 11%	5 19%
Reputable	2 6%	-	-	-	-	2 6%	1 8%	1 4%	-	1 9%	1 6%	-	-	1 6%	1 6%	-	1 4%	1 8%	1 5%	2 6%	-	2 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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_13. What made your experience with .ph very positive?

13. .ph

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	36*	**	**	**	**	36*	13**	23**	7**	11**	16**	1**	1**	18**	16**	2**	24**	12**	19**	32*	9**	27**
Well known/Popular/Most commonly used domain	26%	-	-	-	-	26%	8%	4%	-	9%	-	100%	-	6%	-	50%	4%	8%	5%	26%	-	27%
It's a legitimate/credible site/domain	13%	-	-	-	-	13%	-	4%	-	-	6%	-	-	-	6%	-	4%	-	5%	-	-	4%
PERFORMANCE (NET)	617%	-	-	-	-	617%	215%	417%	114%	19%	425%	-	-	211%	425%	-	417%	217%	526%	516%	222%	415%
No problems/Good experience with website	411%	-	-	-	-	411%	8%	13%	14%	9%	213%	-	-	211%	213%	-	28%	217%	316%	39%	22%	27%
Fast/Good speed	13%	-	-	-	-	13%	8%	-	-	-	6%	-	-	-	6%	-	4%	-	5%	3%	-	4%
Reliable	13%	-	-	-	-	13%	-	4%	-	-	6%	-	-	-	6%	-	4%	-	5%	3%	-	4%
FUNCTIONALITY (NET)	411%	-	-	-	-	411%	8%	13%	229%	-	213%	-	-	211%	213%	-	14%	325%	211%	413%	-	415%
Accessible/Easy to access/find	26%	-	-	-	-	26%	-	9%	-	-	213%	-	-	-	213%	-	4%	18%	15%	26%	-	27%
Easy to use/navigate	13%	-	-	-	-	13%	-	4%	114%	-	-	-	-	16%	-	-	-	18%	-	13%	-	4%
Easy/Simple to purchase	13%	-	-	-	-	13%	8%	-	114%	-	-	-	-	16%	-	-	-	18%	15%	13%	-	4%
SITE APPEAL (NET)	38%	-	-	-	-	38%	-	13%	14%	9%	6%	-	-	211%	6%	-	313%	-	211%	39%	-	311%
Everything/Good/Like site	13%	-	-	-	-	13%	-	4%	-	9%	-	-	-	6%	-	-	4%	-	5%	13%	-	4%
Organized/Not cluttered	13%	-	-	-	-	13%	-	4%	114%	-	-	-	-	6%	-	-	4%	-	5%	13%	-	4%
Other site appeal mentions	13%	-	-	-	-	13%	-	4%	-	-	6%	-	-	-	6%	-	4%	-	-	13%	-	4%
SECURITY (NET)	38%	-	-	-	-	38%	-	13%	-	327%	-	-	-	317%	-	-	28%	18%	15%	39%	11%	27%
Safe/Good security	38%	-	-	-	-	38%	-	13%	-	327%	-	-	-	317%	-	-	28%	18%	15%	39%	11%	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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_13. What made your experience with .ph very positive?

28 Aug 2015  
Table 237

Base: Very Positive Experience With Websites With Domain Name Extensions

13. .ph

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	36*	**	**	**	**	36*	13**	23**	7**	11**	16**	1**	1**	18**	16**	2**	24**	12**	19**	32*	9**	27**
CONTENT (NET)	2 6%	-	-	-	-	2 6%	-	2 9%	-	2 18%	-	-	-	2 11%	-	-	1 4%	1 8%	1 5%	1 3%	-	2 7%
INFORMATION (SUB-NET)	2 6%	-	-	-	-	2 6%	-	2 9%	-	2 18%	-	-	-	2 11%	-	-	1 4%	1 8%	1 5%	1 3%	-	2 7%
Information/Informative	1 3%	-	-	-	-	1 3%	-	1 4%	-	1 9%	-	-	-	1 6%	-	-	1 4%	-	1 5%	-	-	1 4%
Other information mentions	1 3%	-	-	-	-	1 3%	-	1 4%	-	1 9%	-	-	-	1 6%	-	-	-	1 8%	-	1 3%	-	1 4%
MISCELLANEOUS (NET)	2 6%	-	-	-	-	2 6%	-	2 9%	-	2 18%	-	-	-	2 11%	-	-	1 4%	1 8%	-	2 6%	-	2 7%
Meets my expectations/needs/Always find what I need/want	1 3%	-	-	-	-	1 3%	-	1 4%	-	1 9%	-	-	-	1 6%	-	-	-	1 8%	-	1 3%	-	1 4%
Positive/Just was	1 3%	-	-	-	-	1 3%	-	1 4%	-	1 9%	-	-	-	1 6%	-	-	1 4%	-	-	1 3%	-	1 4%
ECONOMY (NET)	1 3%	-	-	-	-	1 3%	-	1 4%	-	-	1 6%	-	-	-	1 6%	-	1 4%	-	1 5%	-	1 11%	-
Other economy mentions	1 3%	-	-	-	-	1 3%	-	1 4%	-	-	1 6%	-	-	-	1 6%	-	1 4%	-	1 5%	-	1 11%	-
Sigma	48 133%	-	-	-	-	48 133%	17 131%	31 135%	8 114%	16 145%	22 138%	1 100%	1 100%	24 133%	22 138%	2 100%	32 133%	16 133%	26 137%	42 131%	11 122%	37 137%

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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_14. What made your experience with .jp very positive?

14. .jp

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	50*	**	**	**	**	50*	39*	11**	4**	11**	19**	13**	3**	15**	19**	16**	43*	7**	31*	30*	13**	37*
USAGE (NET)	23 46%	-	-	-	-	23 46%	20 51%	3 27%	2 50%	5 45%	6 32%	7 54%	3 100%	7 47%	6 32%	10 63%	17 40%	6 86%	13 42%	14 47%	4 31%	19 51%
COUNTRIES (SUB-NET)	20 40%	-	-	-	-	20 40%	18 46%	2 18%	2 50%	4 36%	5 26%	6 46%	3 100%	6 40%	5 26%	9 56%	15 35%	5 71%	11 35%	13 43%	4 31%	16 43%
Japan based website	18 36%	-	-	-	-	18 36%	16 41%	2 18%	2 50%	4 36%	5 26%	5 38%	2 67%	6 40%	5 26%	7 44%	13 30%	5 71%	10 32%	12 40%	4 31%	14 38%
International/Used worldwide/Global	1 2%	-	-	-	-	1 2%	-	1 9%	-	1 9%	-	-	-	1 7%	-	-	-	1 14%	-	1 3%	-	1 3%
Country specific (Unspec.)	1 2%	-	-	-	-	1 2%	1 3%	-	-	-	-	-	1 33%	-	-	1 6%	1 2%	-	1 3%	-	-	1 3%
Other countries mentions	1 2%	-	-	-	-	1 2%	1 3%	-	-	-	-	1 8%	-	-	-	1 6%	1 2%	-	-	1 3%	-	1 3%
BUSINESSES/ORGANIZATIONS (SUB-NET)	3 6%	-	-	-	-	3 6%	2 5%	1 9%	-	-	2 11%	1 8%	-	-	2 11%	1 6%	2 5%	1 14%	1 3%	2 7%	-	3 8%
Educational websites	1 2%	-	-	-	-	1 2%	1 3%	-	-	-	-	1 8%	-	-	-	1 6%	-	1 14%	-	1 3%	-	1 3%
Organization website/extension	1 2%	-	-	-	-	1 2%	1 3%	-	-	-	1 5%	-	-	-	1 5%	-	1 2%	-	-	1 3%	-	1 3%
Specific to a company/good/large companies	1 2%	-	-	-	-	1 2%	-	1 9%	-	-	1 5%	-	-	-	1 5%	-	1 2%	-	1 3%	-	-	1 3%
MISCELLANEOUS USAGE (SUB-NET)	1 2%	-	-	-	-	1 2%	1 3%	-	-	1 9%	-	-	-	1 7%	-	-	1 2%	-	1 3%	-	-	1 3%
Diversity/Multi-purpose website	1 2%	-	-	-	-	1 2%	1 3%	-	-	1 9%	-	-	-	1 7%	-	-	1 2%	-	1 3%	-	-	1 3%
BRAND/QUALITY (NET)	21 42%	-	-	-	-	21 42%	14 36%	7 64%	3 75%	4 36%	11 58%	3 23%	-	7 47%	11 58%	3 19%	20 47%	1 14%	15 48%	10 33%	6 46%	15 41%
Well known/Popular/Most commonly used domain	12 24%	-	-	-	-	12 24%	8 21%	4 36%	2 50%	2 18%	7 37%	1 8%	-	4 27%	7 37%	1 6%	11 26%	1 14%	8 26%	6 20%	3 23%	9 24%
Honest/trustworthy	7 14%	-	-	-	-	7 14%	5 13%	2 18%	1 25%	2 18%	3 16%	1 8%	-	3 20%	3 16%	1 6%	7 16%	-	5 16%	4 13%	3 23%	4 11%
Reputable	1 2%	-	-	-	-	1 2%	-	1 9%	-	-	1 5%	-	-	-	1 5%	-	1 2%	-	1 3%	-	-	1 3%

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

Q740\_14. What made your experience with .jp very positive?

14. .jp

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender			Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	50*	**	**	**	**	50*	39*	11**	4**	11**	19**	13**	3**	15**	19**	16**	43*	7**	31*	30*	13**	37*
It's a legitimate/credible site/domain	1 2%	-	-	-	-	1 2%	1 3%	-	-	-	-	1 8%	-	-	-	1 6%	1 2%	-	1 3%	-	-	1 3%
FUNCTIONALITY (NET)	4 8%	-	-	-	-	4 8%	4 10%	-	-	1 9%	1 5%	1 8%	1 33%	1 7%	1 5%	2 13%	4 9%	-	1 3%	3 10%	2 15%	2 5%
Easy to use/navigate	4 8%	-	-	-	-	4 8%	4 10%	-	-	1 9%	1 5%	1 8%	1 33%	1 7%	1 5%	2 13%	4 9%	-	1 3%	3 10%	2 15%	2 5%
PERFORMANCE (NET)	3 6%	-	-	-	-	3 6%	2 5%	1 9%	-	1 9%	1 5%	1 8%	-	1 7%	1 5%	1 6%	3 7%	-	3 10%	1 3%	1 8%	2 5%
Fast/Good speed	1 2%	-	-	-	-	1 2%	1 3%	-	-	-	1 5%	-	-	-	1 5%	-	1 2%	-	1 3%	-	1 8%	-
Good results/search results	1 2%	-	-	-	-	1 2%	1 3%	-	-	-	-	1 8%	-	-	-	1 6%	1 2%	-	1 3%	-	-	1 3%
No problems/Good experience with website	1 2%	-	-	-	-	1 2%	-	1 9%	-	1 9%	-	-	-	1 7%	-	-	1 2%	-	1 3%	1 3%	-	1 3%
SITE APPEAL (NET)	1 2%	-	-	-	-	1 2%	1 3%	-	-	-	-	-	1 33%	-	-	1 6%	1 2%	-	1 3%	-	-	1 3%
Different/Unique	1 2%	-	-	-	-	1 2%	1 3%	-	-	-	-	-	1 33%	-	-	1 6%	1 2%	-	1 3%	-	-	1 3%
SECURITY (NET)	1 2%	-	-	-	-	1 2%	-	1 9%	-	1 9%	-	-	-	1 7%	-	-	-	1 14%	-	1 3%	-	1 3%
Safe/Good security	1 2%	-	-	-	-	1 2%	-	1 9%	-	1 9%	-	-	-	1 7%	-	-	-	1 14%	-	1 3%	-	1 3%
ECONOMY (NET)	1 2%	-	-	-	-	1 2%	1 3%	-	-	-	-	1 8%	-	-	-	1 6%	1 2%	-	1 3%	-	-	1 3%
Other economy mentions	1 2%	-	-	-	-	1 2%	1 3%	-	-	-	-	1 8%	-	-	-	1 6%	1 2%	-	1 3%	-	-	1 3%
MISCELLANEOUS (NET)	1 2%	-	-	-	-	1 2%	1 3%	-	-	-	-	1 8%	-	-	-	1 6%	1 2%	-	1 3%	1 3%	-	1 3%
Negative experience mentions	1 2%	-	-	-	-	1 2%	1 3%	-	-	-	-	1 8%	-	-	-	1 6%	1 2%	-	1 3%	1 3%	-	1 3%
None	2 4%	-	-	-	-	2 4%	2 5%	-	-	2 18%	-	-	-	2 13%	-	-	2 5%	-	1 3%	2 7%	2 15%	-

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



Q740\_14. What made your experience with .jp very positive?  
14. .jp

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	50*	-**	-**	-**	-**	50*	39*	11**	4**	11**	19**	13**	3**	15**	19**	16**	43*	7**	31*	30*	13**	37*
Don't know	1 2%	-	-	-	-	1 2%	-	1 9%	-	-	1 5%	-	-	-	1 5%	-	1 2%	-	1 3%	1 3%	-	1 3%
Sigma	60 120%	-	-	-	-	60 120%	46 118%	14 127%	5 125%	15 136%	21 111%	14 108%	5 167%	20 133%	21 111%	19 119%	51 119%	9 129%	37 119%	35 117%	15 115%	45 122%

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

Q740\_15. What made your experience with .kr very positive?

28 Aug 2015  
Table 239

Base: Very Positive Experience With Websites With Domain Name Extensions

15. .kr

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	30*	**	**	**	**	30*	24**	6**	2**	6**	20**	2**	**	8**	20**	2**	26**	4**	19**	22**	14**	16**
USAGE (NET)	22 73%	-	-	-	-	22 73%	19 79%	3 50%	1 50%	6 100%	13 65%	2 100%	-	7 88%	13 65%	2 100%	19 73%	3 75%	14 74%	16 73%	11 79%	11 69%
COUNTRIES (SUB-NET)	19 63%	-	-	-	-	19 63%	18 75%	1 17%	1 50%	6 100%	10 50%	2 100%	-	7 88%	10 50%	2 100%	18 69%	1 25%	12 63%	14 64%	9 64%	10 63%
International/Used worldwide/Global	1 3%	-	-	-	-	1 3%	1 4%	-	-	-	1 5%	-	-	-	1 5%	-	1 4%	-	-	1 5%	-	1 6%
It's my country's extension	1 3%	-	-	-	-	1 3%	1 4%	-	-	-	1 5%	-	-	-	1 5%	-	1 4%	-	1 5%	1 5%	1 7%	-
Other countries mentions	17 57%	-	-	-	-	17 57%	16 67%	1 17%	1 50%	6 100%	8 40%	2 100%	-	7 88%	8 40%	2 100%	16 62%	1 25%	11 58%	12 55%	8 57%	9 56%
BUSINESSES/ORGANIZATIONS (SUB-NET)	3 10%	-	-	-	-	3 10%	3 13%	-	-	1 17%	2 10%	-	-	1 13%	2 10%	-	2 8%	1 25%	2 11%	2 9%	1 7%	2 13%
Specific to a company/good/large companies	2 7%	-	-	-	-	2 7%	2 8%	-	-	1 17%	1 5%	-	-	1 13%	1 5%	-	1 4%	1 25%	2 11%	1 5%	1 7%	1 6%
Commercial websites	1 3%	-	-	-	-	1 3%	1 4%	-	-	-	1 5%	-	-	-	1 5%	-	1 4%	-	-	1 5%	-	1 6%
MISCELLANEOUS USAGE (SUB-NET)	2 7%	-	-	-	-	2 7%	-	2 33%	-	-	2 10%	-	-	-	2 10%	-	-	2 50%	2 11%	1 5%	2 14%	-
Allows for searching/browsing	2 7%	-	-	-	-	2 7%	-	2 33%	-	-	2 10%	-	-	-	2 10%	-	-	2 50%	2 11%	1 5%	2 14%	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	1 3%	-	-	-	-	1 3%	-	1 17%	-	-	1 5%	-	-	-	1 5%	-	-	1 25%	1 5%	-	1 7%	-
Always use it/The one I use most/frequently	1 3%	-	-	-	-	1 3%	-	1 17%	-	-	1 5%	-	-	-	1 5%	-	-	1 25%	1 5%	-	1 7%	-
BRAND/QUALITY (NET)	8 27%	-	-	-	-	8 27%	6 25%	2 33%	1 50%	-	7 35%	-	-	1 13%	7 35%	-	7 27%	1 25%	5 26%	5 23%	3 21%	5 31%
Well known/Popular/Most commonly used domain	5 17%	-	-	-	-	5 17%	5 21%	-	-	-	5 25%	-	-	-	5 25%	-	5 19%	-	3 16%	4 18%	1 7%	4 25%
Honest/trustworthy	2 7%	-	-	-	-	2 7%	-	2 33%	1 50%	-	1 5%	-	-	1 13%	1 5%	-	1 4%	1 25%	2 11%	-	1 7%	1 6%
Pioneer/One of the first website extensions	1 3%	-	-	-	-	1 3%	1 4%	-	-	-	1 5%	-	-	-	1 5%	-	1 4%	-	-	1 5%	1 7%	-

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

Q740\_15. What made your experience with .kr very positive?

28 Aug 2015  
Table 239

Base: Very Positive Experience With Websites With Domain Name Extensions

15. .kr

	Region					Gender			Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	30*	-**	-**	-**	-**	30*	24**	6**	2**	6**	20**	2**	-**	8**	20**	2**	26**	4**	19**	22**	14**	16**
CONTENT (NET)	4 13%	-	-	-	-	4 13%	1 4%	3 50%	1 50%	-	3 15%	-	-	1 13%	3 15%	-	2 8%	2 50%	3 16%	2 9%	2 14%	2 13%
INFORMATION (SUB-NET)	4 13%	-	-	-	-	4 13%	1 4%	3 50%	1 50%	-	3 15%	-	-	1 13%	3 15%	-	2 8%	2 50%	3 16%	2 9%	2 14%	2 13%
Information/Informative	3 10%	-	-	-	-	3 10%	1 4%	2 33%	1 50%	-	2 10%	-	-	1 13%	2 10%	-	1 4%	2 50%	3 16%	1 5%	2 14%	1 6%
Other information mentions	1 3%	-	-	-	-	1 3%	-	1 17%	-	-	1 5%	-	-	-	1 5%	-	1 4%	-	-	1 5%	-	1 6%
PERFORMANCE (NET)	2 7%	-	-	-	-	2 7%	1 4%	1 17%	-	-	2 10%	-	-	-	2 10%	-	1 4%	1 25%	1 5%	2 9%	2 14%	-
Fast/Good speed	1 3%	-	-	-	-	1 3%	-	1 17%	-	-	1 5%	-	-	-	1 5%	-	-	1 25%	1 5%	1 5%	1 7%	-
Reliable	1 3%	-	-	-	-	1 3%	1 4%	-	-	-	1 5%	-	-	-	1 5%	-	1 4%	-	-	1 5%	1 7%	-
SITE APPEAL (NET)	1 3%	-	-	-	-	1 3%	-	1 17%	-	-	1 5%	-	-	-	1 5%	-	1 4%	-	1 5%	-	1 7%	-
Other site appeal mentions	1 3%	-	-	-	-	1 3%	-	1 17%	-	-	1 5%	-	-	-	1 5%	-	1 4%	-	1 5%	-	1 7%	-
FUNCTIONALITY (NET)	1 3%	-	-	-	-	1 3%	1 4%	-	-	-	1 5%	-	-	-	1 5%	-	1 4%	-	1 5%	1 5%	-	1 6%
Accessible/Easy to access/find	1 3%	-	-	-	-	1 3%	1 4%	-	-	-	1 5%	-	-	-	1 5%	-	1 4%	-	1 5%	1 5%	-	1 6%
Declined to answer	1 3%	-	-	-	-	1 3%	1 4%	-	-	-	1 5%	-	-	-	1 5%	-	1 4%	-	1 5%	1 5%	-	1 6%
Sigma	42 140%	-	-	-	-	42 140%	31 129%	11 183%	3 150%	7 117%	30 150%	2 100%	-	10 125%	30 150%	2 100%	33 127%	9 225%	29 153%	28 127%	21 150%	21 131%

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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_16. What made your experience with .ru very positive?

16. .ru

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	75*	..	..	..	..	75*	50*	25**	7**	29**	34*	4**	1**	36*	34*	5**	61*	14**	54*	52*	37*	38*
USAGE (NET)	40 53%	-	-	-	-	40 53%	27 54%	13 52%	2 29%	16 55%	19 56%	3 75%	-	18 50%	19 56%	3 60%	32 52%	8 57%	27 50%	27 52%	18 49%	22 58%
COUNTRIES (SUB-NET)	33 44%	-	-	-	-	33 44%	22 44%	11 44%	-	13 45%	17 50%	3 75%	-	13 36%	17 50%	3 60%	25 41%	8 57%	21 39%	23 44%	15 41%	18 47%
Russia based website	23 31%	-	-	-	-	23 31%	15 30%	8 32%	-	9 31%	11 32%	3 75%	-	9 25%	11 32%	3 60%	17 28%	6 43%	13 24%	16 31%	11 30%	12 32%
It's my country's extension	7 9%	-	-	-	-	7 9%	4 8%	3 12%	-	3 10%	4 12%	-	-	3 8%	4 12%	-	7 11%	-	6 11%	4 8%	3 8%	4 11%
Other countries mentions	3 4%	-	-	-	-	3 4%	3 6%	-	-	1 3%	2 6%	-	-	1 3%	2 6%	-	1 2%	2 14%	2 4%	3 6%	1 3%	2 5%
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	9 12%	-	-	-	-	9 12%	6 12%	3 12%	2 29%	3 10%	4 12%	-	-	5 14%	4 12%	-	9 15%	-	8 15%	4 8%	4 11%	5 13%
Always use it/The one I use most/frequently	6 8%	-	-	-	-	6 8%	4 8%	2 8%	1 14%	1 3%	4 12%	-	-	2 6%	4 12%	-	6 10%	-	6 11%	2 4%	2 5%	4 11%
Familiar with website/Have visited/used before/in the past	3 4%	-	-	-	-	3 4%	2 4%	1 4%	1 14%	2 7%	-	-	-	3 8%	-	-	3 5%	-	2 4%	2 4%	2 5%	1 3%
BRAND/QUALITY (NET)	17 23%	-	-	-	-	17 23%	8 16%	9 36%	3 43%	5 17%	7 21%	1 25%	1 100%	8 22%	7 21%	2 40%	14 23%	3 21%	14 26%	13 25%	5 14%	12 32%
Well known/Popular/Most commonly used domain	9 12%	-	-	-	-	9 12%	5 10%	4 16%	1 14%	2 7%	4 12%	1 25%	1 100%	3 8%	4 12%	2 40%	8 13%	1 7%	8 15%	6 12%	3 8%	6 16%
Honest/trustworthy	4 5%	-	-	-	-	4 5%	2 4%	2 8%	2 29%	1 3%	1 3%	-	-	3 8%	1 3%	-	4 7%	-	3 6%	3 6%	1 3%	3 8%
Well established/Been around for a long time	2 3%	-	-	-	-	2 3%	1 2%	1 4%	-	-	2 6%	-	-	-	2 6%	-	2 3%	-	2 4%	2 4%	1 3%	1 3%
Reputable	2 3%	-	-	-	-	2 3%	-	2 8%	1 14%	1 3%	-	-	-	2 6%	-	-	1 2%	1 7%	1 2%	2 4%	-	2 5%
Pioneer/One of the first website extensions	1 1%	-	-	-	-	1 1%	1 2%	-	-	1 3%	-	-	-	1 3%	-	-	1 2%	-	1 2%	1 2%	-	1 3%
It's a legitimate/credible site/domain	1 1%	-	-	-	-	1 1%	-	1 4%	1 14%	-	-	-	-	1 3%	-	-	-	1 7%	1 2%	1 2%	1 3%	-

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

Q740\_16. What made your experience with .ru very positive?  
16. .ru

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	75*	**	**	**	**	75*	50*	25**	7**	29**	34*	4**	1**	36*	34*	5**	61*	14**	54*	52*	37*	38*
PERFORMANCE (NET)	6 8%	-	-	-	-	6 8%	6 12%	-	1 14%	4 14%	1 3%	-	-	5 14%	1 3%	-	5 8%	1 7%	5 9%	5 10%	5 14%	1 3%
No problems/Good experience with website	2 3%	-	-	-	-	2 3%	2 4%	-	1 14%	1 3%	-	-	-	2 6%	-	-	1 2%	1 7%	1 2%	1 2%	2 5%	-
Reliable	2 3%	-	-	-	-	2 3%	2 4%	-	-	2 7%	-	-	-	2 6%	-	-	2 3%	-	2 4%	2 4%	1 3%	1 3%
Worked/Effective	2 3%	-	-	-	-	2 3%	2 4%	-	-	1 3%	1 3%	-	-	1 3%	1 3%	-	2 3%	-	2 4%	2 4%	2 5%	-
Fast/Good speed	1 1%	-	-	-	-	1 1%	1 2%	-	-	-	1 3%	-	-	-	1 3%	-	1 2%	-	1 2%	1 2%	1 3%	-
FUNCTIONALITY (NET)	4 5%	-	-	-	-	4 5%	2 4%	2 8%	-	2 7%	2 6%	-	-	2 6%	2 6%	-	3 5%	1 7%	4 7%	2 4%	3 8%	1 3%
Easy to use/navigate	3 4%	-	-	-	-	3 4%	2 4%	1 4%	-	1 3%	2 6%	-	-	1 3%	2 6%	-	2 3%	1 7%	3 6%	2 4%	3 8%	-
Easy to register	1 1%	-	-	-	-	1 1%	-	1 4%	-	1 3%	-	-	-	1 3%	-	-	1 2%	-	1 2%	-	-	1 3%
SITE APPEAL (NET)	3 4%	-	-	-	-	3 4%	2 4%	1 4%	1 14%	1 3%	1 3%	-	-	2 6%	1 3%	-	3 5%	-	1 2%	2 4%	2 5%	1 3%
Everything/Good/Like site	2 3%	-	-	-	-	2 3%	1 2%	1 4%	-	1 3%	1 3%	-	-	1 3%	1 3%	-	2 3%	-	-	2 4%	2 5%	-
Other site appeal mentions	1 1%	-	-	-	-	1 1%	1 2%	-	1 14%	-	-	-	-	1 3%	-	-	1 2%	-	1 2%	-	-	1 3%
CONTENT (NET)	2 3%	-	-	-	-	2 3%	1 2%	1 4%	-	2 7%	-	-	-	2 6%	-	-	2 3%	-	2 4%	1 2%	2 5%	-
INFORMATION (SUB-NET)	2 3%	-	-	-	-	2 3%	1 2%	1 4%	-	2 7%	-	-	-	2 6%	-	-	2 3%	-	2 4%	1 2%	2 5%	-
Comprehensive/Can search all information in one place	1 1%	-	-	-	-	1 1%	-	1 4%	-	1 3%	-	-	-	1 3%	-	-	1 2%	-	1 2%	-	1 3%	-
Information/Informative	1 1%	-	-	-	-	1 1%	1 2%	-	-	1 3%	-	-	-	1 3%	-	-	1 2%	-	1 2%	1 2%	1 3%	-
ECONOMY (NET)	2 3%	-	-	-	-	2 3%	2 4%	-	-	1 3%	1 3%	-	-	1 3%	1 3%	-	1 2%	1 7%	2 4%	2 4%	2 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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_16. What made your experience with .ru very positive?

28 Aug 2015  
Table 240

Base: Very Positive Experience With Websites With Domain Name Extensions

16. .ru

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	75*	-**	-**	-**	-**	75*	50*	25**	7**	29**	34*	4**	1**	36*	34*	5**	61*	14**	54*	52*	37*	38*
Reasonable/Cheap price to register/purchase	2 3%	-	-	-	-	2 3%	2 4%	-	-	1 3%	1 3%	-	-	1 3%	1 3%	-	1 2%	1 7%	2 4%	2 4%	2 5%	-
MISCELLANEOUS (NET)	2 3%	-	-	-	-	2 3%	1 2%	1 4%	1 14%	-	1 3%	-	-	1 3%	1 3%	-	2 3%	-	2 4%	2 4%	1 3%	1 3%
Convenient	1 1%	-	-	-	-	1 1%	1 2%	-	-	-	1 3%	-	-	-	1 3%	-	1 2%	-	1 2%	1 2%	1 3%	-
Negative experience mentions	1 1%	-	-	-	-	1 1%	-	1 4%	1 14%	-	-	-	-	1 3%	-	-	1 2%	-	1 2%	1 2%	-	1 3%
Don't know	1 1%	-	-	-	-	1 1%	1 2%	-	-	-	1 3%	-	-	-	1 3%	-	1 2%	-	1 2%	-	-	1 3%
Declined to answer	8 11%	-	-	-	-	8 11%	7 14%	1 4%	-	2 7%	5 15%	1 25%	-	2 6%	5 15%	1 20%	7 11%	1 7%	6 11%	6 12%	5 14%	3 8%
Sigma	90 120%	-	-	-	-	90 120%	60 120%	30 120%	10 143%	33 114%	41 121%	5 125%	1 100%	43 119%	41 121%	6 120%	75 123%	15 107%	69 128%	63 121%	46 124%	44 116%

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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_17. What made your experience with .in very positive?

28 Aug 2015  
Table 241

Base: Very Positive Experience With Websites With Domain Name Extensions

17. .in

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	161	-**	-**	-**	-**	161	78*	83*	23**	51*	76*	11**	-**	74*	76*	11**	131	30*	84*	132	52*	109
USAGE (NET)	71 44%	-	-	-	-	71 44%	33 42%	38 46%	8 35%	25 49%	36 47%	2 18%	-	33 45%	36 47%	2 18%	56 43%	15 50%	33 39%	59 45%	23 44%	48 44%
COUNTRIES (SUB-NET)	60 37%	-	-	-	-	60 37%	28 36%	32 39%	6 26%	23 45%	31 41%	-	-	29 39%	31 41%	-	51 39%	9 30%	28 33%	53 40%	20 38%	40 37%
India based website	49 30%	-	-	-	-	49 30%	25 32%	24 29%	5 22%	18 35%	26 34%	-	-	23 31%	26 34%	-	42 32%	7 23%	25 30%	42 32%	13 25%	36 33%
Country specific (Unspec.)	8 5%	-	-	-	-	8 5%	1 1%	7 8% G	1 4%	2 4%	5 7%	-	-	3 4%	5 7%	-	6 5%	2 7%	2 2%	8 6%	6 12% V	2 2%
It's my country's extension	3 2%	-	-	-	-	3 2%	2 3%	1 1%	-	3 6% K	-	-	-	3 4%	-	-	3 2%	-	1 1%	3 2%	1 2%	2 2%
BUSINESSES/ORGANIZATIONS (SUB-NET)	9 6%	-	-	-	-	9 6%	6 8%	3 4%	-	3 6%	6 8%	-	-	3 4%	6 8%	-	2 2%	7 23% Q	4 5%	8 6%	2 4%	7 6%
Business/Work website usage	5 3%	-	-	-	-	5 3%	2 3%	3 4%	-	3 6%	2 3%	-	-	3 4%	2 3%	-	1 1%	4 13% Q	2 2%	5 4%	-	5 5%
Organization website/extension	2 1%	-	-	-	-	2 1%	2 3%	-	-	-	2 3%	-	-	-	2 3%	-	1 1%	1 3%	1 1%	1 1%	2 4% V	-
Networking companies usually use in extension	1 1%	-	-	-	-	1 1%	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	-	1 3% Q	-	1 1%	-	1 1%
Government website/extension	1 1%	-	-	-	-	1 1%	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	1 1%	-	1 2%	-
Used for non-profit organizations/purposes	1 1%	-	-	-	-	1 1%	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	1 1%	-	1 2%	-
Other businesses/organ- izations mentions	1 1%	-	-	-	-	1 1%	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	-	1 3% Q	1 1%	1 1%	-	1 1%
FAMILIARITY/PREVIU S USAGE (SUB-NET)	5 3%	-	-	-	-	5 3%	3 4%	2 2%	2 9%	1 2%	-	2 18%	-	3 4%	-	2 18%	4 3%	1 3%	3 4%	2 2%	2 4%	3 3%
Always use it/The one I use most/frequently	4 2%	-	-	-	-	4 2%	3 4%	1 1%	1 4%	1 2%	-	2 18%	-	2 3%	-	2 18%	3 2%	1 3%	2 2%	2 2%	1 2%	3 3%
Familiar with website/Have visited/used before/in the past	1 1%	-	-	-	-	1 1%	-	1 1%	1 4%	-	-	-	-	1 1%	-	-	1 1%	-	1 1%	-	1 2%	-
MISCELLANEOUS USAGE (SUB-NET)	3 2%	-	-	-	-	3 2%	1 1%	2 2%	-	1 2%	2 3%	-	-	1 1%	2 3%	-	2 2%	1 3%	3 4% T	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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_17. What made your experience with .in very positive?

17. .in

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender			Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	161	**	**	**	**	161	78*	83*	23**	51*	76*	11**	**	74*	76*	11**	131	30*	84*	132	52*	109
Allows for searching/browsing	2 1%	-	-	-	-	2 1%	1%	1%	-	2%	1%	-	-	1%	1%	-	2 2%	-	2 2%	1%	2 4% V	-
Top level domain	1 1%	-	-	-	-	1%	-	1%	-	-	1%	-	-	-	1%	-	-	1 3% Q	1%	-	-	1%
BRAND/QUALITY (NET)	29 18%	-	-	-	-	29 18%	15 19%	14 17%	5 22%	10 20%	14 18%	-	-	15 20%	14 18%	-	26 20%	3 10%	20 24%	24 18%	10 19%	19 17%
Honest/trustworthy	15 9%	-	-	-	-	15 9%	9 12%	6 7%	3 13%	6 12%	6 8%	-	-	9 12%	6 8%	-	14 11%	1 3%	11 13%	12 9%	2 4%	13 12%
Well known/Popular/Most commonly used domain	14 9%	-	-	-	-	14 9%	6 8%	8 10%	2 9%	4 8%	8 11%	-	-	6 8%	8 11%	-	12 9%	2 7%	9 11%	12 9%	8 15% V	6 6%
SITE APPEAL (NET)	24 15%	-	-	-	-	24 15%	11 14%	13 16%	2 9%	8 16%	12 16%	2 18%	-	10 14%	12 16%	2 18%	20 15%	4 13%	11 13%	23 17%	8 15%	16 15%
Everything/Good/Like site	19 12%	-	-	-	-	19 12%	10 13%	9 11%	2 9%	7 14%	8 11%	2 18%	-	9 12%	8 11%	2 18%	17 13%	2 7%	7 8%	19 14%	7 13%	12 11%
Descriptive/Indicates what it stands for	2 1%	-	-	-	-	2 1%	-	2 2%	-	1 2%	1 1%	-	-	1 1%	1 1%	-	1 1%	1 3%	1 1%	2 2%	1 2%	1 1%
Different/Unique	1 1%	-	-	-	-	1 1%	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	1 1%	-	-	1 1%
It's memorable/Easy to remember	1 1%	-	-	-	-	1 1%	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 3% Q	1 1%	1 1%	-	1 1%
Other site appeal mentions	1 1%	-	-	-	-	1 1%	1%	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	1 1%	1 1%	-	1 1%
FUNCTIONALITY (NET)	13 8%	-	-	-	-	13 8%	6 8%	7 8%	3 13%	3 6%	5 7%	2 18%	-	6 8%	5 7%	2 18%	11 8%	2 7%	7 8%	10 8%	2 4%	11 10%
Easy to use/navigate	8 5%	-	-	-	-	8 5%	3 4%	5 6%	3 13%	1 2%	3 4%	1 9%	-	4 5%	3 4%	1 9%	7 5%	1 3%	6 7%	5 4%	2 4%	6 6%
Accessible/Easy to access/find	2 1%	-	-	-	-	2 1%	1%	1%	-	-	1 1%	1 9%	-	-	1 1%	1 9%	1 1%	1 3%	-	2 2%	-	2 2%
Practical/Useful/Helpful	1 1%	-	-	-	-	1 1%	1%	-	-	1 2%	-	-	-	1 1%	-	-	1 1%	-	-	1 1%	-	1 1%
Has the latest standards/formats	1 1%	-	-	-	-	1 1%	1%	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	1 1%	1 1%	-	1 1%

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



Q740\_17. What made your experience with .in very positive?  
17. .in

Base: Very Positive Experience With Websites With Domain Name Extensions

		Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Reg-istrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer-cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	161	**	**	**	**	161	78*	83*	23**	51*	76*	11**	**	74*	76*	11**	131	30*	84*	132	52*	109
Easy to register	1%	-	-	-	-	1%	-	1%	-	1%	-	-	-	1%	-	-	1%	-	-	1%	-	1%
MISCELLANEOUS (NET)	13%	-	-	-	-	13%	8%	5%	2%	3%	5%	3%	-	5%	5%	3%	12%	1%	6%	10%	5%	8%
Positive/Just was	7%	-	-	-	-	7%	2%	5%	1%	3%	2%	1%	-	4%	2%	1%	7%	-	3%	4%	3%	4%
Convenient	2%	-	-	-	-	2%	2%	-	-	-	1%	1%	-	-	1%	1%	2%	-	2%	1%	-	2%
Alternative to .com	2%	-	-	-	-	2%	2%	-	-	-	1%	1%	-	-	1%	1%	2%	-	-	2%	-	2%
Negative experience mentions	1%	-	-	-	-	1%	1%	-	-	-	1%	-	-	-	1%	-	1%	-	-	1%	1%	-
Meets my expectations/needs/Always find what I need/want	1%	-	-	-	-	1%	1%	-	1%	-	-	-	-	1%	-	-	-	1%	1%	1%	1%	-
SECURITY (NET)	9%	-	-	-	-	9%	3%	6%	2%	2%	4%	1%	-	4%	4%	1%	6%	3%	4%	6%	1%	8%
Safe/Good security	8%	-	-	-	-	8%	2%	6%	1%	2%	4%	1%	-	3%	4%	1%	6%	2%	4%	5%	1%	7%
Virus/Malware protected	1%	-	-	-	-	1%	1%	-	1%	-	-	-	-	1%	-	-	-	1%	-	1%	-	1%
CONTENT (NET)	8%	-	-	-	-	8%	5%	3%	1%	4%	2%	1%	-	5%	2%	1%	6%	2%	5%	8%	2%	6%
INFORMATION (SUB-NET)	8%	-	-	-	-	8%	5%	3%	1%	4%	2%	1%	-	5%	2%	1%	6%	2%	5%	8%	2%	6%
Information/Informative	5%	-	-	-	-	5%	2%	3%	-	3%	1%	1%	-	3%	1%	1%	3%	2%	3%	5%	-	5%
Good/Helpful information	1%	-	-	-	-	1%	1%	-	-	1%	-	-	-	1%	-	-	1%	-	1%	1%	1%	-
Accurate/Authentic information	1%	-	-	-	-	1%	1%	-	1%	-	-	-	-	1%	-	-	1%	-	-	1%	1%	-
Other information mentions	1%	-	-	-	-	1%	1%	-	-	-	1%	-	-	-	1%	-	1%	-	1%	1%	-	1%

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

Q740\_17. What made your experience with .in very positive?

17. .in

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	161	**	**	**	**	161	78*	83*	23**	51*	76*	11**	**	74*	76*	11**	131	30*	84*	132	52*	109
PERFORMANCE (NET)	8 5%	-	-	-	-	8 5%	5 6%	3 4%	3 13%	-	3 4%	2 18%	-	3 4%	3 4%	2 18%	6 5%	2 7%	5 6%	6 5%	1 2%	7 6%
Fast/Good speed	3 2%	-	-	-	-	3 2%	3 4%	-	2 9%	-	-	1 9%	-	2 3%	-	1 9%	2 2%	1 3%	2 2%	2 2%	-	3 3%
Reliable	3 2%	-	-	-	-	3 2%	-	3 4%	-	-	2 3%	1 9%	-	-	2 3%	1 9%	3 2%	-	2 2%	2 2%	-	3 3%
No problems/Good experience with website	2 1%	-	-	-	-	2 1%	2 3%	-	1 4%	-	1 1%	-	-	1 1%	1 1%	-	1 1%	1 3%	1 1%	2 2%	1 2%	1 1%
ECONOMY (NET)	3 2%	-	-	-	-	3 2%	2 3%	1 1%	-	-	2 3%	1 9%	-	-	2 3%	1 9%	3 2%	-	2 2%	1 1%	-	3 3%
Reasonable/Cheap price to register/purchase	1 1%	-	-	-	-	1 1%	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	1 1%	-	-	1 1%
Other economy mentions	2 1%	-	-	-	-	2 1%	1 1%	1 1%	-	-	1 1%	1 9%	-	-	1 1%	1 9%	2 2%	-	1 1%	1 1%	-	2 2%
None	1 1%	-	-	-	-	1 1%	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	-	1 1%	-	1 1%
Don't know	2 1%	-	-	-	-	2 1%	-	2 2%	1 4%	1 2%	-	-	-	2 3%	-	-	2 2%	-	1 1%	2 2%	-	2 2%
Declined to answer	13 8%	-	-	-	-	13 8%	7 9%	6 7%	2 9%	4 8%	7 9%	-	-	6 8%	7 9%	-	9 7%	4 13%	7 8%	9 7%	6 12%	7 6%
Sigma	202 125%	-	-	-	-	202 125%	103 132%	99 119%	29 126%	63 124%	96 126%	14 127%	-	92 124%	96 126%	14 127%	163 124%	39 130%	108 129%	164 124%	63 121%	139 128%

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

Q740\_18. What made your experience with .id very positive?

28 Aug 2015  
Table 242

Base: Very Positive Experience With Websites With Domain Name Extensions

18. .id

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	60*	**	**	**	**	60*	40*	20**	7**	24**	29**	**	**	31*	29**	**	42*	18**	46*	47*	22**	38*
USAGE (NET)	41 68%	-	-	-	-	41 68%	30 75%	11 55%	5 71%	18 75%	18 62%	-	-	23 74%	18 62%	-	30 71%	11 61%	30 65%	33 70%	15 68%	26 68%
COUNTRIES (SUB-NET)	36 60%	-	-	-	-	36 60%	26 65%	10 50%	5 71%	14 58%	17 59%	-	-	19 61%	17 59%	-	27 64%	9 50%	28 61%	29 62%	13 59%	23 61%
Indonesian based website	31 52%	-	-	-	-	31 52%	23 58%	8 40%	4 57%	14 58%	13 45%	-	-	18 58%	13 45%	-	23 55%	8 44%	27 59%	25 53%	12 55%	19 50%
It's my country's extension	3 5%	-	-	-	-	3 5%	2 5%	1 5%	1 14%	-	2 7%	-	-	1 3%	2 7%	-	2 5%	1 6%	-	3 6%	1 5%	2 5%
International/Used worldwide/Global	1 2%	-	-	-	-	1 2%	1 3%	-	-	-	1 3%	-	-	-	1 3%	-	1 2%	-	-	1 2%	-	1 3%
Country specific (Unspec.)	1 2%	-	-	-	-	1 2%	-	1 5%	-	-	1 3%	-	-	-	1 3%	-	1 2%	-	1 2%	-	-	1 3%
BUSINESSES/ORGANIZATIONS (SUB-NET)	7 12%	-	-	-	-	7 12%	6 15%	1 5%	-	4 17%	3 10%	-	-	4 13%	3 10%	-	4 10%	3 17%	4 9%	6 13%	3 14%	4 11%
Government website/extension	3 5%	-	-	-	-	3 5%	3 8%	-	-	3 13%	-	-	-	3 10%	-	-	2 5%	1 6%	1 2%	3 6%	2 9%	1 3%
Specific to a company/good/large companies	3 5%	-	-	-	-	3 5%	2 5%	1 5%	-	-	3 10%	-	-	-	3 10%	-	1 2%	2 11%	2 4%	3 6%	1 5%	2 5%
Organization website/extension	1 2%	-	-	-	-	1 2%	1 3%	-	-	-	1 3%	-	-	-	1 3%	-	1 2%	-	1 2%	1 2%	-	1 3%
Educational websites	1 2%	-	-	-	-	1 2%	1 3%	-	-	1 4%	-	-	-	1 3%	-	-	1 2%	-	1 2%	-	-	1 3%
Other businesses/organizations mentions	2 3%	-	-	-	-	2 3%	1 3%	1 5%	-	-	2 7%	-	-	-	2 7%	-	1 2%	1 6%	1 2%	2 4%	-	2 5%
MISCELLANEOUS USAGE (SUB-NET)	2 3%	-	-	-	-	2 3%	1 3%	1 5%	1 14%	-	1 3%	-	-	1 3%	1 3%	-	2 5%	-	1 2%	1 2%	-	2 5%
Allows for searching/browsing	1 2%	-	-	-	-	1 2%	-	1 5%	1 14%	-	-	-	-	1 3%	-	-	1 2%	-	-	1 2%	-	1 3%
Personal usage site	1 2%	-	-	-	-	1 2%	1 3%	-	-	-	1 3%	-	-	-	1 3%	-	1 2%	-	1 2%	-	-	1 3%
BRAND/QUALITY (NET)	13 22%	-	-	-	-	13 22%	7 18%	6 30%	1 14%	5 21%	7 24%	-	-	6 19%	7 24%	-	9 21%	4 22%	11 24%	10 21%	3 14%	10 26%

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

Q740\_18. What made your experience with .id very positive?  
18. .id

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	60*	**	**	**	**	60*	40*	20**	7**	24**	29**	**	**	31*	29**	**	42*	18**	46*	47*	22**	38*
Honest/trustworthy	6 10%	-	-	-	-	6 10%	2 5%	4 20%	1 14%	3 13%	2 7%	-	-	4 13%	2 7%	-	5 12%	1 6%	5 11%	4 9%	1 5%	5 13%
Well known/Popular/Most commonly used domain	4 7%	-	-	-	-	4 7%	3 8%	1 5%	-	2 8%	2 7%	-	-	2 6%	2 7%	-	3 7%	1 6%	3 7%	3 6%	1 5%	3 8%
It's a legitimate/credible site/domain	2 3%	-	-	-	-	2 3%	2 5%	-	-	-	2 7%	-	-	-	2 7%	-	1 2%	1 6%	2 4%	2 4%	1 5%	1 3%
Good quality brand/product	1 2%	-	-	-	-	1 2%	-	1 5%	-	-	1 3%	-	-	-	1 3%	-	-	1 6%	1 2%	1 2%	-	1 3%
Other brand/quality mentions	1 2%	-	-	-	-	1 2%	-	1 5%	-	-	1 3%	-	-	-	1 3%	-	-	1 6%	1 2%	1 2%	-	1 3%
FUNCTIONALITY (NET)	10 17%	-	-	-	-	10 17%	7 18%	3 15%	-	4 17%	6 21%	-	-	4 13%	6 21%	-	7 17%	3 17%	9 20%	6 13%	3 14%	7 18%
Easy to use/navigate	3 5%	-	-	-	-	3 5%	-	3 15%	-	1 4%	2 7%	-	-	1 3%	2 7%	-	2 5%	1 6%	3 7%	1 2%	1 5%	2 5%
Other functionality mentions	7 12%	-	-	-	-	7 12%	7 18%	-	-	3 13%	4 14%	-	-	3 10%	4 14%	-	5 12%	2 11%	6 13%	5 11%	2 9%	5 13%
SECURITY (NET)	6 10%	-	-	-	-	6 10%	4 10%	2 10%	1 14%	2 8%	3 10%	-	-	3 10%	3 10%	-	5 12%	1 6%	3 7%	4 9%	1 5%	5 13%
Safe/Good security	2 3%	-	-	-	-	2 3%	1 3%	1 5%	1 14%	1 4%	-	-	-	2 6%	-	-	2 5%	-	-	2 4%	1 5%	1 3%
No/Less spam	1 2%	-	-	-	-	1 2%	1 3%	-	-	1 4%	-	-	-	1 3%	-	-	1 2%	-	1 2%	-	-	1 3%
Other security mentions	3 5%	-	-	-	-	3 5%	2 5%	1 5%	-	-	3 10%	-	-	-	3 10%	-	2 5%	1 6%	2 4%	2 4%	-	3 8%
SITE APPEAL (NET)	5 8%	-	-	-	-	5 8%	2 5%	3 15%	1 14%	2 8%	2 7%	-	-	3 10%	2 7%	-	3 7%	2 11%	3 7%	4 9%	3 14%	2 5%
Descriptive/Indicates what it stands for	1 2%	-	-	-	-	1 2%	1 3%	-	-	1 4%	-	-	-	1 3%	-	-	-	1 6%	1 2%	1 2%	1 5%	-
Everything/Good/Like site	1 2%	-	-	-	-	1 2%	-	1 5%	-	-	1 3%	-	-	-	1 3%	-	1 2%	-	-	1 2%	1 5%	-
It's memorable/Easy to remember	1 2%	-	-	-	-	1 2%	-	1 5%	-	-	1 3%	-	-	-	1 3%	-	-	1 6%	1 2%	1 2%	-	1 3%

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

Q740\_18. What made your experience with .id very positive?

18. .id

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	60*	**	**	**	**	60*	40*	20**	7**	24**	29**	**	**	31*	29**	**	42*	18**	46*	47*	22**	38*
Other site appeal mentions	2 3%	-	-	-	-	2 3%	1 3%	1 5%	1 14%	1 4%	-	-	-	2 6%	-	-	2 5%	-	1 2%	1 2%	1 5%	1 3%
CONTENT (NET)	5 8%	-	-	-	-	5 8%	5 13%	-	-	2 8%	3 10%	-	-	2 6%	3 10%	-	4 10%	1 6%	5 11%	4 9%	1 5%	4 11%
MISCELLANEOUS CONTENT (SUB-NET)	3 5%	-	-	-	-	3 5%	3 8%	-	-	1 4%	2 7%	-	-	1 3%	2 7%	-	3 7%	-	3 7%	2 4%	1 5%	2 5%
Good/Like the content	2 3%	-	-	-	-	2 3%	2 5%	-	-	-	2 7%	-	-	-	2 7%	-	2 5%	-	2 4%	1 2%	-	2 5%
Other miscellaneous content mentions	1 2%	-	-	-	-	1 2%	1 3%	-	-	1 4%	-	-	-	1 3%	-	-	1 2%	-	1 2%	1 2%	1 5%	-
INFORMATION (SUB-NET)	2 3%	-	-	-	-	2 3%	2 5%	-	-	1 4%	1 3%	-	-	1 3%	1 3%	-	1 2%	1 6%	2 4%	2 4%	-	2 5%
Accurate/Authentic information	1 2%	-	-	-	-	1 2%	1 3%	-	-	-	1 3%	-	-	-	1 3%	-	-	1 6%	1 2%	1 2%	-	1 3%
Good/Helpful information	1 2%	-	-	-	-	1 2%	1 3%	-	-	1 4%	-	-	-	1 3%	-	-	1 2%	-	1 2%	1 2%	-	1 3%
MISCELLANEOUS (NET)	2 3%	-	-	-	-	2 3%	1 3%	1 5%	-	-	2 7%	-	-	-	2 7%	-	1 2%	1 6%	1 2%	2 4%	-	2 5%
Negative experience mentions	1 2%	-	-	-	-	1 2%	1 3%	-	-	-	1 3%	-	-	-	1 3%	-	1 2%	-	-	1 2%	-	1 3%
Other mentions	1 2%	-	-	-	-	1 2%	-	1 5%	-	-	1 3%	-	-	-	1 3%	-	-	1 6%	1 2%	1 2%	-	1 3%
SERVICE (NET)	1 2%	-	-	-	-	1 2%	1 3%	-	-	1 4%	-	-	-	1 3%	-	-	-	1 6%	1 2%	1 2%	1 5%	-
Good service/customer service/support	1 2%	-	-	-	-	1 2%	1 3%	-	-	1 4%	-	-	-	1 3%	-	-	-	1 6%	1 2%	1 2%	1 5%	-
ECONOMY (NET)	1 2%	-	-	-	-	1 2%	1 3%	-	-	1 4%	-	-	-	1 3%	-	-	-	1 6%	1 2%	1 2%	-	1 3%
Other economy mentions	1 2%	-	-	-	-	1 2%	1 3%	-	-	1 4%	-	-	-	1 3%	-	-	-	1 6%	1 2%	1 2%	-	1 3%
PERFORMANCE (NET)	1 2%	-	-	-	-	1 2%	1 3%	-	-	-	1 3%	-	-	-	1 3%	-	-	1 6%	1 2%	1 2%	-	1 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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_18. What made your experience with .id very positive?

28 Aug 2015  
Table 242

Base: Very Positive Experience With Websites With Domain Name Extensions

18. .id

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	60*	-**	-**	-**	-**	60*	40*	20**	7**	24**	29**	-**	-**	31*	29**	-**	42*	18**	46*	47*	22**	38*
No problems/Good experience with website	1 2%	-	-	-	-	1 2%	1 3%	-	-	-	1 3%	-	-	-	1 3%	-	-	1 6%	1 2%	1 2%	-	1 3%
Declined to answer	1 2%	-	-	-	-	1 2%	-	1 5%	-	-	1 3%	-	-	-	1 3%	-	1 2%	-	-	1 2%	-	1 3%
Sigma	94 157%	-	-	-	-	94 157%	64 160%	30 150%	9 129%	35 146%	50 172%	-	-	44 142%	50 172%	-	65 155%	29 161%	71 154%	74 157%	28 127%	66 174%

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

Q740\_19. What made your experience with .ng very positive?

28 Aug 2015  
Table 243

Base: Very Positive Experience With Websites With Domain Name Extensions

19. .ng

	Total Regi- strants  (A)	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America  (B)	South America  (C)	Europe  (D)	Africa  (E)	Asia  (F)	Male  (G)	Female  (H)	18-24  (I)	25-34  (J)	35-54  (K)	55-64  (L)	65+  (M)	18-34  (N)	35-54  (O)	55+  (P)	Primary decision maker  (Q)	Shared decision maker  (R)	Consumer  (S)	Commer- cial  (T)	Yes  (U)	No  (V)
		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	110	-**	-**	-**	110	-**	93*	17**	11**	59*	38*	2**	-**	70*	38*	2**	73*	37*	59*	103	30*	80*
USAGE (NET)	62 56%	-	-	-	62 56%	-	54 58%	8 47%	8 73%	28 47%	24 63%	2 100%	-	36 51%	24 63%	2 100%	43 59%	19 51%	37 63%	57 55%	15 50%	47 59%
COUNTRIES (SUB-NET)	52 47%	-	-	-	52 47%	-	47 51%	5 29%	5 45%	25 42%	20 53%	2 100%	-	30 43%	20 53%	2 100%	36 49%	16 43%	33 56%	48 47%	13 43%	39 49%
Nigeria based website	33 30%	-	-	-	33 30%	-	30 32%	3 18%	2 18%	16 27%	13 34%	2 100%	-	18 26%	13 34%	2 100%	22 30%	11 30%	18 31%	31 30%	9 30%	24 30%
It's my country's extension	12 11%	-	-	-	12 11%	-	11 12%	1 6%	2 18%	6 10%	4 11%	-	-	8 11%	4 11%	-	8 11%	4 11%	10 17%	11 11%	2 7%	10 13%
Country specific (Unspec.)	6 5%	-	-	-	6 5%	-	5 5%	1 6%	1 9%	4 7%	1 3%	-	-	5 7%	1 3%	-	4 5%	2 5%	4 7%	5 5%	1 3%	5 6%
International/Used worldwide/Global	1 1%	-	-	-	1 1%	-	1 1%	-	-	1 2%	-	-	-	1 1%	-	-	-	1 3%	1 2%	1 1%	-	1 1%
Other countries mentions	2 2%	-	-	-	2 2%	-	2 2%	-	-	-	2 5%	-	-	-	2 5%	-	2 3%	-	2 3%	2 2%	1 3%	1 1%
BUSINESSES/ORGANIZ ATIONS (SUB-NET)	13 12%	-	-	-	13 12%	-	11 12%	2 12%	2 18%	6 10%	4 11%	1 50%	-	8 11%	4 11%	1 50%	7 10%	6 16%	5 8%	13 13%	3 10%	10 13%
Government website/extension	5 5%	-	-	-	5 5%	-	5 5%	-	-	1 2%	3 8%	1 50%	-	1 1%	3 8%	1 50%	3 4%	2 5%	3 5%	5 5%	2 7%	3 4%
Business/Work website usage	3 3%	-	-	-	3 3%	-	2 2%	1 6%	-	2 3%	1 3%	-	-	2 3%	1 3%	-	1 1%	2 5%	-	3 3%	-	3 4%
Organization website/extension	2 2%	-	-	-	2 2%	-	1 1%	1 6%	-	2 3%	-	-	-	2 3%	-	-	1 1%	1 3%	1 2%	2 2%	-	2 3%
Institutions websites/extensions	1 1%	-	-	-	1 1%	-	1 1%	-	1 9%	-	-	-	-	1 1%	-	-	1 1%	-	1 2%	1 1%	-	1 1%
Educational websites	1 1%	-	-	-	1 1%	-	1 1%	-	1 9%	-	-	-	-	1 1%	-	-	1 1%	-	-	1 1%	1 3%	-
Specific to a company/good/large companies	1 1%	-	-	-	1 1%	-	1 1%	-	-	1 2%	-	-	-	1 1%	-	-	-	1 3%	-	1 1%	-	1 1%
Other businesses/organ izations mentions	1 1%	-	-	-	1 1%	-	1 1%	-	-	-	1 3%	-	-	-	1 3%	-	1 1%	-	1 2%	1 1%	1 3%	-
FAMILIARITY/PREVIU S USAGE (SUB-NET)	5 5%	-	-	-	5 5%	-	2 2%	3 18%	1 9%	2 3%	2 5%	-	-	3 4%	2 5%	-	3 4%	2 5%	2 3%	4 4%	1 3%	4 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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_19. What made your experience with .ng very positive?

19. .ng

Base: Very Positive Experience With Websites With Domain Name Extensions

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	110	**	**	**	110	**	93*	17**	11**	59*	38*	2**	**	70*	38*	2**	73*	37*	59*	103	30*	80*
Familiar with website/Have visited/used before/in the past	3 3%	-	-	-	3 3%	-	-	18%	-	1 2%	2 5%	-	-	1%	2 5%	-	2 3%	1 3%	-	3 3%	-	3 4%
Always use it/The one I use most/frequently	2 2%	-	-	-	2 2%	-	2 2%	-	1 9%	1 2%	-	-	-	2 3%	-	-	1 1%	1 3%	2 3%	1 1%	1 3%	1 1%
MISCELLANEOUS USAGE (SUB-NET)	2 2%	-	-	-	2 2%	-	2 2%	-	-	1 2%	1 3%	-	-	1%	1 3%	-	2 3%	-	2 3%	2 2%	1 3%	1 1%
Top level domain	2 2%	-	-	-	2 2%	-	2 2%	-	-	1 2%	1 3%	-	-	1%	1 3%	-	2 3%	-	2 3%	2 2%	1 3%	1 1%
BRAND/QUALITY (NET)	20 18%	-	-	-	20 18%	-	16 17%	4 24%	2 16%	12 20%	6 16%	-	-	14 20%	6 16%	-	11 15%	9 24%	8 14%	20 19%	4 13%	16 20%
Well known/Popular/Most commonly used domain	11 10%	-	-	-	11 10%	-	9 10%	2 12%	-	7 12%	4 11%	-	-	7 10%	4 11%	-	7 10%	4 11%	4 7%	11 11%	2 7%	9 11%
Honest/trustworthy	5 5%	-	-	-	5 5%	-	4 4%	1 6%	1 9%	3 5%	1 3%	-	-	4 6%	1 3%	-	2 3%	3 8%	2 3%	5 5%	1 3%	4 5%
It's a legitimate/credible site/domain	4 4%	-	-	-	4 4%	-	3 3%	1 6%	1 9%	2 3%	1 3%	-	-	3 4%	1 3%	-	2 3%	2 5%	2 3%	4 4%	1 3%	3 4%
PERFORMANCE (NET)	20 18%	-	-	-	20 18%	-	17 18%	3 18%	3 27%	5 8%	11 29%	1 50%	-	8 11%	11 29%	1 50%	14 19%	6 16%	14 24%	18 17%	7 23%	13 16%
Fast/Good speed	7 6%	-	-	-	7 6%	-	6 6%	1 6%	3 27%	3 5%	-	1 50%	-	6 9%	-	1 50%	6 8%	1 3%	5 8%	6 6%	3 10%	4 5%
No problems/Good experience with website	6 5%	-	-	-	6 5%	-	5 5%	1 6%	-	2 3%	4 11%	-	-	2 3%	4 11%	-	3 4%	3 8%	5 8%	5 5%	2 7%	4 5%
Reliable	6 5%	-	-	-	6 5%	-	5 5%	1 6%	-	-	6 16%	-	-	-	6 16%	-	4 5%	2 5%	3 5%	6 6%	1 3%	5 6%
Worked/Effective	1 1%	-	-	-	1 1%	-	1 1%	-	-	-	1 3%	-	-	-	1 3%	-	1 1%	-	1 2%	1 1%	1 3%	-
CONTENT (NET)	13 12%	-	-	-	13 12%	-	8 9%	5 29%	-	9 15%	3 8%	1 50%	-	9 13%	3 8%	1 50%	8 11%	5 14%	6 10%	13 13%	3 10%	10 13%
INFORMATION (SUB-NET)	10 9%	-	-	-	10 9%	-	6 6%	4 24%	-	7 12%	2 5%	1 50%	-	7 10%	2 5%	1 50%	7 10%	3 8%	6 10%	10 10%	3 10%	7 9%
Good/Helpful information	7 6%	-	-	-	7 6%	-	3 3%	4 24%	-	6 10%	1 3%	-	-	6 9%	1 3%	-	4 5%	3 8%	4 7%	7 7%	2 7%	5 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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q740\_19. What made your experience with .ng very positive?

19. .ng

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	110	**	**	**	110	**	93*	17**	11**	59*	38*	2**	**	70*	38*	2**	73*	37*	59*	103	30*	80*
Information/Informative	2 2%	-	-	-	2 2%	-	2 2%	-	-	-	1 3%	1 50%	-	-	1 3%	1 50%	2 3%	-	1 2%	2 2%	1 3%	1 1%
Accurate/Authentic information	1 1%	-	-	-	1 1%	-	1 1%	-	-	1 2%	-	-	-	1 1%	-	-	1 1%	-	1 2%	1 1%	-	1 1%
MISCELLANEOUS CONTENT (SUB-NET)	3 3%	-	-	-	3 3%	-	2 2%	1 6%	-	2 3%	1 3%	-	-	2 3%	1 3%	-	1 1%	2 5%	-	3 3%	-	3 4%
Good/Like the content	2 2%	-	-	-	2 2%	-	2 2%	-	-	1 2%	1 3%	-	-	1 1%	1 3%	-	1 1%	1 3%	-	2 2%	-	2 3%
Other miscellaneous content mentions	1 1%	-	-	-	1 1%	-	-	1 6%	-	1 2%	-	-	-	1 1%	-	-	-	1 3%	-	1 1%	-	1 1%
FUNCTIONALITY (NET)	11 10%	-	-	-	11 10%	-	8 9%	3 18%	-	8 14%	3 8%	-	-	8 11%	3 8%	-	5 7%	6 16%	5 8%	11 11%	4 13%	7 9%
Accessible/Easy to access/find	4 4%	-	-	-	4 4%	-	2 2%	2 12%	-	4 7%	-	-	-	4 6%	-	-	2 3%	2 5%	1 2%	4 4%	2 7%	2 3%
Easy to use/navigate	4 4%	-	-	-	4 4%	-	3 3%	1 6%	-	2 3%	2 5%	-	-	2 3%	2 5%	-	1 1%	3 8%	1 2%	4 4%	1 3%	3 4%
Easy to register	1 1%	-	-	-	1 1%	-	1 1%	-	-	1 2%	-	-	-	1 1%	-	-	1 1%	-	1 2%	1 1%	1 3%	-
Other functionality mentions	2 2%	-	-	-	2 2%	-	2 2%	-	-	1 2%	1 3%	-	-	1 1%	1 3%	-	1 1%	1 3%	2 3%	2 2%	-	2 3%
SECURITY (NET)	10 9%	-	-	-	10 9%	-	9 10%	1 6%	-	9 15% K	1 3%	-	-	9 13%	1 3%	-	5 7%	5 14%	2 3%	10 10% S	2 7%	8 10%
Safe/Good security	8 7%	-	-	-	8 7%	-	7 8%	1 6%	-	7 12%	1 3%	-	-	7 10%	1 3%	-	4 5%	4 11%	1 2%	8 8% S	2 7%	6 8%
Other security mentions	2 2%	-	-	-	2 2%	-	2 2%	-	-	2 3%	-	-	-	2 3%	-	-	1 1%	1 3%	1 2%	2 2%	-	2 3%
SITE APPEAL (NET)	7 6%	-	-	-	7 6%	-	4 4%	3 18%	-	5 8%	2 5%	-	-	5 7%	2 5%	-	6 8%	1 3%	5 8%	7 7%	1 3%	6 8%
Descriptive/Indicates what it stands for	2 2%	-	-	-	2 2%	-	1 1%	1 6%	-	1 2%	1 3%	-	-	1 1%	1 3%	-	2 3%	-	1 2%	2 2%	-	2 3%
Different/Unique	1 1%	-	-	-	1 1%	-	1 1%	-	-	1 2%	-	-	-	1 1%	-	-	-	1 3%	1 2%	1 1%	1 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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_19. What made your experience with .ng very positive?

28 Aug 2015  
Table 243

Base: Very Positive Experience With Websites With Domain Name Extensions

19. .ng

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	110	**	**	**	110	**	93*	17**	11**	59*	38*	2**	**	70*	38*	2**	73*	37*	59*	103	30*	80*
Everything/Good/Like site	1 1%	-	-	-	1 1%	-	-	1 6%	-	-	1 3%	-	-	-	1 3%	-	1 1%	-	1 2%	1 1%	-	1 1%
Other site appeal mentions	3 3%	-	-	-	3 3%	-	2 2%	1 6%	-	3 5%	-	-	-	3 4%	-	-	3 4%	-	2 3%	3 3%	-	3 4%
MISCELLANEOUS (NET)	4 4%	-	-	-	4 4%	-	3 3%	1 6%	-	1 2%	3 8%	-	-	1 1%	3 8%	-	4 5%	-	2 3%	4 4%	2 7%	2 3%
Positive/Just was	1 1%	-	-	-	1 1%	-	-	1 6%	-	-	1 3%	-	-	-	1 3%	-	1 1%	-	1 2%	1 1%	-	1 1%
Negative experience mentions	1 1%	-	-	-	1 1%	-	1 1%	-	-	1 2%	-	-	-	1 1%	-	-	1 1%	-	-	1 1%	1 3%	-
Other mentions	2 2%	-	-	-	2 2%	-	2 2%	-	-	-	2 5%	-	-	-	2 5%	-	2 3%	-	1 2%	2 2%	1 3%	1 1%
ECONOMY (NET)	1 1%	-	-	-	1 1%	-	1 1%	-	-	1 2%	-	-	-	1 1%	-	-	1 1%	-	-	1 1%	1 3%	-
Reasonable/Cheap price to register/purchase	1 1%	-	-	-	1 1%	-	1 1%	-	-	1 2%	-	-	-	1 1%	-	-	1 1%	-	-	1 1%	1 3%	-
SERVICE (NET)	1 1%	-	-	-	1 1%	-	1 1%	-	-	1 2%	-	-	-	1 1%	-	-	1 1%	-	1 2%	1 1%	1 3%	-
Good service/customer service/support	1 1%	-	-	-	1 1%	-	1 1%	-	-	1 2%	-	-	-	1 1%	-	-	1 1%	-	1 2%	1 1%	1 3%	-
None	1 1%	-	-	-	1 1%	-	1 1%	-	-	1 2%	-	-	-	1 1%	-	-	1 1%	-	1 2%	1 1%	1 3%	-
Sigma	163 148%	-	-	-	163 148%	-	133 143%	30 176%	13 118%	88 149%	57 150%	5 250%	-	101 144%	57 150%	5 250%	105 144%	58 157%	89 151%	156 151%	45 150%	118 148%

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

Q740\_20. What made your experience with .za very positive?

28 Aug 2015  
Table 244

Base: Very Positive Experience With Websites With Domain Name Extensions

20. .za

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	68*	..	..	..	68*	..	42*	26**	8**	12**	32*	11**	5**	20**	32*	16**	48*	20**	35*	55*	20**	48*
USAGE (NET)	38 56%	-	-	-	38 56%	-	24 57%	14 54%	4 50%	8 67%	16 50%	7 64%	3 60%	12 60%	16 50%	10 63%	27 56%	11 55%	20 57%	29 53%	11 55%	27 56%
COUNTRIES (SUB-NET)	34 50%	-	-	-	34 50%	-	24 57%	10 38%	4 50%	7 58%	16 50%	5 45%	2 40%	11 55%	16 50%	7 44%	23 48%	11 55%	19 54%	26 47%	10 50%	24 50%
It's my country's extension	14 21%	-	-	-	14 21%	-	8 19%	6 23%	2 25%	4 33%	6 19%	2 18%	-	6 30%	6 19%	2 13%	9 19%	5 25%	10 29%	10 18%	7 35%	7 15%
Country specific (Unspec.)	3 4%	-	-	-	3 4%	-	3 7%	-	1 13%	-	2 6%	-	-	1 5%	2 6%	-	2 4%	1 5%	1 3%	3 5%	-	3 6%
International/Used worldwide/Global	1 1%	-	-	-	1 1%	-	-	1 4%	-	-	1 3%	-	-	-	1 3%	-	1 2%	-	-	1 2%	-	1 2%
Other countries mentions	16 24%	-	-	-	16 24%	-	13 31%	3 12%	1 13%	3 25%	7 22%	3 27%	2 40%	4 20%	7 22%	5 31%	11 23%	5 25%	8 23%	12 22%	3 15%	13 27%
BUSINESSES/ORGANIZATIONS (SUB-NET)	4 6%	-	-	-	4 6%	-	3 7%	1 4%	-	1 8%	2 6%	1 9%	-	1 5%	2 6%	1 6%	3 6%	1 5%	4 11%	2 4%	2 10%	2 4%
Business/Work website usage	2 3%	-	-	-	2 3%	-	1 2%	1 4%	-	1 8%	-	1 9%	-	1 5%	-	1 6%	1 2%	1 5%	2 6%	-	-	2 4%
Specific to a company/good/large companies	1 1%	-	-	-	1 1%	-	1 2%	-	-	-	1 3%	-	-	-	1 3%	-	1 2%	-	1 3%	1 2%	1 5%	-
Other businesses/organizations mentions	1 1%	-	-	-	1 1%	-	1 2%	-	-	-	1 3%	-	-	-	1 3%	-	1 2%	-	1 3%	1 2%	1 5%	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	3 4%	-	-	-	3 4%	-	-	3 12%	-	1 8%	-	1 9%	1 20%	1 5%	-	2 13%	3 6%	-	1 3%	3 5%	-	3 6%
Always use it/The one I use most/frequently	2 3%	-	-	-	2 3%	-	-	2 8%	-	-	-	1 9%	1 20%	-	-	2 13%	2 4%	-	-	2 4%	-	2 4%
Familiar with website/Have visited/used before/in the past	1 1%	-	-	-	1 1%	-	-	1 4%	-	1 8%	-	-	-	1 5%	-	-	1 2%	-	1 3%	1 2%	-	1 2%
MISCELLANEOUS USAGE (SUB-NET)	2 3%	-	-	-	2 3%	-	-	2 8%	-	1 8%	1 3%	-	-	1 5%	1 3%	-	1 2%	1 5%	-	2 4%	1 5%	1 2%
Allows for searching/browsing	2 3%	-	-	-	2 3%	-	-	2 8%	-	1 8%	1 3%	-	-	1 5%	1 3%	-	1 2%	1 5%	-	2 4%	1 5%	1 2%
PERFORMANCE (NET)	14 21%	-	-	-	14 21%	-	7 17%	7 27%	2 25%	1 8%	4 13%	4 36%	3 60%	3 15%	4 13%	7 44%	10 21%	4 20%	7 20%	12 22%	4 20%	10 21%

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

Q740\_20. What made your experience with .za very positive?

28 Aug 2015  
Table 244

Base: Very Positive Experience With Websites With Domain Name Extensions

20. .za

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	68*	-**	-**	-**	68*	-**	42*	26**	8**	12**	32*	11**	5**	20**	32*	16**	48*	20**	35*	55*	20**	48*
No problems/Good experience with website	11 16%	-	-	-	11 16%	-	14%	19%	-	8%	9%	36%	60%	5%	9%	44%	19%	2 10%	6 17%	9 16%	4 20%	7 15%
Fast/Good speed	2 3%	-	-	-	2 3%	-	-	8%	13%	-	3%	-	-	1 5%	1 3%	-	-	2 10%	1 3%	2 4%	-	2 4%
Worked/Effective	1 1%	-	-	-	1 1%	-	2%	-	13%	-	-	-	-	1 5%	-	-	1 2%	-	-	1 2%	-	1 2%
BRAND/QUALITY (NET)	13 19%	-	-	-	13 19%	-	10 24%	3 12%	1 13%	5 42%	3 9%	3 27%	1 20%	6 30%	3 9%	4 25%	12 25%	1 5%	6 17%	10 18%	4 20%	9 19%
Well known/Popular/Most commonly used domain	8 12%	-	-	-	8 12%	-	5 12%	3 12%	1 13%	4 33%	1 3%	1 9%	1 20%	5 25%	1 3%	2 13%	7 15%	1 5%	3 9%	5 9%	3 15%	5 10%
It's a legitimate/credible site/domain	4 6%	-	-	-	4 6%	-	3 7%	1 4%	-	1 8%	1 3%	2 18%	-	1 5%	1 3%	2 13%	4 8%	-	3 9%	3 5%	-	4 8%
Honest/trustworthy	3 4%	-	-	-	3 4%	-	2 5%	1 4%	-	1 8%	1 3%	1 9%	-	1 5%	1 3%	1 6%	3 6%	-	1 3%	3 5%	2 10%	1 2%
FUNCTIONALITY (NET)	7 10%	-	-	-	7 10%	-	4 10%	3 12%	-	2 17%	4 13%	1 9%	-	2 10%	4 13%	1 6%	5 10%	2 10%	5 14%	4 7%	1 5%	6 13%
Easy to use/navigate	3 4%	-	-	-	3 4%	-	2 5%	1 4%	-	-	3 9%	-	-	-	3 9%	-	2 4%	1 5%	1 3%	2 4%	-	3 6%
Accessible/Easy to access/find	2 3%	-	-	-	2 3%	-	1 2%	1 4%	-	2 17%	-	-	-	2 10%	-	-	1 2%	1 5%	2 6%	1 2%	-	2 4%
Has the latest standards/formats	1 1%	-	-	-	1 1%	-	-	1 4%	-	-	-	1 9%	-	-	-	1 6%	1 2%	-	1 3%	-	-	1 2%
Easy to register	1 1%	-	-	-	1 1%	-	1 2%	-	-	-	1 3%	-	-	-	1 3%	-	1 2%	-	1 3%	1 2%	1 5%	-
SITE APPEAL (NET)	6 9%	-	-	-	6 9%	-	3 7%	3 12%	2 25%	-	3 9%	1 9%	-	2 10%	3 9%	1 6%	3 6%	3 15%	3 9%	6 11%	1 5%	5 10%
Everything/Good/Like site	3 4%	-	-	-	3 4%	-	1 2%	2 8%	1 13%	-	1 3%	1 9%	-	1 5%	1 3%	1 6%	1 2%	2 10%	1 3%	3 5%	-	3 6%
It's professional	1 1%	-	-	-	1 1%	-	1 2%	-	13%	-	-	-	-	1 5%	-	-	1 2%	-	-	1 2%	-	1 2%
OK/Fine	1 1%	-	-	-	1 1%	-	-	1 4%	-	-	1 3%	-	-	-	1 3%	-	-	1 5%	1 3%	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 - U/V  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_20. What made your experience with .za very positive?

28 Aug 2015  
Table 244

Base: Very Positive Experience With Websites With Domain Name Extensions

20. .za

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	68*	-**	-**	-**	68*	-**	42*	26**	8**	12**	32*	11**	5**	20**	32*	16**	48*	20**	35*	55*	20**	48*
Other site appeal mentions	1%	-	-	-	1%	-	2%	-	-	-	3%	-	-	-	3%	-	2%	-	3%	2%	5%	-
CONTENT (NET)	4%	-	-	-	4%	-	2%	2%	13%	-	3%	-	-	5%	3%	-	2%	3%	3%	3%	5%	3%
INFORMATION (SUB-NET)	2%	-	-	-	2%	-	2%	4%	-	-	2%	-	-	-	2%	-	2%	5%	2%	2%	5%	2%
Good/Helpful information	2%	-	-	-	2%	-	2%	4%	-	-	2%	-	-	-	2%	-	2%	5%	2%	2%	5%	2%
MISCELLANEOUS CONTENT (SUB-NET)	2%	-	-	-	2%	-	2%	4%	13%	-	3%	-	-	5%	3%	-	-	2%	3%	2%	-	2%
Good/Like the content	1%	-	-	-	1%	-	-	4%	-	-	3%	-	-	-	3%	-	-	5%	-	2%	-	2%
Other miscellaneous content mentions	1%	-	-	-	1%	-	2%	-	13%	-	-	-	-	5%	-	-	-	5%	3%	2%	-	2%
SECURITY (NET)	3%	-	-	-	3%	-	2%	2%	-	3%	-	-	-	3%	-	-	3%	-	2%	2%	5%	2%
Safe/Good security	2%	-	-	-	2%	-	-	2%	-	2%	-	-	-	2%	-	-	2%	-	3%	2%	5%	2%
No/Less spam	1%	-	-	-	1%	-	2%	-	-	8%	-	-	-	5%	-	-	2%	-	3%	2%	-	2%
MISCELLANEOUS (NET)	2%	-	-	-	2%	-	2%	4%	-	8%	3%	-	-	5%	3%	-	2%	-	3%	2%	5%	2%
Convenient	1%	-	-	-	1%	-	2%	-	-	8%	-	-	-	5%	-	-	2%	-	3%	2%	5%	-
Positive/Just was	1%	-	-	-	1%	-	-	4%	-	-	3%	-	-	-	3%	-	2%	-	-	2%	-	2%
Don't know	1%	-	-	-	1%	-	-	4%	-	-	3%	-	-	-	3%	-	2%	-	3%	2%	-	2%
Sigma	95%	-	-	-	95%	-	55%	40%	10%	23%	38%	17%	7%	33%	38%	24%	69%	26%	53%	74%	27%	68%

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

Q740\_21. What made your experience with .eg very positive?

28 Aug 2015  
Table 245

21. .eg

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	32*	-**	-**	-**	32*	-**	28**	4**	4**	17**	10**	1**	-**	21**	10**	1**	18**	14**	16**	21**	15**	17**
USAGE (NET)	21 66%	-	-	-	21 66%	-	18 64%	3 75%	4 100%	12 71%	5 50%	-	-	16 76%	5 50%	-	13 72%	8 57%	11 69%	13 62%	9 60%	12 71%
COUNTRIES (SUB-NET)	16 50%	-	-	-	16 50%	-	14 50%	2 50%	3 75%	9 53%	4 40%	-	-	12 57%	4 40%	-	12 67%	4 29%	9 56%	10 48%	7 47%	9 53%
It's my country's extension	7 22%	-	-	-	7 22%	-	7 25%	-	1 25%	5 29%	1 10%	-	-	6 29%	1 10%	-	5 28%	2 14%	4 25%	5 24%	5 33%	2 12%
International/Used worldwide/Global	2 6%	-	-	-	2 6%	-	2 7%	-	1 25%	1 6%	-	-	-	2 10%	-	-	1 6%	1 7%	1 6%	2 10%	2 13%	-
Country specific (Unspec.)	1 3%	-	-	-	1 3%	-	1 4%	-	1 25%	-	-	-	-	1 5%	-	-	1 6%	-	1 6%	-	-	1 6%
Other countries mentions	6 19%	-	-	-	6 19%	-	4 14%	2 50%	-	3 18%	3 30%	-	-	3 14%	3 30%	-	5 28%	1 7%	3 19%	3 14%	-	6 35%
BUSINESSES/ORGANIZATIONS (SUB-NET)	6 19%	-	-	-	6 19%	-	4 14%	2 50%	-	3 18%	3 30%	-	-	3 14%	3 30%	-	4 22%	2 14%	4 25%	4 19%	2 13%	4 24%
Government website/extension	5 16%	-	-	-	5 16%	-	3 11%	2 50%	-	3 18%	2 20%	-	-	3 14%	2 20%	-	3 17%	2 14%	3 19%	3 14%	2 13%	3 18%
Specific to a company/good/large companies	1 3%	-	-	-	1 3%	-	1 4%	-	-	-	1 10%	-	-	-	1 10%	-	1 6%	-	1 6%	1 5%	-	1 6%
Other businesses/organizations mentions	1 3%	-	-	-	1 3%	-	-	1 25%	-	-	1 10%	-	-	-	1 10%	-	1 6%	-	1 6%	-	-	1 6%
MISCELLANEOUS USAGE (SUB-NET)	2 6%	-	-	-	2 6%	-	1 4%	1 25%	-	1 6%	1 10%	-	-	1 5%	1 10%	-	1 6%	1 7%	1 6%	1 5%	-	2 12%
Allows for searching/browsing	2 6%	-	-	-	2 6%	-	1 4%	1 25%	-	1 6%	1 10%	-	-	1 5%	1 10%	-	1 6%	1 7%	1 6%	1 5%	-	2 12%
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	1 3%	-	-	-	1 3%	-	1 4%	-	1 25%	-	-	-	-	1 5%	-	-	-	1 7%	1 6%	-	1 7%	-
Familiar with website/Have visited/used before/in the past	1 3%	-	-	-	1 3%	-	1 4%	-	1 25%	-	-	-	-	1 5%	-	-	-	1 7%	1 6%	-	1 7%	-
BRAND/QUALITY (NET)	7 22%	-	-	-	7 22%	-	6 21%	1 25%	1 25%	3 18%	3 30%	-	-	4 19%	3 30%	-	7 39%	-	5 31%	4 19%	5 33%	2 12%
It's a legitimate/credible site/domain	4 13%	-	-	-	4 13%	-	4 14%	-	1 25%	1 6%	2 20%	-	-	2 10%	2 20%	-	4 22%	-	2 13%	3 14%	3 20%	1 6%

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

Q740\_21. What made your experience with .eg very positive?

28 Aug 2015  
Table 245

Base: Very Positive Experience With Websites With Domain Name Extensions

21. .eg

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	32*	-**	-**	-**	32*	-**	28**	4**	4**	17**	10**	1**	-**	21**	10**	1**	18**	14**	16**	21**	15**	17**
Honest/trustworthy	2 6%	-	-	-	2 6%	-	4%	25%	-	1 6%	10%	-	-	5%	10%	-	11%	-	2 13%	-	1 7%	1 6%
Good quality brand/product	1 3%	-	-	-	1 3%	-	4%	-	-	1 6%	-	-	-	1 5%	-	-	1 6%	-	1 6%	1 5%	1 7%	-
Well known/Popular/Most commonly used domain	1 3%	-	-	-	1 3%	-	-	25%	-	-	10%	-	-	-	10%	-	1 6%	-	1 6%	-	-	1 6%
SITE APPEAL (NET)	6 19%	-	-	-	6 19%	-	4 14%	2 50%	-	2 12%	4 40%	-	-	2 10%	4 40%	-	2 11%	4 29%	2 13%	5 24%	1 7%	5 29%
Everything/Good/Like site	2 6%	-	-	-	2 6%	-	2 7%	-	-	1 6%	1 10%	-	-	1 5%	1 10%	-	-	2 14%	-	2 10%	1 7%	1 6%
Different/Unique	1 3%	-	-	-	1 3%	-	-	25%	-	-	10%	-	-	-	10%	-	1 6%	-	1 6%	-	-	1 6%
Interesting websites	1 3%	-	-	-	1 3%	-	-	25%	-	1 6%	-	-	-	1 5%	-	-	-	1 7%	-	1 5%	-	1 6%
Other site appeal mentions	2 6%	-	-	-	2 6%	-	2 7%	-	-	-	20%	-	-	-	20%	-	1 6%	1 7%	1 6%	2 10%	-	2 12%
PERFORMANCE (NET)	4 13%	-	-	-	4 13%	-	2 7%	2 50%	-	2 12%	2 20%	-	-	2 10%	2 20%	-	2 11%	2 14%	3 19%	2 10%	2 13%	2 12%
Reliable	3 9%	-	-	-	3 9%	-	1 4%	20%	-	1 6%	20%	-	-	1 5%	20%	-	2 11%	1 7%	2 13%	1 5%	2 13%	1 6%
Fast/Good speed	1 3%	-	-	-	1 3%	-	1 4%	-	-	1 6%	-	-	-	1 5%	-	-	-	1 7%	1 6%	1 5%	-	1 6%
Worked/Effective	1 3%	-	-	-	1 3%	-	1 4%	-	-	1 6%	-	-	-	1 5%	-	-	-	1 7%	1 6%	1 5%	-	1 6%
FUNCTIONALITY (NET)	3 9%	-	-	-	3 9%	-	2 7%	1 25%	-	-	30%	-	-	-	30%	-	2 11%	1 7%	1 6%	2 10%	2 13%	1 6%
Accessible/Easy to access/find	1 3%	-	-	-	1 3%	-	-	25%	-	-	10%	-	-	-	10%	-	1 6%	-	1 6%	-	-	1 6%
Easy to use/navigate	1 3%	-	-	-	1 3%	-	1 4%	-	-	-	10%	-	-	-	10%	-	1 6%	-	-	1 5%	1 7%	-
Practical/Useful/Helpful	1 3%	-	-	-	1 3%	-	1 4%	-	-	-	10%	-	-	-	10%	-	-	1 7%	-	1 5%	1 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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_21. What made your experience with .eg very positive?

21. .eg

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	32*	-**	-**	-**	32*	-**	28**	4**	4**	17**	10**	1**	-**	21**	10**	1**	18**	14**	16**	21**	15**	17**
CONTENT (NET)	3 9%	-	-	-	3 9%	-	2 7%	1 25%	-	2 12%	1 10%	-	-	2 10%	1 10%	-	1 6%	2 14%	-	3 14%	2 13%	1 6%
INFORMATION (SUB-NET)	2 6%	-	-	-	2 6%	-	2 7%	-	-	1 6%	1 10%	-	-	1 5%	1 10%	-	1 6%	1 7%	-	2 10%	2 13%	-
Good/Helpful information	1 3%	-	-	-	1 3%	-	1 4%	-	-	1 6%	-	-	-	1 5%	-	-	-	1 7%	-	1 5%	1 7%	-
Other information mentions	1 3%	-	-	-	1 3%	-	1 4%	-	-	-	1 10%	-	-	-	1 10%	-	1 6%	-	-	1 5%	1 7%	-
MISCELLANEOUS CONTENT (SUB-NET)	1 3%	-	-	-	1 3%	-	-	1 25%	-	1 6%	-	-	-	1 5%	-	-	-	1 7%	-	1 5%	-	1 6%
News related websites (All news mentions, i.e. balance, up to date news, etc...)	1 3%	-	-	-	1 3%	-	-	1 25%	-	1 6%	-	-	-	1 5%	-	-	-	1 7%	-	1 5%	-	1 6%
MISCELLANEOUS (NET)	2 6%	-	-	-	2 6%	-	2 7%	-	-	1 6%	1 10%	-	-	1 5%	1 10%	-	1 6%	1 7%	1 6%	1 5%	2 13%	-
Meets my expectations/needs/Always find what I need/want	1 3%	-	-	-	1 3%	-	1 4%	-	-	1 6%	-	-	-	1 5%	-	-	1 6%	-	1 6%	-	1 7%	-
Negative experience mentions	1 3%	-	-	-	1 3%	-	1 4%	-	-	-	1 10%	-	-	-	1 10%	-	-	1 7%	-	1 5%	1 7%	-
SECURITY (NET)	1 3%	-	-	-	1 3%	-	1 4%	-	-	-	1 10%	-	-	-	1 10%	-	1 6%	-	1 6%	1 5%	-	1 6%
Other security mentions	1 3%	-	-	-	1 3%	-	1 4%	-	-	-	1 10%	-	-	-	1 10%	-	1 6%	-	1 6%	1 5%	-	1 6%
Don't know	1 3%	-	-	-	1 3%	-	1 4%	-	-	1 6%	-	-	-	1 5%	-	-	1 6%	-	-	1 5%	1 7%	-
Declined to answer	1 3%	-	-	-	1 3%	-	1 4%	-	-	-	-	1 100%	-	-	-	1 100%	1 6%	-	1 6%	-	1 7%	-
Sigma	56 175%	-	-	-	56 175%	-	42 150%	14 350%	5 125%	25 147%	25 250%	1 100%	-	30 143%	25 250%	1 100%	37 206%	19 136%	32 200%	35 167%	26 173%	30 176%

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



Q740\_22. What made your experience with .co very positive?

28 Aug 2015  
Table 246

Base: Very Positive Experience With Websites With Domain Name Extensions

22. .co

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	79*	-**	79*	-**	-**	-**	56*	23**	7**	22**	42*	4**	4**	29**	42*	8**	62*	17**	39*	73*	39*	40*
USAGE (NET)	35 44%	-	35 44%	-	-	-	26 46%	9 39%	2 29%	10 45%	19 45%	3 75%	1 25%	12 41%	19 45%	4 50%	25 40%	10 59%	18 46%	31 42%	17 44%	18 45%
COUNTRIES (SUB-NET)	26 33%	-	26 33%	-	-	-	17 30%	9 39%	2 29%	7 32%	15 36%	2 50%	-	9 31%	15 36%	2 25%	17 27%	9 53%	12 31%	24 33%	12 31%	14 35%
Country specific (Unspec.)	5 6%	-	5 6%	-	-	-	5 9%	-	1 14%	2 9%	2 5%	-	-	3 10%	2 5%	-	4 6%	1 6%	1 3%	5 7%	2 5%	3 8%
It's my country's extension	5 6%	-	5 6%	-	-	-	3 5%	2 9%	1 14%	-	3 7%	1 25%	-	1 3%	3 7%	1 13%	2 3%	3 18%	2 5%	4 5%	2 5%	3 8%
International/Used worldwide/Global	1 1%	-	1 1%	-	-	-	1 2%	-	-	-	1 2%	-	-	-	1 2%	-	-	1 6%	-	1 1%	1 3%	-
Other countries mentions	15 19%	-	15 19%	-	-	-	8 14%	7 30%	-	5 23%	9 21%	1 25%	-	5 17%	9 21%	1 13%	11 18%	4 24%	9 23%	14 19%	7 18%	8 20%
BUSINESSES/ORGANIZATIONS (SUB-NET)	7 9%	-	7 9%	-	-	-	6 11%	1 4%	-	2 9%	5 12%	-	-	2 7%	5 12%	-	5 8%	2 12%	3 8%	6 8%	4 10%	3 8%
Business/Work website usage	4 5%	-	4 5%	-	-	-	3 5%	1 4%	-	2 9%	2 5%	-	-	2 7%	2 5%	-	4 6%	-	3 8%	3 4%	3 8%	1 3%
Specific to a company/good/large companies	2 3%	-	2 3%	-	-	-	2 4%	-	-	-	2 5%	-	-	-	2 5%	-	-	2 12%	-	2 3%	1 3%	1 3%
Commercial websites	1 1%	-	1 1%	-	-	-	1 2%	-	-	-	1 2%	-	-	-	1 2%	-	1 2%	-	-	1 1%	-	1 3%
MISCELLANEOUS USAGE (SUB-NET)	6 8%	-	6 8%	-	-	-	5 9%	1 4%	-	1 5%	3 7%	1 25%	1 25%	1 3%	3 7%	2 25%	5 8%	1 6%	4 10%	5 7%	3 8%	3 8%
Allows for searching/browsing	2 3%	-	2 3%	-	-	-	2 4%	-	-	-	1 2%	-	1 25%	-	1 2%	1 13%	2 3%	-	1 3%	2 3%	1 3%	1 3%
Email usage	1 1%	-	1 1%	-	-	-	1 2%	-	-	-	-	1 25%	-	-	-	1 13%	1 2%	-	-	1 1%	-	1 3%
Personal usage site	1 1%	-	1 1%	-	-	-	-	1 4%	-	-	1 2%	-	-	-	1 2%	-	1 2%	-	1 3%	1 1%	1 3%	-
Other miscellaneous usage mentions	2 3%	-	2 3%	-	-	-	2 4%	-	-	1 5%	1 2%	-	-	1 3%	1 2%	-	1 2%	1 6%	2 5%	1 1%	1 3%	1 3%
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	3 4%	-	3 4%	-	-	-	2 4%	1 4%	-	1 5%	2 5%	-	-	1 3%	2 5%	-	2 3%	1 6%	2 5%	2 3%	3 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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_22. What made your experience with .co very positive?

22. .co

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	79*	-**	79*	-**	-**	-**	56*	23**	7**	22**	42*	4**	4**	29**	42*	8**	62*	17**	39*	73*	39*	40*
Always use it/The one I use most/frequently	3 4%	-	3 4%	-	-	-	2 4%	1 4%	-	1 5%	2 5%	-	-	1 3%	2 5%	-	2 3%	1 6%	2 5%	2 3%	3 8%	-
Familiar with website/Have visited/used before/in the past	1 1%	-	1 1%	-	-	-	-	1 4%	-	1 5%	-	-	-	1 3%	-	-	-	1 6%	1 3%	-	1 3%	-
BRAND/QUALITY (NET)	15 19%	-	15 19%	-	-	-	10 18%	5 22%	-	4 18%	8 19%	1 25%	2 50%	4 14%	8 19%	3 38%	10 16%	5 29%	8 21%	13 18%	5 13%	10 25%
Well known/Popular/Most commonly used domain	7 9%	-	7 9%	-	-	-	5 9%	2 9%	-	1 5%	4 10%	1 25%	1 25%	1 3%	4 10%	2 25%	4 6%	3 18%	4 10%	5 7%	3 8%	4 10%
Honest/trustworthy	5 6%	-	5 6%	-	-	-	2 4%	3 13%	-	1 5%	3 7%	-	1 25%	1 3%	3 7%	1 13%	4 6%	1 6%	4 10%	5 7%	1 3%	4 10%
Reputable	1 1%	-	1 1%	-	-	-	1 2%	-	-	1 5%	-	-	-	1 3%	-	-	1 2%	-	-	1 1%	1 3%	-
It's a legitimate/credible site/domain	1 1%	-	1 1%	-	-	-	1 2%	-	-	1 5%	-	-	-	1 3%	-	-	1 2%	-	-	1 1%	-	1 3%
Other brand/quality mentions	1 1%	-	1 1%	-	-	-	1 2%	-	-	-	1 2%	-	-	-	1 2%	-	-	1 6%	-	1 1%	-	1 3%
SITE APPEAL (NET)	10 13%	-	10 13%	-	-	-	8 14%	2 9%	-	2 9%	7 17%	1 25%	-	2 7%	7 17%	1 13%	8 13%	2 12%	4 10%	9 12%	5 13%	5 13%
It's memorable/Easy to remember	4 5%	-	4 5%	-	-	-	3 5%	1 4%	-	-	4 10%	-	-	-	4 10%	-	3 5%	1 6%	1 3%	4 5%	2 5%	2 5%
Everything/Good/Like site	3 4%	-	3 4%	-	-	-	3 5%	-	-	1 5%	1 2%	1 25%	-	1 3%	1 2%	1 13%	3 5%	-	2 5%	2 3%	1 3%	2 5%
It indicates seriousness/that it's important	1 1%	-	1 1%	-	-	-	1 2%	-	-	-	1 2%	-	-	-	1 2%	-	-	1 6%	-	1 1%	1 3%	-
Other site appeal mentions	3 4%	-	3 4%	-	-	-	2 4%	1 4%	-	1 5%	2 5%	-	-	1 3%	2 5%	-	3 5%	-	2 5%	3 4%	2 5%	1 3%
PERFORMANCE (NET)	9 11%	-	9 11%	-	-	-	7 13%	2 9%	3 43%	2 9%	4 10%	-	-	5 17%	4 10%	-	9 15%	-	4 10%	9 12%	4 10%	5 13%
Reliable	5 6%	-	5 6%	-	-	-	4 7%	1 4%	2 29%	2 9%	1 2%	-	-	4 14%	1 2%	-	5 8%	-	2 5%	5 7%	2 5%	3 8%
No problems/Good experience with website	3 4%	-	3 4%	-	-	-	2 4%	1 4%	1 14%	-	2 5%	-	-	1 3%	2 5%	-	3 5%	-	2 5%	3 4%	1 3%	2 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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_22. What made your experience with .co very positive?

28 Aug 2015  
Table 246

Base: Very Positive Experience With Websites With Domain Name Extensions

22. .co

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	79*	**	79*	**	**	**	56*	23**	7**	22**	42*	4**	4**	29**	42*	8**	62*	17**	39*	73*	39*	40*
Fast/Good speed	2 3%	-	2 3%	-	-	-	2 4%	-	-	-	2 5%	-	-	-	2 5%	-	2 3%	-	-	2 3%	2 5%	-
CONTENT (NET)	9 11%	-	9 11%	-	-	-	5 9%	4 17%	2 29%	4 18%	3 7%	-	-	6 21%	3 7%	-	5 8%	4 24%	4 10%	9 12%	3 8%	6 15%
INFORMATION (SUB-NET)	7 9%	-	7 9%	-	-	-	3 5%	4 17%	2 29%	3 14%	2 5%	-	-	5 17%	2 5%	-	4 6%	3 18%	4 10%	7 10%	3 8%	4 10%
Good/Helpful information	4 5%	-	4 5%	-	-	-	3 5%	1 4%	2 29%	1 5%	1 2%	-	-	3 10%	1 2%	-	2 3%	2 12%	2 5%	4 5%	1 3%	3 8%
Accurate/Authentic information	2 3%	-	2 3%	-	-	-	1 2%	4 17%	-	1 5%	1 2%	-	-	1 3%	2 5%	-	2 3%	-	1 3%	2 3%	-	2 5%
Information/Informative	1 1%	-	1 1%	-	-	-	-	1 4%	-	-	1 2%	-	-	-	1 2%	-	1 2%	-	1 3%	1 1%	1 3%	-
Other information mentions	1 1%	-	1 1%	-	-	-	-	4 17%	-	1 5%	-	-	-	1 3%	-	-	-	1 6%	1 3%	1 1%	1 3%	-
MISCELLANEOUS CONTENT (SUB-NET)	2 3%	-	2 3%	-	-	-	2 4%	-	-	1 5%	1 2%	-	-	1 3%	1 2%	-	1 2%	1 6%	-	2 3%	-	2 5%
Good/Like the content	1 1%	-	1 1%	-	-	-	1 2%	-	-	1 5%	-	-	-	1 3%	-	-	1 2%	-	-	1 1%	-	1 3%
News related websites (All news mentions, i.e. balance, up to date news, etc...)	1 1%	-	1 1%	-	-	-	1 2%	-	-	-	1 2%	-	-	-	1 2%	-	-	1 6%	-	1 1%	-	1 3%
FUNCTIONALITY (NET)	9 11%	-	9 11%	-	-	-	5 9%	4 17%	-	1 5%	7 17%	-	1 25%	1 3%	7 17%	1 13%	7 11%	2 12%	5 13%	9 12%	8 21% V	1 3%
Easy to use/navigate	4 5%	-	4 5%	-	-	-	1 2%	3 13%	-	1 5%	3 7%	-	-	1 3%	3 7%	-	3 5%	1 6%	1 3%	4 5%	4 10% V	-
Accessible/Easy to access/find	2 3%	-	2 3%	-	-	-	2 4%	-	-	-	1 2%	-	1 25%	-	1 2%	1 13%	1 2%	1 6%	1 3%	2 3%	1 3%	1 3%
Easy/Simple to purchase	2 3%	-	2 3%	-	-	-	2 4%	-	-	-	2 5%	-	-	-	2 5%	-	2 3%	-	2 5%	2 3%	2 5%	-
Other functionality mentions	1 1%	-	1 1%	-	-	-	-	4 17%	-	-	1 2%	-	-	-	1 2%	-	1 2%	-	1 3%	1 1%	1 3%	-
SECURITY (NET)	5 6%	-	5 6%	-	-	-	4 7%	1 4%	1 14%	-	2 5%	1 25%	1 25%	1 3%	2 5%	2 25%	4 6%	1 6%	1 3%	5 7%	1 3%	4 10%

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

Q740\_22. What made your experience with .co very positive?

28 Aug 2015  
Table 246

22. .co

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	79*	-**	79*	-**	-**	-**	56*	23**	7**	22**	42*	4**	4**	29**	42*	8**	62*	17**	39*	73*	39*	40*
Safe/Good security	5 6%	-	5 6%	-	-	-	4 7%	1 4%	1 14%	-	2 5%	1 25%	1 25%	1 3%	2 5%	2 25%	4 6%	1 6%	1 3%	5 7%	1 3%	4 10%
MISCELLANEOUS (NET)	5 6%	-	5 6%	-	-	-	4 7%	1 4%	-	1 5%	4 10%	-	-	1 3%	4 10%	-	4 6%	1 6%	4 10%	5 7%	3 8%	2 5%
Negative experience mentions	2 3%	-	2 3%	-	-	-	2 4%	-	-	1 5%	1 2%	-	-	1 3%	1 2%	-	2 3%	-	1 3%	2 3%	2 5%	-
Alternative to .com	2 3%	-	2 3%	-	-	-	2 4%	-	-	-	2 5%	-	-	-	2 5%	-	2 3%	-	2 5%	2 3%	1 3%	1 3%
Meets my expectations/needs/Always find what I need/want	1 1%	-	1 1%	-	-	-	-	1 4%	-	-	1 2%	-	-	-	1 2%	-	-	1 6%	1 3%	1 1%	-	1 3%
Declined to answer	4 5%	-	4 5%	-	-	-	4 7%	-	-	1 5%	2 5%	-	1 25%	1 3%	2 5%	1 13%	4 6%	-	1 3%	4 5%	2 5%	2 5%
Sigma	112 142%	-	112 142%	-	-	-	80 143%	32 139%	8 114%	27 123%	65 155%	6 150%	6 150%	35 121%	65 155%	12 150%	83 134%	29 171%	55 141%	103 141%	56 144%	56 140%

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

Q740\_23. What made your experience with .ar very positive?

28 Aug 2015  
Table 247

Base: Very Positive Experience With Websites With Domain Name Extensions

23. .ar

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	45*	-**	45*	-**	-**	-**	30*	15**	3**	10**	28**	1**	3**	13**	28**	4**	32*	13**	27**	40*	18**	27**
USAGE (NET)	18 40%	-	18 40%	-	-	-	14 47%	4 27%	1 33%	3 30%	12 43%	-	2 67%	4 31%	12 43%	2 50%	11 34%	7 54%	13 48%	16 40%	9 50%	9 33%
COUNTRIES (SUB-NET)	11 24%	-	11 24%	-	-	-	8 27%	3 20%	-	2 20%	8 29%	-	1 33%	2 15%	8 29%	1 25%	9 28%	2 15%	8 30%	10 25%	5 28%	6 22%
It's my country's extension	6 13%	-	6 13%	-	-	-	5 17%	1 7%	-	2 20%	4 14%	-	-	2 15%	4 14%	-	5 16%	1 8%	4 15%	5 13%	4 22%	2 7%
Country specific (Unspec.)	1 2%	-	1 2%	-	-	-	1 3%	-	-	-	1 4%	-	-	-	1 4%	-	1 3%	-	1 4%	1 3%	1 6%	-
Other countries mentions	4 9%	-	4 9%	-	-	-	2 7%	2 13%	-	-	3 11%	-	1 33%	-	3 11%	1 25%	3 9%	1 8%	3 11%	4 10%	-	4 15%
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	4 9%	-	4 9%	-	-	-	4 13%	-	1 33%	1 10%	2 7%	-	-	2 15%	2 7%	-	1 3%	3 23%	3 11%	3 8%	3 17%	1 4%
Always use it/The one I use most/frequently	4 9%	-	4 9%	-	-	-	4 13%	-	1 33%	1 10%	2 7%	-	-	2 15%	2 7%	-	1 3%	3 23%	3 11%	3 8%	3 17%	1 4%
BUSINESSES/ORGANIZATIONS (SUB-NET)	2 4%	-	2 4%	-	-	-	2 7%	-	-	-	1 4%	-	1 33%	-	1 4%	1 25%	-	2 15%	1 4%	2 5%	1 6%	1 4%
Business/Work website usage	2 4%	-	2 4%	-	-	-	2 7%	-	-	-	1 4%	-	1 33%	-	1 4%	1 25%	-	2 15%	1 4%	2 5%	1 6%	1 4%
MISCELLANEOUS USAGE (SUB-NET)	1 2%	-	1 2%	-	-	-	-	1 7%	-	-	1 4%	-	-	-	1 4%	-	1 3%	-	1 4%	1 3%	-	1 4%
Other miscellaneous usage mentions	1 2%	-	1 2%	-	-	-	-	1 7%	-	-	1 4%	-	-	-	1 4%	-	1 3%	-	1 4%	1 3%	-	1 4%
PERFORMANCE (NET)	9 20%	-	9 20%	-	-	-	4 13%	5 33%	2 67%	4 40%	3 11%	-	-	6 46%	3 11%	-	6 19%	3 23%	5 19%	9 23%	2 11%	7 26%
No problems/Good experience with website	4 9%	-	4 9%	-	-	-	2 7%	2 13%	-	3 30%	1 4%	-	-	3 23%	1 4%	-	3 9%	1 8%	1 4%	4 10%	1 6%	3 11%
Fast/Good speed	2 4%	-	2 4%	-	-	-	1 3%	1 7%	1 33%	1 10%	-	-	-	2 15%	-	-	1 3%	1 8%	1 4%	2 5%	1 6%	1 4%
Worked/Effective	2 4%	-	2 4%	-	-	-	-	2 13%	-	-	2 7%	-	-	-	2 7%	-	1 3%	1 8%	2 7%	2 5%	-	2 7%
Reliable	1 2%	-	1 2%	-	-	-	1 3%	-	1 33%	-	-	-	-	1 8%	-	-	1 3%	-	1 4%	1 3%	-	1 4%

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

Q740\_23. What made your experience with .ar very positive?

28 Aug 2015  
Table 247

Base: Very Positive Experience With Websites With Domain Name Extensions

23. .ar

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	45*	**	45*	**	**	**	30*	15**	3**	10**	28**	1**	3**	13**	28**	4**	32*	13**	27**	40*	18**	27**
FUNCTIONALITY (NET)	8 18%	-	8 18%	-	-	-	6 20%	2 13%	-	5 50%	2 7%	1 100%	-	5 38%	2 7%	1 25%	4 13%	4 31%	4 15%	7 18%	3 17%	5 19%
Accessible/Easy to access/find	2 4%	-	2 4%	-	-	-	-	2 13%	-	2 20%	-	-	-	2 15%	-	-	-	2 15%	-	2 5%	-	2 7%
Easy to use/navigate	2 4%	-	2 4%	-	-	-	1 3%	1 7%	-	1 10%	1 4%	-	-	1 8%	1 4%	-	1 3%	1 8%	1 4%	1 3%	-	2 7%
Practical/Useful/Helpful	1 2%	-	1 2%	-	-	-	1 3%	-	-	1 10%	-	-	-	1 8%	-	-	1 3%	-	-	1 3%	-	1 4%
Easy/Simple to purchase	1 2%	-	1 2%	-	-	-	1 3%	-	-	1 10%	-	-	-	1 8%	-	-	1 3%	-	1 4%	1 3%	1 6%	-
Easy to register	1 2%	-	1 2%	-	-	-	1 3%	-	-	-	1 4%	-	-	-	1 4%	-	-	1 8%	-	1 3%	1 6%	-
Other functionality mentions	2 4%	-	2 4%	-	-	-	2 7%	-	-	1 10%	-	1 100%	-	1 8%	-	1 25%	1 3%	1 8%	2 7%	2 5%	1 6%	1 4%
BRAND/QUALITY (NET)	5 11%	-	5 11%	-	-	-	2 7%	3 20%	1 33%	1 10%	3 11%	-	-	2 15%	3 11%	-	3 9%	2 15%	2 7%	3 8%	2 11%	3 11%
Well known/Popular/Most commonly used domain	4 9%	-	4 9%	-	-	-	1 3%	3 20%	1 33%	1 10%	2 7%	-	-	2 15%	2 7%	-	2 6%	2 15%	2 7%	2 5%	1 6%	3 11%
Honest/trustworthy	2 4%	-	2 4%	-	-	-	2 7%	-	1 33%	-	1 4%	-	-	1 8%	1 4%	-	1 3%	1 8%	1 4%	1 3%	2 11%	-
MISCELLANEOUS (NET)	5 11%	-	5 11%	-	-	-	3 10%	2 13%	-	-	4 14%	-	1 33%	-	4 14%	1 25%	5 16%	-	3 11%	3 8%	1 6%	4 15%
Meets my expectations/needs/Always find what I need/want	3 7%	-	3 7%	-	-	-	2 7%	1 7%	-	-	2 7%	-	1 33%	-	2 7%	1 25%	3 9%	-	2 7%	2 5%	-	3 11%
Convenient	1 2%	-	1 2%	-	-	-	-	1 7%	-	-	1 4%	-	-	-	1 4%	-	1 3%	-	1 4%	-	-	1 4%
Negative experience mentions	1 2%	-	1 2%	-	-	-	1 3%	-	-	-	1 4%	-	-	-	1 4%	-	1 3%	-	-	1 3%	1 6%	-
SECURITY (NET)	4 9%	-	4 9%	-	-	-	1 3%	3 20%	1 33%	-	3 11%	-	-	1 8%	3 11%	-	3 9%	1 8%	-	4 10%	1 6%	3 11%
Safe/Good security	3 7%	-	3 7%	-	-	-	-	3 20%	1 33%	-	2 7%	-	-	1 8%	2 7%	-	2 6%	1 8%	-	3 8%	-	3 11%

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

Q740\_23. What made your experience with .ar very positive?  
23. .ar

28 Aug 2015  
Table 247

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	45*	-**	45*	-**	-**	-**	30*	15**	3**	10**	28**	1**	3**	13**	28**	4**	32*	13**	27**	40*	18**	27**
Other security mentions	1 2%	-	1 2%	-	-	-	1 3%	-	-	-	1 4%	-	-	-	1 4%	-	1 3%	-	-	1 3%	1 6%	-
CONTENT (NET)	3 7%	-	3 7%	-	-	-	2 7%	1 7%	-	-	3 11%	-	-	-	3 11%	-	3 9%	-	2 7%	3 8%	2 11%	1 4%
INFORMATION (SUB-NET)	2 4%	-	2 4%	-	-	-	1 3%	1 7%	-	-	2 7%	-	-	-	2 7%	-	2 6%	-	1 4%	2 5%	1 6%	1 4%
Good/Helpful information	1 2%	-	1 2%	-	-	-	-	1 7%	-	-	1 4%	-	-	-	1 4%	-	1 3%	-	-	1 3%	-	1 4%
Information/Informative	1 2%	-	1 2%	-	-	-	1 3%	-	-	-	1 4%	-	-	-	1 4%	-	1 3%	-	1 4%	1 3%	1 6%	-
MISCELLANEOUS CONTENT (SUB-NET)	1 2%	-	1 2%	-	-	-	1 3%	-	-	-	1 4%	-	-	-	1 4%	-	1 3%	-	1 4%	1 3%	1 6%	-
Good/Like the content	1 2%	-	1 2%	-	-	-	1 3%	-	-	-	1 4%	-	-	-	1 4%	-	1 3%	-	1 4%	1 3%	1 6%	-
ECONOMY (NET)	2 4%	-	2 4%	-	-	-	2 7%	-	-	-	2 7%	-	-	-	2 7%	-	2 6%	-	2 7%	2 5%	-	2 7%
Reasonable/Cheap price to register/purchase	1 2%	-	1 2%	-	-	-	1 3%	-	-	-	1 4%	-	-	-	1 4%	-	1 3%	-	1 4%	1 3%	-	1 4%
Other economy mentions	1 2%	-	1 2%	-	-	-	1 3%	-	-	-	1 4%	-	-	-	1 4%	-	1 3%	-	1 4%	1 3%	-	1 4%
SITE APPEAL (NET)	2 4%	-	2 4%	-	-	-	1 3%	1 7%	-	-	2 7%	-	-	-	2 7%	-	-	2 15%	-	2 5%	1 6%	1 4%
Interesting websites	1 2%	-	1 2%	-	-	-	1 3%	-	-	-	1 4%	-	-	-	1 4%	-	-	1 8%	-	1 3%	1 6%	-
It's memorable/Easy to remember	1 2%	-	1 2%	-	-	-	-	1 7%	-	-	1 4%	-	-	-	1 4%	-	-	1 8%	-	1 3%	-	1 4%
Declined to answer	2 4%	-	2 4%	-	-	-	1 3%	1 7%	-	-	2 7%	-	-	-	2 7%	-	2 6%	-	1 4%	2 5%	2 11%	-
Sigma	60 133%	-	60 133%	-	-	-	37 123%	23 153%	6 200%	14 140%	36 129%	1 100%	3 100%	20 154%	36 129%	4 100%	39 122%	21 162%	33 122%	52 130%	24 133%	36 133%

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

Q740\_24. What made your experience with .br very positive?

24. .br

Base: Very Positive Experience With Websites With Domain Name Extensions

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	106	-**	106	-**	-**	-**	68*	38*	25**	28**	45*	7**	1**	53*	45*	8**	86*	20**	53*	91*	43*	63*
USAGE (NET)	31 29%	-	31 29%	-	-	-	25 37% H	6 16%	2 8%	9 32%	17 38%	3 43%	-	11 21%	17 38%	3 38%	25 29%	6 30%	13 25%	29 32%	12 28%	19 30%
COUNTRIES (SUB-NET)	25 24%	-	25 24%	-	-	-	19 28%	6 16%	2 8%	7 25%	13 29%	3 43%	-	9 17%	13 29%	3 38%	20 23%	5 25%	11 21%	23 25%	9 21%	16 25%
Brazilian/Portuguese based website	20 19%	-	20 19%	-	-	-	14 21%	6 16%	2 8%	6 21%	10 22%	2 29%	-	8 15%	10 22%	2 25%	15 17%	5 25%	9 17%	19 21%	7 16%	13 21%
It's my country's extension	4 4%	-	4 4%	-	-	-	4 6%	-	-	1 4%	2 4%	1 14%	-	1 2%	2 4%	1 13%	4 5%	-	2 4%	3 3%	2 5%	2 3%
International/Used worldwide/Global	1 1%	-	1 1%	-	-	-	1 1%	-	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	-	1 1%	-	1 2%
FAMILIARITY/PREVIU S USAGE (SUB-NET)	5 5%	-	5 5%	-	-	-	4 6%	1 3%	-	1 4%	3 7%	1 14%	-	1 2%	3 7%	1 13%	5 6%	-	2 4%	5 5%	3 7%	2 3%
Familiar with website/Have visited/used before/in the past	4 4%	-	4 4%	-	-	-	3 4%	1 3%	-	1 4%	2 4%	1 14%	-	1 2%	2 4%	1 13%	4 5%	-	2 4%	4 4%	2 5%	2 3%
Always use it/The one I use most/frequently	1 1%	-	1 1%	-	-	-	1 1%	-	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	-	1 1%	1 2%	-
BUSINESSES/ORGANIZ ATIONS (SUB-NET)	4 4%	-	4 4%	-	-	-	4 6%	-	-	1 4%	3 7%	-	-	1 2%	3 7%	-	3 3%	1 5%	1 2%	4 4%	2 5%	2 3%
Educational websites	2 2%	-	2 2%	-	-	-	2 3%	-	-	-	2 4%	-	-	-	2 4%	-	1 1%	1 5%	1 2%	2 2%	1 2%	1 2%
Business/Work website usage	1 1%	-	1 1%	-	-	-	1 1%	-	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	-	1 1%	-	1 2%
Specific to a company/good/large companies	1 1%	-	1 1%	-	-	-	1 1%	-	-	1 4%	-	-	-	1 2%	-	-	1 1%	-	-	1 1%	1 2%	-
BRAND/QUALITY (NET)	30 28%	-	30 28%	-	-	-	17 25%	13 34%	8 32%	8 29%	9 20%	4 57%	1 100%	16 30%	9 20%	5 63%	24 28%	6 30%	19 36%	23 25%	12 28%	18 29%
Well known/Popular/Most commonly used domain	16 15%	-	16 15%	-	-	-	9 13%	7 18%	3 12%	4 14%	6 13%	2 29%	1 100%	7 13%	6 13%	3 38%	14 16%	2 10%	11 21%	13 14%	7 16%	9 14%
Honest/trustworthy	10 9%	-	10 9%	-	-	-	4 6%	6 16%	3 12%	4 14%	2 4%	1 14%	-	7 13%	2 4%	1 13%	6 7%	4 20%	5 9%	7 8%	5 12%	5 8%
Good quality brand/product	3 3%	-	3 3%	-	-	-	2 3%	1 3%	-	1 4%	1 2%	1 14%	-	1 2%	1 2%	1 13%	3 3%	-	1 2%	3 3%	1 2%	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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q740\_24. What made your experience with .br very positive?

24. .br

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	106	**	106	**	**	**	68*	38*	25**	28**	45*	7**	1**	53*	45*	8**	86*	20**	53*	91*	43*	63*
Reputable	2 2%	-	2 2%	-	-	-	2 3%	-	1 4%	1 4%	-	-	-	2 4%	-	-	2 2%	-	1 2%	2 2%	1 2%	1 2%
It's a legitimate/credible site/domain	1 1%	-	1 1%	-	-	-	-	1 3%	1 4%	-	-	-	-	1 2%	-	-	1 1%	-	1 2%	-	-	1 2%
PERFORMANCE (NET)	22 21%	-	22 21%	-	-	-	14 21%	8 21%	7 28%	6 21%	6 13%	2 29%	1 100%	13 25%	6 13%	3 38%	18 21%	4 20%	13 25%	17 19%	8 19%	14 22%
No problems/Good experience with website	9 8%	-	9 8%	-	-	-	4 6%	5 13%	2 8%	2 7%	3 7%	2 29%	-	4 8%	3 7%	2 25%	7 8%	2 10%	6 11%	8 9%	3 7%	6 10%
Reliable	8 8%	-	8 8%	-	-	-	7 10%	1 3%	5 20%	1 4%	1 2%	-	1 100%	6 11%	1 2%	1 13%	7 8%	1 5%	5 9%	5 5%	3 7%	5 8%
Fast/Good speed	2 2%	-	2 2%	-	-	-	1 1%	1 3%	-	2 7%	-	-	-	2 4%	-	-	1 1%	1 5%	-	2 2%	-	2 3%
Good results/search results	2 2%	-	2 2%	-	-	-	1 1%	1 3%	-	-	2 4%	-	-	-	2 4%	-	2 2%	-	1 2%	2 2%	2 5%	-
Worked/Effective	2 2%	-	2 2%	-	-	-	1 1%	1 3%	-	2 7%	-	-	-	2 4%	-	-	1 1%	1 5%	1 2%	1 1%	-	2 3%
FUNCTIONALITY (NET)	20 19%	-	20 19%	-	-	-	12 18%	8 21%	9 36%	4 14%	6 13%	1 14%	-	13 25%	6 13%	1 13%	16 19%	4 20%	11 21%	16 18%	10 23%	10 16%
Easy to use/navigate	11 10%	-	11 10%	-	-	-	7 10%	4 11%	5 20%	4 14%	2 4%	-	-	9 17%	2 4%	-	11 13%	-	6 11%	9 10%	7 16%	4 6%
Accessible/Easy to access/find	4 4%	-	4 4%	-	-	-	-	4 11% G	1 4%	-	3 7%	-	-	1 2%	3 7%	-	1 1%	3 15%	2 4%	2 2%	-	4 6%
Practical/Useful/Helpful	2 2%	-	2 2%	-	-	-	2 3%	-	-	-	1 2%	1 14%	-	-	1 2%	1 13%	2 2%	-	1 2%	2 2%	-	2 3%
Easy to register	2 2%	-	2 2%	-	-	-	2 3%	-	2 8%	-	-	-	-	2 4%	-	-	1 1%	1 5%	2 4%	2 2%	2 5%	-
Other functionality mentions	1 1%	-	1 1%	-	-	-	1 1%	-	1 4%	-	-	-	-	1 2%	-	-	1 1%	-	-	1 1%	1 2%	-
SITE APPEAL (NET)	7 7%	-	7 7%	-	-	-	2 3%	5 13% G	1 4%	1 4%	4 9%	1 14%	-	2 4%	4 9%	1 13%	5 6%	2 10%	3 6%	6 7%	3 7%	4 6%
Everything/Good/Like site	3 3%	-	3 3%	-	-	-	1 1%	2 5%	1 4%	-	1 2%	1 14%	-	1 2%	1 2%	1 13%	1 1%	2 10%	1 2%	3 3%	2 5%	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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_24. What made your experience with .br very positive?

28 Aug 2015  
Table 248

Base: Very Positive Experience With Websites With Domain Name Extensions

24. .br

	Demographics																Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	Region					Gender		Age					Age			Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+						
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	106	**	106	**	**	**	68*	38*	25**	28**	45*	7**	1**	53*	45*	8**	86*	20**	53*	91*	43*	63*
It's memorable/Easy to remember	2 2%	-	2 2%	-	-	-	-	2 5%	-	-	2 4%	-	-	-	2 4%	-	2 2%	-	1 2%	1 1%	1 2%	1 2%
It indicates seriousness/that it's important	1 1%	-	1 1%	-	-	-	1 1%	-	-	1 4%	-	-	-	1 2%	-	-	1 1%	-	1 2%	1 1%	-	1 2%
Descriptive/Indicates what it stands for	1 1%	-	1 1%	-	-	-	-	1 3%	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	-	1 1%	-	1 2%
SECURITY (NET)	6 6%	-	6 6%	-	-	-	2 3%	4 11%	1 4%	3 11%	2 4%	-	-	4 8%	2 4%	-	5 6%	1 5%	3 6%	6 7%	3 7%	3 5%
Safe/Good security	6 6%	-	6 6%	-	-	-	2 3%	4 11%	1 4%	3 11%	2 4%	-	-	4 8%	2 4%	-	5 6%	1 5%	3 6%	6 7%	3 7%	3 5%
CONTENT (NET)	3 3%	-	3 3%	-	-	-	2 3%	1 3%	1 4%	-	2 4%	-	-	1 2%	2 4%	-	3 3%	-	1 2%	3 3%	1 2%	2 3%
INFORMATION (SUB-NET)	3 3%	-	3 3%	-	-	-	2 3%	1 3%	1 4%	-	2 4%	-	-	1 2%	2 4%	-	3 3%	-	1 2%	3 3%	1 2%	2 3%
Accurate/Authentic information	1 1%	-	1 1%	-	-	-	1 1%	-	1 4%	-	-	-	-	1 2%	-	-	1 1%	-	1 2%	1 1%	-	1 2%
Comprehensive/Can search all information in one place	1 1%	-	1 1%	-	-	-	-	1 3%	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	-	1 1%	-	1 2%
Information/Informative	1 1%	-	1 1%	-	-	-	1 1%	-	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	-	1 1%	1 2%	-
MISCELLANEOUS (NET)	3 3%	-	3 3%	-	-	-	3 4%	-	2 8%	-	1 2%	-	-	2 4%	1 2%	-	3 3%	-	-	3 3%	1 2%	2 3%
Meets my expectations/needs/Always find what I need/want	1 1%	-	1 1%	-	-	-	1 1%	-	1 4%	-	-	-	-	1 2%	-	-	1 1%	-	-	1 1%	-	1 2%
Positive/Just was	1 1%	-	1 1%	-	-	-	1 1%	-	1 4%	-	-	-	-	1 2%	-	-	1 1%	-	-	1 1%	1 2%	-
Other mentions	1 1%	-	1 1%	-	-	-	1 1%	-	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	-	1 1%	-	1 2%
ECONOMY (NET)	1 1%	-	1 1%	-	-	-	1 1%	-	1 4%	-	-	-	-	1 2%	-	-	1 1%	-	1 2%	1 1%	1 2%	-
Reasonable/Cheap price to register/purchase	1 1%	-	1 1%	-	-	-	1 1%	-	1 4%	-	-	-	-	1 2%	-	-	1 1%	-	1 2%	1 1%	1 2%	-

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

Q740\_24. What made your experience with .br very positive?

28 Aug 2015  
Table 248

Base: Very Positive Experience With Websites With Domain Name Extensions

24. .br

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	106	**	106	**	**	**	68*	38*	25**	28**	45*	7**	1**	53*	45*	8**	86*	20**	53*	91*	43*	63*
SERVICE (NET)	1%	-	1%	-	-	-	1%	-	-	4%	-	-	-	12%	-	-	1%	-	-	1%	2%	-
Good service/customer service/support	1%	-	1%	-	-	-	1%	-	-	4%	-	-	-	12%	-	-	1%	-	-	1%	2%	-
None	22%	-	2%	-	-	-	23%	-	-	-	12%	14%	-	-	12%	13%	22%	-	24%	22%	12%	12%
Don't know	1%	-	1%	-	-	-	1%	-	-	4%	-	-	-	12%	-	-	1%	-	-	1%	2%	-
Declined to answer	33%	-	3%	-	-	-	34%	-	-	-	37%	-	-	-	37%	-	33%	-	36%	33%	25%	12%
Sigma	136128%	-	136128%	-	-	-	87128%	49129%	32128%	36129%	53118%	13186%	2200%	68128%	53118%	15188%	112130%	24120%	70132%	117129%	60140%	76121%

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

Q740\_25. What made your experience with .it very positive?  
25. .it

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	25**	**	**	25**	**	**	17**	8**	3**	7**	12**	2**	1**	10**	12**	3**	18**	7**	15**	22**	18**	7**
PERFORMANCE (NET)	6 24%	-	-	6 24%	-	-	5 29%	13%	-	3 43%	1 8%	2 100%	-	3 30%	1 8%	2 67%	4 22%	2 29%	5 33%	5 23%	5 28%	1 14%
No problems/Good experience with website	5 20%	-	-	5 20%	-	-	4 24%	13%	-	2 29%	1 8%	2 100%	-	2 20%	1 8%	2 67%	3 17%	2 29%	4 27%	4 18%	4 22%	1 14%
Reliable	1 4%	-	-	1 4%	-	-	1 6%	-	-	1 14%	-	-	-	1 10%	-	-	1 6%	-	1 7%	1 5%	1 6%	-
USAGE (NET)	6 24%	-	-	6 24%	-	-	4 24%	2 25%	2 67%	1 14%	3 25%	-	-	3 30%	3 25%	-	4 22%	2 29%	3 20%	6 27%	5 28%	1 14%
COUNTRIES (SUB-NET)	5 20%	-	-	5 20%	-	-	4 24%	13%	33%	1 14%	3 25%	-	-	2 20%	3 25%	-	4 22%	1 14%	2 13%	5 23%	4 22%	1 14%
It's my country's extension	2 8%	-	-	2 8%	-	-	1 6%	13%	-	-	2 17%	-	-	-	2 17%	-	1 6%	1 14%	-	2 9%	2 11%	-
Other countries mentions	3 12%	-	-	3 12%	-	-	3 18%	-	33%	1 14%	1 8%	-	-	2 20%	1 8%	-	3 17%	-	2 13%	3 14%	2 11%	1 14%
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	1 4%	-	-	1 4%	-	-	-	13%	33%	-	-	-	-	1 10%	-	-	-	1 14%	1 7%	1 5%	1 6%	-
Always use it/The one I use most/frequently	1 4%	-	-	1 4%	-	-	-	13%	33%	-	-	-	-	1 10%	-	-	-	1 14%	1 7%	1 5%	1 6%	-
SITE APPEAL (NET)	4 16%	-	-	4 16%	-	-	2 12%	2 25%	33%	1 14%	2 17%	-	-	2 20%	2 17%	-	1 6%	3 43%	2 13%	3 14%	3 17%	1 14%
Everything/Good/Like site	3 12%	-	-	3 12%	-	-	1 6%	2 25%	33%	-	2 17%	-	-	1 10%	2 17%	-	1 6%	2 29%	1 7%	3 14%	2 11%	1 14%
Other site appeal mentions	1 4%	-	-	1 4%	-	-	1 6%	-	-	1 14%	-	-	-	1 10%	-	-	-	1 14%	1 7%	-	1 6%	-
BRAND/QUALITY (NET)	4 16%	-	-	4 16%	-	-	2 12%	2 25%	33%	-	3 25%	-	-	1 10%	3 25%	-	3 17%	1 14%	2 13%	3 14%	1 6%	3 43%
Well known/Popular/Most commonly used domain	3 12%	-	-	3 12%	-	-	2 12%	13%	33%	-	2 17%	-	-	1 10%	2 17%	-	2 11%	1 14%	1 7%	3 14%	1 6%	2 29%
Honest/trustworthy	1 4%	-	-	1 4%	-	-	-	13%	-	-	1 8%	-	-	-	1 8%	-	1 6%	-	1 7%	-	-	1 14%
FUNCTIONALITY (NET)	3 12%	-	-	3 12%	-	-	3 18%	-	33%	1 14%	-	50%	-	2 20%	-	33%	1 6%	2 29%	2 13%	2 9%	2 11%	1 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  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q740\_25. What made your experience with .it very positive?

28 Aug 2015  
Table 249

Base: Very Positive Experience With Websites With Domain Name Extensions

25. .it

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	25**	**-	**-	25**	**-	**-	17**	8**	3**	7**	12**	2**	1**	10**	12**	3**	18**	7**	15**	22**	18**	7**
Easy to use/navigate	2 8%	-	-	2 8%	-	-	2 12%	-	33%	14%	-	-	-	2 20%	-	-	1 6%	14%	7%	1 5%	1 6%	1 14%
Easy to register	1 4%	-	-	1 4%	-	-	1 6%	-	-	-	-	1 50%	-	-	-	1 33%	-	14%	1 7%	1 5%	1 6%	-
SECURITY (NET)	1 4%	-	-	1 4%	-	-	-	13%	-	-	-	-	1 100%	-	-	1 33%	1 6%	-	1 7%	1 5%	1 6%	-
Safe/Good security	1 4%	-	-	1 4%	-	-	-	13%	-	-	-	-	1 100%	-	-	1 33%	1 6%	-	1 7%	1 5%	1 6%	-
Other security mentions	1 4%	-	-	1 4%	-	-	-	13%	-	-	-	-	1 100%	-	-	1 33%	1 6%	-	1 7%	1 5%	1 6%	-
MISCELLANEOUS (NET)	1 4%	-	-	1 4%	-	-	1 6%	-	-	-	1 8%	-	-	-	1 8%	-	1 6%	-	-	1 5%	1 6%	-
Other mentions	1 4%	-	-	1 4%	-	-	1 6%	-	-	-	1 8%	-	-	-	1 8%	-	1 6%	-	-	1 5%	1 6%	-
Don't know	1 4%	-	-	1 4%	-	-	1 6%	-	-	-	1 8%	-	-	-	1 8%	-	1 6%	-	1 7%	1 5%	1 6%	-
Declined to answer	4 16%	-	-	4 16%	-	-	3 18%	1 13%	1 33%	2 29%	1 8%	-	-	3 30%	1 8%	-	4 22%	-	2 13%	4 18%	2 11%	2 29%
Sigma	31 124%	-	-	31 124%	-	-	21 124%	10 125%	6 200%	8 114%	12 100%	3 150%	2 200%	14 140%	12 100%	5 167%	21 117%	10 143%	19 127%	27 123%	22 122%	9 129%

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  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q740\_26. What made your experience with .tr very positive?

26. .tr

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	22**	**	**	22**	**	**	14**	8**	4**	8**	10**	**	**	12**	10**	**	20**	2**	11**	17**	7**	15**
USAGE (NET)	9 41%	-	-	9 41%	-	-	6 43%	3 38%	-	6 75%	3 30%	-	-	6 50%	3 30%	-	8 40%	1 50%	4 36%	7 41%	1 14%	8 53%
COUNTRIES (SUB-NET)	7 32%	-	-	7 32%	-	-	5 36%	2 25%	-	4 50%	3 30%	-	-	4 33%	3 30%	-	6 30%	1 50%	4 36%	5 29%	1 14%	6 40%
Country specific (Unspec.)	2 9%	-	-	2 9%	-	-	2 14%	-	-	2 25%	-	-	-	2 17%	-	-	2 10%	-	2 18%	-	-	2 13%
It's my country's extension	1 5%	-	-	1 5%	-	-	1 7%	-	-	-	1 10%	-	-	-	1 10%	-	1 5%	-	1 9%	1 6%	-	1 7%
Other countries mentions	4 18%	-	-	4 18%	-	-	2 14%	2 25%	-	2 25%	2 20%	-	-	2 17%	2 20%	-	3 15%	1 50%	1 9%	4 24%	1 14%	3 20%
BUSINESSES/ORGANIZATIONS (SUB-NET)	2 9%	-	-	2 9%	-	-	1 7%	1 13%	-	2 25%	-	-	-	2 17%	-	-	2 10%	-	-	2 12%	-	2 13%
Government website/extension	1 5%	-	-	1 5%	-	-	1 7%	-	-	1 13%	-	-	-	1 8%	-	-	1 5%	-	-	1 6%	-	1 7%
Specific to a company/good/large companies	1 5%	-	-	1 5%	-	-	-	1 13%	-	1 13%	-	-	-	1 8%	-	-	1 5%	-	-	1 6%	-	1 7%
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	1 5%	-	-	1 5%	-	-	-	1 13%	-	1 13%	-	-	-	1 8%	-	-	1 5%	-	-	1 6%	-	1 7%
Familiar with website/Have visited/used before/in the past	1 5%	-	-	1 5%	-	-	-	1 13%	-	1 13%	-	-	-	1 8%	-	-	1 5%	-	-	1 6%	-	1 7%
SECURITY (NET)	4 18%	-	-	4 18%	-	-	3 21%	1 13%	1 25%	-	3 30%	-	-	1 8%	3 30%	-	3 15%	1 50%	3 27%	1 6%	1 14%	3 20%
Safe/Good security	3 14%	-	-	3 14%	-	-	2 14%	1 13%	-	-	3 30%	-	-	-	3 30%	-	3 15%	-	2 18%	1 6%	1 14%	2 13%
Virus/Malware protected	1 5%	-	-	1 5%	-	-	1 7%	-	1 25%	-	-	-	-	1 8%	-	-	-	1 50%	1 9%	-	-	1 7%
FUNCTIONALITY (NET)	2 9%	-	-	2 9%	-	-	1 7%	1 13%	1 25%	-	1 10%	-	-	1 8%	1 10%	-	2 10%	-	1 9%	2 12%	2 29%	-
Easy to use/navigate	1 5%	-	-	1 5%	-	-	-	1 13%	-	-	1 10%	-	-	-	1 10%	-	1 5%	-	-	1 6%	1 14%	-
Easy/Simple to purchase	1 5%	-	-	1 5%	-	-	1 7%	-	1 25%	-	-	-	-	1 8%	-	-	1 5%	-	1 9%	1 6%	1 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  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q740\_26. What made your experience with .tr very positive?  
26. .tr

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	22**	-**	-**	22**	-**	-**	14**	8**	4**	8**	10**	-**	-**	12**	10**	-**	20**	2**	11**	17**	7**	15**
PERFORMANCE (NET)	2 9%	-	-	2 9%	-	-	-	2 25%	-	1 13%	1 10%	-	-	1 8%	1 10%	-	2 10%	-	1 9%	2 12%	-	2 13%
No problems/Good experience with website	1 5%	-	-	1 5%	-	-	-	1 13%	-	-	1 10%	-	-	-	1 10%	-	1 5%	-	-	1 6%	-	1 7%
Reliable	1 5%	-	-	1 5%	-	-	-	1 13%	-	1 13%	-	-	-	1 8%	-	-	1 5%	-	1 9%	1 6%	-	1 7%
MISCELLANEOUS (NET)	2 9%	-	-	2 9%	-	-	2 14%	-	1 25%	-	1 10%	-	-	1 8%	1 10%	-	2 10%	-	1 9%	2 12%	1 14%	1 7%
Meets my expectations/needs/Always find what I need/want	1 5%	-	-	1 5%	-	-	1 7%	-	1 25%	-	-	-	-	1 8%	-	-	1 5%	-	-	1 6%	-	1 7%
Other mentions	1 5%	-	-	1 5%	-	-	1 7%	-	-	-	1 10%	-	-	-	1 10%	-	1 5%	-	1 9%	1 6%	1 14%	-
CONTENT (NET)	1 5%	-	-	1 5%	-	-	1 7%	-	1 25%	-	-	-	-	1 8%	-	-	1 5%	-	-	1 6%	1 14%	-
INFORMATION (SUB-NET)	1 5%	-	-	1 5%	-	-	1 7%	-	1 25%	-	-	-	-	1 8%	-	-	1 5%	-	-	1 6%	1 14%	-
Comprehensive/Can search all information in one place	1 5%	-	-	1 5%	-	-	1 7%	-	1 25%	-	-	-	-	1 8%	-	-	1 5%	-	-	1 6%	1 14%	-
BRAND/QUALITY (NET)	1 5%	-	-	1 5%	-	-	1 7%	-	-	-	1 10%	-	-	-	1 10%	-	1 5%	-	-	1 6%	-	1 7%
Honest/trustworthy	1 5%	-	-	1 5%	-	-	1 7%	-	-	-	1 10%	-	-	-	1 10%	-	1 5%	-	-	1 6%	-	1 7%
Don't know	1 5%	-	-	1 5%	-	-	-	1 13%	-	1 13%	-	-	-	1 8%	-	-	1 5%	-	1 9%	1 6%	1 14%	-
Sigma	23 105%	-	-	23 105%	-	-	14 100%	9 113%	4 100%	9 113%	10 100%	-	-	13 108%	10 100%	-	21 105%	2 100%	11 100%	18 106%	7 100%	16 107%

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

Q740\_27. What made your experience with .es very positive?

28 Aug 2015  
Table 251

Base: Very Positive Experience With Websites With Domain Name Extensions

27. .es

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	11**	..	..	11**	..	..	5**	6**	1**	1**	8**	1**	..	2**	8**	1**	8**	3**	6**	8**	8**	3**
PERFORMANCE (NET)	7 64%	-	-	7 64%	-	-	2 40%	5 83%	-	1 100%	5 63%	1 100%	-	1 50%	5 63%	1 100%	5 63%	2 67%	4 67%	5 63%	5 63%	2 67%
No problems/Good experience with website	5 45%	-	-	5 45%	-	-	2 40%	3 50%	-	-	4 50%	1 100%	-	-	4 50%	1 100%	3 38%	2 67%	2 33%	3 38%	3 38%	2 67%
Reliable	1 9%	-	-	1 9%	-	-	-	1 17%	-	1 100%	-	-	-	1 50%	-	-	1 13%	-	1 17%	1 13%	1 13%	-
Worked/Effective	1 9%	-	-	1 9%	-	-	-	1 17%	-	-	1 13%	-	-	-	1 13%	-	1 13%	-	1 17%	1 13%	1 13%	-
USAGE (NET)	3 27%	-	-	3 27%	-	-	2 40%	1 17%	1 100%	-	2 25%	-	-	1 50%	2 25%	-	1 13%	2 67%	1 17%	2 25%	1 13%	2 67%
COUNTRIES (SUB-NET)	2 18%	-	-	2 18%	-	-	2 40%	-	1 100%	-	1 13%	-	-	1 50%	1 13%	-	1 13%	1 33%	1 17%	1 13%	1 13%	1 33%
It's my country's extension	1 9%	-	-	1 9%	-	-	1 20%	-	1 100%	-	-	-	-	1 50%	-	-	-	1 33%	1 17%	-	-	1 33%
Other countries mentions	1 9%	-	-	1 9%	-	-	1 20%	-	-	-	1 13%	-	-	-	1 13%	-	1 13%	-	-	1 13%	1 13%	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	1 9%	-	-	1 9%	-	-	1 20%	-	-	-	1 13%	-	-	-	1 13%	-	1 13%	-	-	1 13%	1 13%	-
Specific to a company/good/large companies	1 9%	-	-	1 9%	-	-	1 20%	-	-	-	1 13%	-	-	-	1 13%	-	1 13%	-	-	1 13%	1 13%	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	1 9%	-	-	1 9%	-	-	-	1 17%	-	-	1 13%	-	-	-	1 13%	-	-	1 33%	-	1 13%	-	1 33%
Familiar with website/Have visited/used before/in the past	1 9%	-	-	1 9%	-	-	-	1 17%	-	-	1 13%	-	-	-	1 13%	-	-	1 33%	-	1 13%	-	1 33%
FUNCTIONALITY (NET)	2 18%	-	-	2 18%	-	-	1 20%	1 17%	-	-	2 25%	-	-	-	2 25%	-	2 25%	-	1 17%	2 25%	2 25%	-
Practical/Useful/Helpful	1 9%	-	-	1 9%	-	-	-	1 17%	-	-	1 13%	-	-	-	1 13%	-	1 13%	-	-	1 13%	1 13%	-
Easy to register	1 9%	-	-	1 9%	-	-	1 20%	-	-	-	1 13%	-	-	-	1 13%	-	1 13%	-	1 17%	1 13%	1 13%	-
BRAND/QUALITY (NET)	1 9%	-	-	1 9%	-	-	1 20%	-	1 100%	-	-	-	-	1 50%	-	-	-	1 33%	1 17%	-	-	1 33%

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



Q740\_27. What made your experience with .es very positive?

28 Aug 2015  
Table 251

Base: Very Positive Experience With Websites With Domain Name Extensions

27. .es

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	11**	-**	-**	11**	-**	-**	5**	6**	1**	1**	8**	1**	-**	2**	8**	1**	8**	3**	6**	8**	8**	3**
Honest/trustworthy	1 9%	-	-	1 9%	-	-	1 20%	-	1 100%	-	-	-	-	1 50%	-	-	-	1 33%	1 17%	-	-	1 33%
SECURITY (NET)	1 9%	-	-	1 9%	-	-	-	1 17%	-	1 100%	-	-	-	1 50%	-	-	1 13%	-	1 17%	1 13%	1 13%	-
Virus/Malware protected	1 9%	-	-	1 9%	-	-	-	1 17%	-	1 100%	-	-	-	1 50%	-	-	1 13%	-	1 17%	1 13%	1 13%	-
SITE APPEAL (NET)	1 9%	-	-	1 9%	-	-	1 20%	-	1 100%	-	-	-	-	1 50%	-	-	-	1 33%	1 17%	-	-	1 33%
Other site appeal mentions	1 9%	-	-	1 9%	-	-	1 20%	-	1 100%	-	-	-	-	1 50%	-	-	-	1 33%	1 17%	-	-	1 33%
Sigma	16 145%	-	-	16 145%	-	-	8 160%	8 133%	3 300%	2 200%	10 125%	1 100%	-	5 250%	10 125%	1 100%	10 125%	6 200%	9 150%	11 138%	10 125%	6 200%

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  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q740\_28. What made your experience with .pl very positive?  
28. .pl

28 Aug 2015  
Table 252

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	26**	-**	-**	26**	-**	-**	13**	13**	6**	8**	9**	3**	-**	14**	9**	3**	19**	7**	17**	15**	7**	19**
USAGE (NET)	8 31%	-	-	8 31%	-	-	6 46%	2 15%	2 33%	2 25%	3 33%	1 33%	-	4 29%	3 33%	1 33%	8 42%	-	5 29%	6 40%	3 43%	5 26%
COUNTRIES (SUB-NET)	5 19%	-	-	5 19%	-	-	4 31%	1 8%	2 33%	1 13%	2 22%	-	-	3 21%	2 22%	-	5 26%	-	4 24%	3 20%	2 29%	3 16%
Other countries mentions	5 19%	-	-	5 19%	-	-	4 31%	1 8%	2 33%	1 13%	2 22%	-	-	3 21%	2 22%	-	5 26%	-	4 24%	3 20%	2 29%	3 16%
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	2 8%	-	-	2 8%	-	-	1 8%	1 8%	-	-	1 11%	1 33%	-	-	1 11%	1 33%	2 11%	-	-	2 13%	-	2 11%
Always use it/The one I use most/frequently	1 4%	-	-	1 4%	-	-	1 8%	-	-	-	-	1 33%	-	-	-	1 33%	1 5%	-	-	1 7%	-	1 5%
Familiar with website/Have visited/used before/in the past	1 4%	-	-	1 4%	-	-	-	1 8%	-	-	1 11%	-	-	-	1 11%	-	1 5%	-	-	1 7%	-	1 5%
MISCELLANEOUS USAGE (SUB-NET)	1 4%	-	-	1 4%	-	-	1 8%	-	-	1 13%	-	-	-	1 7%	-	-	1 5%	-	1 6%	1 7%	1 14%	-
Diversity/Multi-purpose website	1 4%	-	-	1 4%	-	-	1 8%	-	-	1 13%	-	-	-	1 7%	-	-	1 5%	-	1 6%	1 7%	1 14%	-
PERFORMANCE (NET)	7 27%	-	-	7 27%	-	-	2 15%	5 38%	3 50%	1 13%	1 11%	2 67%	-	4 29%	1 11%	2 67%	1 5%	6 86%	5 29%	3 20%	1 14%	6 32%
No problems/Good experience with website	7 27%	-	-	7 27%	-	-	2 15%	5 38%	3 50%	1 13%	1 11%	2 67%	-	4 29%	1 11%	2 67%	1 5%	6 86%	5 29%	3 20%	1 14%	6 32%
SITE APPEAL (NET)	6 23%	-	-	6 23%	-	-	1 8%	5 38%	1 17%	2 25%	2 22%	1 33%	-	3 21%	2 22%	1 33%	5 26%	1 14%	4 24%	3 20%	1 14%	5 26%
OK/Fine	5 19%	-	-	5 19%	-	-	1 8%	4 31%	1 17%	1 13%	2 22%	1 33%	-	2 14%	2 22%	1 33%	4 21%	1 14%	3 18%	3 20%	1 14%	4 21%
Everything/Good/Like site	1 4%	-	-	1 4%	-	-	-	1 8%	-	1 13%	-	-	-	1 7%	-	-	1 5%	-	1 6%	-	-	1 5%
BRAND/QUALITY (NET)	5 19%	-	-	5 19%	-	-	3 23%	2 15%	-	3 38%	2 22%	-	-	3 21%	2 22%	-	5 26%	-	4 24%	2 13%	3 43%	2 11%
Well known/Popular/Most commonly used domain	3 12%	-	-	3 12%	-	-	2 15%	1 8%	-	2 25%	1 11%	-	-	2 14%	1 11%	-	3 16%	-	2 12%	1 7%	2 29%	1 5%
Honest/trustworthy	1 4%	-	-	1 4%	-	-	1 8%	-	-	-	1 11%	-	-	-	1 11%	-	1 5%	-	1 6%	1 7%	1 14%	-

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

Q740\_28. What made your experience with .pl very positive?

28 Aug 2015  
Table 252

Base: Very Positive Experience With Websites With Domain Name Extensions

28. .pl

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	26**	-**	-**	26**	-**	-**	13**	13**	6**	8**	9**	3**	-**	14**	9**	3**	19**	7**	17**	15**	7**	19**
Other brand/quality mentions	1 4%	-	-	1 4%	-	-	-	1 8%	-	1 13%	-	-	-	1 7%	-	-	1 5%	-	1 6%	-	-	1 5%
FUNCTIONALITY (NET)	3 12%	-	-	3 12%	-	-	1 8%	2 15%	1 17%	1 13%	-	1 33%	-	2 14%	-	1 33%	2 11%	1 14%	3 18%	1 7%	-	3 16%
Easy to use/navigate	2 8%	-	-	2 8%	-	-	1 8%	1 8%	1 17%	1 13%	-	-	-	2 14%	-	-	2 11%	-	2 12%	1 7%	-	2 11%
Other functionality mentions	1 4%	-	-	1 4%	-	-	-	1 8%	-	-	-	1 33%	-	-	-	1 33%	-	1 14%	1 6%	-	-	1 5%
MISCELLANEOUS (NET)	3 12%	-	-	3 12%	-	-	3 23%	-	-	1 13%	2 22%	-	-	1 7%	2 22%	-	3 16%	-	-	3 20%	1 14%	2 11%
Positive/Just was	3 12%	-	-	3 12%	-	-	3 23%	-	-	1 13%	2 22%	-	-	1 7%	2 22%	-	3 16%	-	-	3 20%	1 14%	2 11%
SECURITY (NET)	1 4%	-	-	1 4%	-	-	1 8%	-	-	-	1 11%	-	-	-	1 11%	-	1 5%	-	1 6%	1 7%	1 14%	-
Safe/Good security	1 4%	-	-	1 4%	-	-	1 8%	-	-	-	1 11%	-	-	-	1 11%	-	1 5%	-	1 6%	1 7%	1 14%	-
CONTENT (NET)	1 4%	-	-	1 4%	-	-	-	1 8%	1 17%	-	-	-	-	1 7%	-	-	1 5%	-	1 6%	-	-	1 5%
INFORMATION (SUB-NET)	1 4%	-	-	1 4%	-	-	-	1 8%	1 17%	-	-	-	-	1 7%	-	-	1 5%	-	1 6%	-	-	1 5%
Information/Informative	1 4%	-	-	1 4%	-	-	-	1 8%	1 17%	-	-	-	-	1 7%	-	-	1 5%	-	1 6%	-	-	1 5%
Don't know	1 4%	-	-	1 4%	-	-	1 8%	-	-	1 13%	-	-	-	1 7%	-	-	1 5%	-	1 6%	-	-	1 5%
Sigma	35 135%	-	-	35 135%	-	-	18 138%	17 131%	8 133%	11 138%	11 122%	5 167%	-	19 136%	11 122%	5 167%	27 142%	8 114%	24 141%	19 127%	10 143%	25 132%

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  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q740\_29. What made your experience with .uk very positive?

28 Aug 2015  
Table 253

Base: Very Positive Experience With Websites With Domain Name Extensions

29. .uk

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	46*	-**	-**	46*	-**	-**	29**	17**	3**	7**	20**	10**	6**	10**	20**	16**	34*	12**	27**	29**	17**	29**
USAGE (NET)	16 35%	-	-	16 35%	-	-	9 31%	7 41%	1 33%	-	7 35%	4 40%	4 67%	1 10%	7 35%	8 50%	10 29%	6 50%	9 33%	11 38%	4 24%	12 41%
COUNTRIES (SUB-NET)	14 30%	-	-	14 30%	-	-	7 24%	7 41%	1 33%	-	6 30%	3 30%	4 67%	1 10%	6 30%	7 44%	8 24%	6 50%	7 26%	10 34%	4 24%	10 34%
UK based website	14 30%	-	-	14 30%	-	-	7 24%	7 41%	1 33%	-	6 30%	3 30%	4 67%	1 10%	6 30%	7 44%	8 24%	6 50%	7 26%	10 34%	4 24%	10 34%
BUSINESSES/ORGANIZATIONS (SUB-NET)	3 7%	-	-	3 7%	-	-	3 10%	-	-	-	1 5%	2 20%	-	-	1 5%	2 13%	2 6%	1 8%	2 7%	2 7%	-	3 10%
Business/Work website usage	1 2%	-	-	1 2%	-	-	1 3%	-	-	-	1 5%	-	-	-	1 5%	-	1 3%	-	1 4%	-	-	1 3%
Government website/extension	1 2%	-	-	1 2%	-	-	1 3%	-	-	-	-	1 10%	-	-	-	1 6%	1 3%	-	1 4%	1 3%	-	1 3%
Institutions websites/extensions	1 2%	-	-	1 2%	-	-	1 3%	-	-	-	1 5%	-	-	-	1 5%	-	1 3%	-	1 4%	-	-	1 3%
Specific to a company/good/large companies	1 2%	-	-	1 2%	-	-	1 3%	-	-	-	-	1 10%	-	-	-	1 6%	-	1 8%	-	1 3%	-	1 3%
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	1 2%	-	-	1 2%	-	-	1 3%	-	-	-	-	1 10%	-	-	-	1 6%	1 3%	-	1 4%	-	1 6%	-
Always use it/The one I use most/frequently	1 2%	-	-	1 2%	-	-	1 3%	-	-	-	-	1 10%	-	-	-	1 6%	1 3%	-	1 4%	-	1 6%	-
PERFORMANCE (NET)	10 22%	-	-	10 22%	-	-	7 24%	3 18%	1 33%	2 29%	4 20%	3 30%	-	3 30%	4 20%	3 19%	9 26%	1 8%	8 30%	5 17%	6 35%	4 14%
No problems/Good experience with website	7 15%	-	-	7 15%	-	-	5 17%	2 12%	-	2 29%	3 15%	2 20%	-	2 20%	3 15%	2 13%	7 21%	-	5 19%	3 10%	3 18%	4 14%
Worked/Effective	2 4%	-	-	2 4%	-	-	1 3%	1 6%	1 33%	-	1 5%	-	-	1 10%	1 5%	-	1 3%	1 8%	2 7%	1 3%	2 12%	-
Fast/Good speed	1 2%	-	-	1 2%	-	-	1 3%	-	-	-	-	1 10%	-	-	-	1 6%	1 3%	-	1 4%	1 3%	1 6%	-
BRAND/QUALITY (NET)	8 17%	-	-	8 17%	-	-	5 17%	3 18%	1 33%	2 29%	4 20%	1 10%	-	3 30%	4 20%	1 6%	7 21%	1 8%	6 22%	6 21%	3 18%	5 17%
Well known/Popular/Most commonly used domain	4 9%	-	-	4 9%	-	-	3 10%	1 6%	-	1 14%	2 10%	1 10%	-	1 10%	2 10%	1 6%	4 12%	-	3 11%	3 10%	2 12%	2 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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_29. What made your experience with .uk very positive?

29. .uk

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	46*	-**	-**	46*	-**	-**	29**	17**	3**	7**	20**	10**	6**	10**	20**	16**	34*	12**	27**	29**	17**	29**
Reputable	2 4%	-	-	2 4%	-	-	1 3%	1 6%	-	1 14%	5%	-	-	1 10%	5%	-	1 3%	1 8%	2 7%	1 3%	1 6%	1 3%
Honest/trustworthy	2 4%	-	-	2 4%	-	-	1 3%	1 6%	1 33%	-	1 5%	-	-	1 10%	5%	-	2 6%	-	1 4%	2 7%	1 6%	1 3%
It's a legitimate/credible site/domain	1 2%	-	-	1 2%	-	-	1 3%	-	-	-	1 5%	-	-	-	5%	-	1 3%	-	1 4%	1 3%	-	1 3%
SITE APPEAL (NET)	5 11%	-	-	5 11%	-	-	2 7%	3 18%	1 33%	2 29%	1 5%	-	1 17%	3 30%	1 5%	1 6%	3 9%	2 17%	-	5 17%	2 12%	3 10%
Everything/Good/Like site	3 7%	-	-	3 7%	-	-	1 3%	2 12%	-	2 29%	1 5%	-	-	2 20%	5%	-	2 6%	1 8%	-	3 10%	1 6%	2 7%
Different/Unique	1 2%	-	-	1 2%	-	-	1 3%	-	-	-	-	-	1 17%	-	-	1 6%	-	1 8%	-	1 3%	1 6%	-
It's professional	1 2%	-	-	1 2%	-	-	-	1 6%	1 33%	-	-	-	-	1 10%	-	-	1 3%	-	-	1 3%	-	1 3%
FUNCTIONALITY (NET)	5 11%	-	-	5 11%	-	-	4 14%	1 6%	-	1 14%	3 15%	1 10%	-	1 10%	3 15%	1 6%	4 12%	1 8%	4 15%	3 10%	2 12%	3 10%
Easy to register	3 7%	-	-	3 7%	-	-	2 7%	1 6%	-	-	2 10%	1 10%	-	-	2 10%	1 6%	2 6%	1 8%	3 11%	1 3%	1 6%	2 7%
Easy to use/navigate	2 4%	-	-	2 4%	-	-	2 7%	-	-	1 14%	1 5%	-	-	1 10%	1 5%	-	2 6%	-	1 4%	2 7%	1 6%	1 3%
Other functionality mentions	1 2%	-	-	1 2%	-	-	-	1 6%	-	-	1 5%	-	-	-	1 5%	-	1 3%	-	1 4%	-	-	1 3%
CONTENT (NET)	3 7%	-	-	3 7%	-	-	2 7%	1 6%	-	-	2 10%	-	1 17%	-	2 10%	1 6%	3 9%	-	2 7%	1 3%	2 12%	1 3%
INFORMATION (SUB-NET)	2 4%	-	-	2 4%	-	-	1 3%	1 6%	-	-	1 5%	-	1 17%	-	1 5%	1 6%	2 6%	-	1 4%	1 3%	1 6%	1 3%
Good/Helpful information	1 2%	-	-	1 2%	-	-	-	1 6%	-	-	1 5%	-	-	-	1 5%	-	1 3%	-	1 4%	-	-	1 3%
Information/Informative	1 2%	-	-	1 2%	-	-	1 3%	-	-	-	-	-	1 17%	-	-	1 6%	1 3%	-	-	1 3%	1 6%	-
MISCELLANEOUS CONTENT (SUB-NET)	1 2%	-	-	1 2%	-	-	1 3%	-	-	-	1 5%	-	-	-	1 5%	-	1 3%	-	1 4%	-	1 6%	-

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

Q740\_29. What made your experience with .uk very positive?

28 Aug 2015  
Table 253

Base: Very Positive Experience With Websites With Domain Name Extensions

29. .uk

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	46*	-**	-**	46*	-**	-**	29**	17**	3**	7**	20**	10**	6**	10**	20**	16**	34*	12**	27**	29**	17**	29**
Good/Like the content	1 2%	-	-	1 2%	-	-	1 3%	-	-	-	1 5%	-	-	-	1 5%	-	1 3%	-	1 4%	-	1 6%	-
ECONOMY (NET)	2 4%	-	-	2 4%	-	-	2 7%	-	-	-	2 10%	-	-	-	2 10%	-	1 3%	1 8%	2 7%	1 3%	1 6%	1 3%
Reasonable/Cheap price to register/purchase	2 4%	-	-	2 4%	-	-	2 7%	-	-	-	2 10%	-	-	-	2 10%	-	1 3%	1 8%	2 7%	1 3%	1 6%	1 3%
SECURITY (NET)	1 2%	-	-	1 2%	-	-	-	1 6%	1 33%	-	-	-	-	1 10%	-	-	-	1 8%	1 4%	-	1 6%	-
Safe/Good security	1 2%	-	-	1 2%	-	-	-	1 6%	1 33%	-	-	-	-	1 10%	-	-	-	1 8%	1 4%	-	1 6%	-
Don't know	1 2%	-	-	1 2%	-	-	1 3%	-	-	-	-	1 10%	-	-	-	1 6%	1 3%	-	-	1 3%	1 6%	-
Declined to answer	5 11%	-	-	5 11%	-	-	3 10%	2 12%	-	1 14%	2 10%	1 10%	1 17%	1 10%	2 10%	2 13%	3 9%	2 17%	2 7%	4 14%	2 12%	3 10%
Sigma	61 133%	-	-	61 133%	-	-	39 134%	22 129%	5 167%	8 114%	28 140%	13 130%	7 117%	13 130%	28 140%	20 125%	45 132%	16 133%	38 141%	39 134%	26 153%	35 121%

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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_30. What made your experience with .fr very positive?  
30. .fr

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	36*	**	**	36*	**	**	23**	13**	5**	9**	16**	4**	2**	14**	16**	6**	30*	6**	22**	24**	23**	13**
USAGE (NET)	15 42%	-	-	15 42%	-	-	12 52%	3 23%	3 60%	2 22%	7 44%	1 25%	2 100%	5 36%	7 44%	3 50%	12 40%	3 50%	11 50%	11 46%	12 52%	3 23%
COUNTRIES (SUB-NET)	13 36%	-	-	13 36%	-	-	11 48%	2 15%	3 60%	2 22%	5 31%	1 25%	2 100%	5 36%	5 31%	3 50%	10 33%	3 50%	10 45%	9 38%	10 43%	3 23%
Country specific (Unspec.)	1 3%	-	-	1 3%	-	-	-	1 8%	-	-	-	1 25%	-	-	-	1 17%	-	1 17%	-	1 4%	1 4%	-
Other countries mentions	12 33%	-	-	12 33%	-	-	11 48%	1 8%	3 60%	2 22%	5 31%	-	2 100%	5 36%	5 31%	2 33%	10 33%	2 33%	10 45%	8 33%	9 39%	3 23%
BUSINESSES/ORGANIZATIONS (SUB-NET)	2 6%	-	-	2 6%	-	-	1 4%	1 8%	-	-	2 13%	-	-	-	2 13%	-	1 3%	1 17%	1 5%	2 8%	2 9%	-
Specific to a company/good/large companies	2 6%	-	-	2 6%	-	-	1 4%	1 8%	-	-	2 13%	-	-	-	2 13%	-	1 3%	1 17%	1 5%	2 8%	2 9%	-
Organization website/extension	1 3%	-	-	1 3%	-	-	1 4%	-	-	-	1 6%	-	-	-	1 6%	-	-	1 17%	-	1 4%	1 4%	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	1 3%	-	-	1 3%	-	-	1 4%	-	-	-	1 6%	-	-	-	1 6%	-	1 3%	-	-	1 4%	1 4%	-
Always use it/The one I use most/frequently	1 3%	-	-	1 3%	-	-	1 4%	-	-	-	1 6%	-	-	-	1 6%	-	1 3%	-	-	1 4%	1 4%	-
MISCELLANEOUS USAGE (SUB-NET)	1 3%	-	-	1 3%	-	-	1 4%	-	-	-	1 6%	-	-	-	1 6%	-	1 3%	-	-	1 4%	1 4%	-
Other miscellaneous usage mentions	1 3%	-	-	1 3%	-	-	1 4%	-	-	-	1 6%	-	-	-	1 6%	-	1 3%	-	-	1 4%	1 4%	-
PERFORMANCE (NET)	5 14%	-	-	5 14%	-	-	1 4%	4 31%	1 20%	1 11%	3 19%	-	-	2 14%	3 19%	-	5 17%	-	4 18%	2 8%	2 9%	3 23%
Reliable	3 8%	-	-	3 8%	-	-	1 4%	2 15%	1 20%	1 11%	1 6%	-	-	2 14%	1 6%	-	3 10%	-	2 9%	2 8%	2 9%	1 8%
No problems/Good experience with website	2 6%	-	-	2 6%	-	-	-	2 15%	-	-	2 13%	-	-	-	2 13%	-	2 7%	-	2 9%	-	-	2 15%
FUNCTIONALITY (NET)	4 11%	-	-	4 11%	-	-	2 9%	2 15%	-	1 11%	1 6%	1 25%	1 50%	1 7%	1 6%	2 33%	3 10%	1 17%	1 5%	4 17%	3 13%	1 8%
Easy to use/navigate	2 6%	-	-	2 6%	-	-	-	2 15%	-	1 11%	-	1 25%	-	1 7%	-	1 17%	1 3%	1 17%	-	2 8%	1 4%	1 8%

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

Q740\_30. What made your experience with .fr very positive?  
30. .fr

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	36*	**	**	36*	**	**	23**	13**	5**	9**	16**	4**	2**	14**	16**	6**	30*	6**	22**	24**	23**	13**
Accessible/Easy to access/find	13%	-	-	13%	-	-	14%	-	-	-	-	-	150%	-	-	117%	13%	-	15%	14%	14%	-
Other functionality mentions	13%	-	-	13%	-	-	14%	-	-	-	16%	-	-	-	16%	-	13%	-	-	14%	14%	-
BRAND/QUALITY (NET)	38%	-	-	38%	-	-	29%	18%	240%	-	16%	-	-	214%	16%	-	310%	-	29%	28%	14%	215%
Well known/Popular/Most commonly used domain	26%	-	-	26%	-	-	29%	-	240%	-	-	-	-	214%	-	-	27%	-	15%	14%	-	215%
It's a legitimate/credible site/domain	13%	-	-	13%	-	-	-	18%	-	-	16%	-	-	-	16%	-	13%	-	15%	14%	14%	-
SECURITY (NET)	38%	-	-	38%	-	-	313%	-	-	111%	16%	125%	-	17%	16%	117%	310%	-	29%	28%	29%	18%
Safe/Good security	13%	-	-	13%	-	-	14%	-	-	111%	-	-	-	17%	-	-	13%	-	15%	14%	14%	-
Other security mentions	26%	-	-	26%	-	-	29%	-	-	-	16%	125%	-	-	16%	117%	27%	-	15%	14%	14%	18%
CONTENT (NET)	38%	-	-	38%	-	-	29%	18%	-	222%	16%	-	-	214%	16%	-	310%	-	15%	28%	29%	18%
MISCELLANEOUS CONTENT (SUB-NET)	26%	-	-	26%	-	-	29%	-	-	222%	-	-	-	214%	-	-	27%	-	-	28%	29%	-
Good/Like the content	26%	-	-	26%	-	-	29%	-	-	222%	-	-	-	214%	-	-	27%	-	-	28%	29%	-
INFORMATION (SUB-NET)	13%	-	-	13%	-	-	-	18%	-	-	16%	-	-	-	16%	-	13%	-	15%	-	-	18%
Good/Helpful information	13%	-	-	13%	-	-	-	18%	-	-	16%	-	-	-	16%	-	13%	-	15%	-	-	18%
SITE APPEAL (NET)	13%	-	-	13%	-	-	-	18%	-	-	16%	-	-	-	16%	-	13%	-	15%	-	-	18%
Other site appeal mentions	13%	-	-	13%	-	-	-	18%	-	-	16%	-	-	-	16%	-	13%	-	15%	-	-	18%
None	26%	-	-	26%	-	-	-	215%	-	111%	16%	-	-	17%	16%	-	13%	117%	15%	28%	14%	18%

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



Q740\_30. What made your experience with .fr very positive?  
30. .fr

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration rôle		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker				
																			Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	36*	-**	-**	36*	-**	-**	23**	13**	5**	9**	16**	4**	2**	14**	16**	6**	30*	6**	22**	24**	23**	13**
Declined to answer	4 11%	-	-	4 11%	-	-	3 13%	1 8%	-	1 11%	2 13%	1 25%	-	1 7%	2 13%	1 17%	3 10%	1 17%	3 14%	1 4%	2 9%	2 15%
Sigma	43 119%	-	-	43 119%	-	-	28 122%	15 115%	6 120%	9 100%	21 131%	4 100%	3 150%	15 107%	21 131%	7 117%	35 117%	8 133%	26 118%	29 121%	28 122%	15 115%

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

Q740\_31. What made your experience with .de very positive?

28 Aug 2015  
Table 255

Base: Very Positive Experience With Websites With Domain Name Extensions

31. .de

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	61*	-**	-**	61*	-**	-**	36*	25**	8**	16**	24**	10**	3**	24**	24**	13**	51*	10**	41*	36*	15**	46*
USAGE (NET)	20 33%	-	-	20 33%	-	-	12 33%	8 32%	3 38%	2 13%	10 42%	4 40%	1 33%	5 21%	10 42%	5 38%	17 33%	3 30%	14 34%	11 31%	6 40%	14 30%
COUNTRIES (SUB-NET)	13 21%	-	-	13 21%	-	-	10 28%	3 12%	3 38%	2 13%	5 21%	3 30%	-	5 21%	5 21%	3 23%	11 22%	2 20%	7 17%	9 25%	6 40%	7 15%
German based website	11 18%	-	-	11 18%	-	-	8 22%	3 12%	3 38%	2 13%	5 21%	1 10%	-	5 21%	5 21%	1 8%	9 18%	2 20%	5 12%	7 19%	5 33%	6 13%
It's my country's extension	1 2%	-	-	1 2%	-	-	1 3%	-	-	-	-	1 10%	-	-	-	1 8%	1 2%	-	1 2%	1 3%	1 7%	-
Other countries mentions	1 2%	-	-	1 2%	-	-	1 3%	-	-	-	-	1 10%	-	-	-	1 8%	1 2%	-	1 2%	1 3%	-	1 2%
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	7 11%	-	-	7 11%	-	-	2 6%	5 20%	1 13%	-	4 17%	1 10%	1 33%	1 4%	4 17%	2 15%	6 12%	1 10%	7 17%	2 6%	-	7 15%
Always use it/The one I use most/frequently	6 10%	-	-	6 10%	-	-	1 3%	5 20%	1 13%	-	3 13%	1 10%	1 33%	1 4%	3 13%	2 15%	5 10%	1 10%	6 15%	1 3%	-	6 13%
Familiar with website/Have visited/used before/in the past	1 2%	-	-	1 2%	-	-	1 3%	-	-	-	1 4%	-	-	-	1 4%	-	1 2%	-	1 2%	1 3%	-	1 2%
BUSINESSES/ORGANIZATIONS (SUB-NET)	1 2%	-	-	1 2%	-	-	1 3%	-	-	-	1 4%	-	-	-	1 4%	-	1 2%	-	1 2%	-	-	1 2%
Specific to a company/good/large companies	1 2%	-	-	1 2%	-	-	1 3%	-	-	-	1 4%	-	-	-	1 4%	-	1 2%	-	1 2%	-	-	1 2%
PERFORMANCE (NET)	19 31%	-	-	19 31%	-	-	10 28%	9 36%	4 50%	1 6%	7 29%	5 50%	2 67%	5 21%	7 29%	7 54%	15 29%	4 40%	15 37%	10 28%	6 40%	13 28%
No problems/Good experience with website	17 28%	-	-	17 28%	-	-	10 28%	7 28%	4 50%	1 6%	5 21%	5 50%	2 67%	5 21%	5 21%	7 54%	14 27%	3 30%	14 34%	9 25%	5 33%	12 26%
Fast/Good speed	2 3%	-	-	2 3%	-	-	1 3%	1 4%	-	1 6%	1 4%	-	-	1 4%	1 4%	-	1 2%	1 10%	1 2%	1 3%	-	2 4%
Reliable	1 2%	-	-	1 2%	-	-	-	1 4%	-	-	1 4%	-	-	-	1 4%	-	1 2%	-	-	1 3%	1 7%	-
BRAND/QUALITY (NET)	15 25%	-	-	15 25%	-	-	10 28%	5 20%	3 38%	8 50%	3 13%	1 10%	-	11 46%	3 13%	1 8%	11 22%	4 40%	7 17%	9 25%	1 7%	14 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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_31. What made your experience with .de very positive?

31. .de

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	61*	**	**	61*	**	**	36*	25**	8**	16**	24**	10**	3**	24**	24**	13**	51*	10**	41*	36*	15**	46*
Honest/trustworthy	7 11%	-	-	7 11%	-	-	14%	8%	25%	19%	4%	10%	-	21%	4%	8%	10%	20%	4 10%	3 8%	-	7 15%
Well known/Popular/Most commonly used domain	4 7%	-	-	4 7%	-	-	3 8%	1 4%	1 13%	1 6%	2 8%	-	-	2 8%	2 8%	-	3 6%	1 10%	2 5%	3 8%	1 7%	3 7%
Reputable	3 5%	-	-	3 5%	-	-	1 3%	2 8%	-	19%	-	-	-	3 13%	-	-	2 4%	1 10%	1 2%	2 6%	-	3 7%
Good quality brand/product	1 2%	-	-	1 2%	-	-	1 3%	-	-	1 6%	-	-	-	1 4%	-	-	1 2%	-	-	1 3%	-	1 2%
FUNCTIONALITY (NET)	6 10%	-	-	6 10%	-	-	4 11%	8%	-	13%	4 17%	-	-	2 8%	4 17%	-	6 12%	-	5 12%	2 6%	1 7%	5 11%
Easy to use/navigate	4 7%	-	-	4 7%	-	-	3 8%	1 4%	-	13%	2 8%	-	-	2 8%	2 8%	-	4 8%	-	4 10%	1 3%	1 7%	3 7%
Accessible/Easy to access/find	1 2%	-	-	1 2%	-	-	-	1 4%	-	-	1 4%	-	-	-	1 4%	-	1 2%	-	-	1 3%	-	1 2%
Other functionality mentions	1 2%	-	-	1 2%	-	-	1 3%	-	-	-	1 4%	-	-	-	1 4%	-	1 2%	-	1 2%	-	-	1 2%
SITE APPEAL (NET)	3 5%	-	-	3 5%	-	-	1 3%	2 8%	-	13%	1 4%	-	-	2 8%	1 4%	-	2 4%	1 10%	1 2%	2 6%	-	3 7%
Everything/Good/Like site	2 3%	-	-	2 3%	-	-	-	2 8%	-	13%	-	-	-	2 8%	-	-	1 2%	1 10%	1 2%	1 3%	-	2 4%
OK/Fine	1 2%	-	-	1 2%	-	-	1 3%	-	-	-	1 4%	-	-	-	1 4%	-	1 2%	-	-	1 3%	-	1 2%
SECURITY (NET)	3 5%	-	-	3 5%	-	-	1 3%	2 8%	1 13%	-	2 8%	-	-	1 4%	2 8%	-	2 4%	1 10%	3 7%	1 3%	1 7%	2 4%
Safe/Good security	2 3%	-	-	2 3%	-	-	-	2 8%	1 13%	-	1 4%	-	-	1 4%	1 4%	-	1 2%	1 10%	2 5%	1 3%	1 7%	1 2%
Virus/Malware protected	1 2%	-	-	1 2%	-	-	1 3%	-	-	-	1 4%	-	-	-	1 4%	-	1 2%	-	1 2%	-	-	1 2%
CONTENT (NET)	2 3%	-	-	2 3%	-	-	2 6%	-	-	1 6%	-	1 10%	-	1 4%	-	1 8%	1 2%	1 10%	2 5%	1 3%	-	2 4%
INFORMATION (SUB-NET)	1 2%	-	-	1 2%	-	-	1 3%	-	-	-	-	1 10%	-	-	-	1 8%	1 2%	-	1 2%	1 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 - U/V  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_31. What made your experience with .de very positive?

28 Aug 2015  
Table 255

Base: Very Positive Experience With Websites With Domain Name Extensions

31. .de

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	61*	-**	-**	61*	-**	-**	36*	25**	8**	16**	24**	10**	3**	24**	24**	13**	51*	10**	41*	36*	15**	46*
Information/Informative	1 2%	-	-	1 2%	-	-	1 3%	-	-	-	-	1 10%	-	-	-	1 8%	1 2%	-	1 2%	1 3%	-	1 2%
MISCELLANEOUS CONTENT (SUB-NET)	1 2%	-	-	1 2%	-	-	1 3%	-	-	1 6%	-	-	-	1 4%	-	-	-	1 10%	1 2%	-	-	1 2%
News related websites (All news mentions, i.e. balance, up to date news, etc...)	1 2%	-	-	1 2%	-	-	1 3%	-	-	1 6%	-	-	-	1 4%	-	-	-	1 10%	1 2%	-	-	1 2%
ECONOMY (NET)	1 2%	-	-	1 2%	-	-	1 3%	-	-	-	1 4%	-	-	-	1 4%	-	1 2%	-	1 2%	-	-	1 2%
Reasonable/Cheap price to register/purchase	1 2%	-	-	1 2%	-	-	1 3%	-	-	-	1 4%	-	-	-	1 4%	-	1 2%	-	1 2%	-	-	1 2%
MISCELLANEOUS (NET)	1 2%	-	-	1 2%	-	-	-	1 4%	1 13%	-	-	-	-	1 4%	-	-	-	1 10%	1 2%	-	-	1 2%
Meets my expectations/n eeds/Always find what I need/want	1 2%	-	-	1 2%	-	-	-	1 4%	1 13%	-	-	-	-	1 4%	-	-	-	1 10%	1 2%	-	-	1 2%
Don't know	1 2%	-	-	1 2%	-	-	1 3%	-	-	1 6%	-	-	-	1 4%	-	-	1 2%	-	1 2%	-	-	1 2%
Declined to answer	4 7%	-	-	4 7%	-	-	2 6%	2 8%	-	1 6%	3 13%	-	-	1 4%	3 13%	-	4 8%	-	3 7%	4 11%	1 7%	3 7%
Sigma	77 126%	-	-	77 126%	-	-	46 128%	31 124%	13 163%	19 119%	31 129%	11 110%	3 100%	32 133%	31 129%	14 108%	62 122%	15 150%	54 132%	41 114%	16 107%	61 133%

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

Q740\_32. What made your experience with .us very positive?

32. .us

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	55*	55*	-**	-**	-**	-**	30*	25**	1**	8**	23**	13**	10**	9**	23**	23**	49*	6**	36*	46*	32*	23**
USAGE (NET)	21 38%	21 38%	-	-	-	-	8 27%	13 52%	-	2 25%	9 39%	4 31%	6 60%	2 22%	9 39%	10 43%	16 33%	5 83%	13 36%	17 37%	11 34%	10 43%
BUSINESSES/ORGANIZATIONS (SUB-NET)	13 24%	13 24%	-	-	-	-	4 13%	9 36%	-	2 25%	4 17%	3 23%	4 40%	2 22%	4 17%	7 30%	8 16%	5 83%	8 22%	10 22%	7 22%	6 26%
Government website/extension	8 15%	8 15%	-	-	-	-	2 7%	6 24%	-	2 25%	2 9%	2 15%	2 20%	2 22%	2 9%	4 17%	6 12%	2 33%	4 11%	5 11%	3 9%	5 22%
Educational websites	3 5%	3 5%	-	-	-	-	-	3 12%	-	-	1 4%	1 8%	1 10%	-	1 4%	2 9%	2 4%	1 17%	3 8%	2 4%	2 6%	1 4%
Business/Work website usage	3 5%	3 5%	-	-	-	-	1 3%	2 8%	-	-	2 9%	-	1 10%	-	2 9%	1 4%	1 2%	2 33%	2 6%	3 7%	2 6%	1 4%
Specific to a company/good/large companies	1 2%	1 2%	-	-	-	-	1 3%	-	-	-	-	1 8%	-	-	-	1 4%	1 2%	-	1 3%	1 2%	1 3%	-
COUNTRIES (SUB-NET)	6 11%	6 11%	-	-	-	-	1 3%	5 20%	-	-	4 17%	-	2 20%	-	4 17%	2 9%	4 8%	2 33%	3 8%	6 13%	3 9%	3 13%
Other countries mentions	6 11%	6 11%	-	-	-	-	1 3%	5 20%	-	-	4 17%	-	2 20%	-	4 17%	2 9%	4 8%	2 33%	3 8%	6 13%	3 9%	3 13%
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	3 5%	3 5%	-	-	-	-	3 10%	-	-	-	1 4%	1 8%	1 10%	-	1 4%	2 9%	3 6%	-	2 6%	2 4%	1 3%	2 9%
Always use it/The one I use most/frequently	3 5%	3 5%	-	-	-	-	3 10%	-	-	-	1 4%	1 8%	1 10%	-	1 4%	2 9%	3 6%	-	2 6%	2 4%	1 3%	2 9%
MISCELLANEOUS USAGE (SUB-NET)	1 2%	1 2%	-	-	-	-	-	1 4%	-	-	1 4%	-	-	-	1 4%	-	1 2%	-	1 3%	1 2%	1 3%	-
Other miscellaneous usage mentions	1 2%	1 2%	-	-	-	-	-	1 4%	-	-	1 4%	-	-	-	1 4%	-	1 2%	-	1 3%	1 2%	1 3%	-
PERFORMANCE (NET)	9 16%	9 16%	-	-	-	-	6 20%	3 12%	-	1 13%	7 30%	-	1 10%	1 11%	7 30%	1 4%	9 18%	-	5 14%	9 20%	6 19%	3 13%
No problems/Good experience with website	8 15%	8 15%	-	-	-	-	5 17%	3 12%	-	1 13%	6 26%	-	1 10%	1 11%	6 26%	1 4%	8 16%	-	4 11%	8 17%	5 16%	3 13%
Reliable	1 2%	1 2%	-	-	-	-	1 3%	-	-	-	1 4%	-	-	-	1 4%	-	1 2%	-	1 3%	1 2%	1 3%	-
BRAND/QUALITY (NET)	7 13%	7 13%	-	-	-	-	2 7%	5 20%	-	2 25%	3 13%	1 8%	1 10%	2 22%	3 13%	2 9%	6 12%	1 17%	5 14%	5 11%	2 6%	5 22%

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

Q740\_32. What made your experience with .us very positive?

32. .us

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	55*	55*	-**	-**	-**	-**	30*	25**	1**	8**	23**	13**	10**	9**	23**	23**	49*	6**	36*	46*	32*	23**
Honest/trustworthy	5 9%	5 9%	-	-	-	-	3%	16%	-	13%	13%	-	10%	11%	13%	4%	8%	17%	11%	3%	1%	17%
Reputable	1 2%	1 2%	-	-	-	-	3%	-	-	-	-	8%	-	-	-	4%	1 2%	-	-	1 2%	1 3%	-
Well known/Popular/Most commonly used domain	1 2%	1 2%	-	-	-	-	-	4%	-	13%	-	-	-	11%	-	-	1 2%	-	1 3%	1 2%	-	1 4%
CONTENT (NET)	6 11%	6 11%	-	-	-	-	2 7%	4 16%	-	13%	2 9%	3 23%	-	11%	2 9%	3 13%	5 10%	1 17%	4 11%	6 13%	3 9%	3 13%
INFORMATION (SUB-NET)	4 7%	4 7%	-	-	-	-	1 3%	12%	-	-	2 9%	15%	-	-	2 9%	2 9%	3 6%	1 17%	3 8%	4 9%	3 9%	1 4%
Information/Informative	2 4%	2 4%	-	-	-	-	-	2 8%	-	-	2 9%	-	-	-	2 9%	-	1 2%	1 17%	2 6%	2 4%	2 6%	-
Comprehensive/Can search all information in one place	1 2%	1 2%	-	-	-	-	1 3%	-	-	-	-	1 8%	-	-	-	1 4%	1 2%	-	1 3%	1 2%	1 3%	-
Other information mentions	1 2%	1 2%	-	-	-	-	-	1 4%	-	-	-	1 8%	-	-	-	1 4%	1 2%	-	-	1 2%	-	1 4%
MISCELLANEOUS CONTENT (SUB-NET)	2 4%	2 4%	-	-	-	-	1 3%	1 4%	-	13%	-	1 8%	-	11%	-	1 4%	2 4%	-	1 3%	2 4%	-	2 9%
Good/Like the content	2 4%	2 4%	-	-	-	-	1 3%	1 4%	-	13%	-	1 8%	-	11%	-	1 4%	2 4%	-	1 3%	2 4%	-	2 9%
FUNCTIONALITY (NET)	5 9%	5 9%	-	-	-	-	3 10%	2 8%	-	13%	2 9%	1 8%	1 10%	11%	2 9%	2 9%	5 10%	-	4 11%	4 9%	4 13%	1 4%
Easy to use/navigate	3 5%	3 5%	-	-	-	-	2 7%	1 4%	-	13%	1 4%	1 8%	-	11%	1 4%	1 4%	3 6%	-	3 8%	2 4%	3 9%	-
Accessible/Easy to access/find	1 2%	1 2%	-	-	-	-	-	1 4%	-	-	-	-	10%	-	-	1 4%	1 2%	-	-	1 2%	-	1 4%
Easy/Simple to purchase	1 2%	1 2%	-	-	-	-	1 3%	-	-	-	1 4%	-	-	-	1 4%	-	1 2%	-	1 3%	1 2%	1 3%	-
No restrictions	1 2%	1 2%	-	-	-	-	1 3%	-	-	-	1 4%	-	-	-	1 4%	-	1 2%	-	1 3%	1 2%	1 3%	-
SITE APPEAL (NET)	4 7%	4 7%	-	-	-	-	13%	-	-	13%	1 4%	15%	-	11%	1 4%	2 9%	4 8%	-	3 8%	3 7%	3 9%	1 4%

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

Q740\_32. What made your experience with .us very positive?

28 Aug 2015  
Table 256

32. .us

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	55*	55*	-**	-**	-**	-**	30*	25**	1**	8**	23**	13**	10**	9**	23**	23**	49*	6**	36*	46*	32*	23**
Everything/Good/Like site	1 2%	1 2%	-	-	-	-	1 3%	-	-	-	-	1 8%	-	-	-	1 4%	1 2%	-	1 3%	1 2%	1 3%	-
It indicates seriousness/that it's important	1 2%	1 2%	-	-	-	-	1 3%	-	-	-	1 4%	-	-	-	1 4%	-	1 2%	-	1 3%	-	1 3%	-
Generic website	1 2%	1 2%	-	-	-	-	1 3%	-	-	1 13%	-	-	-	1 11%	-	-	1 2%	-	1 3%	1 2%	1 3%	-
Other site appeal mentions	1 2%	1 2%	-	-	-	-	1 3%	-	-	-	-	1 8%	-	-	-	1 4%	1 2%	-	-	1 2%	-	1 4%
MISCELLANEOUS (NET)	4 7%	4 7%	-	-	-	-	2 7%	8%	-	2 25%	-	2 15%	-	2 22%	-	2 9%	4 8%	-	2 6%	4 9%	2 6%	2 9%
Meets my expectations/needs/Always find what I need/want	2 4%	2 4%	-	-	-	-	1 3%	1 4%	-	-	-	2 15%	-	-	-	2 9%	2 4%	-	-	2 4%	1 3%	1 4%
Alternative to .com	1 2%	1 2%	-	-	-	-	-	1 4%	-	1 13%	-	-	-	1 11%	-	-	1 2%	-	1 3%	1 2%	-	1 4%
Other mentions	1 2%	1 2%	-	-	-	-	1 3%	-	-	1 13%	-	-	-	1 11%	-	-	1 2%	-	1 3%	1 2%	1 3%	-
SECURITY (NET)	2 4%	2 4%	-	-	-	-	1 3%	1 4%	-	-	1 4%	1 8%	-	-	1 4%	1 4%	2 4%	-	2 6%	1 2%	1 3%	1 4%
Virus/Malware protected	1 2%	1 2%	-	-	-	-	1 3%	-	-	-	-	1 8%	-	-	-	1 4%	1 2%	-	1 3%	1 2%	1 3%	-
Other security mentions	1 2%	1 2%	-	-	-	-	-	1 4%	-	-	1 4%	-	-	-	1 4%	-	1 2%	-	1 3%	-	-	1 4%
ECONOMY (NET)	1 2%	1 2%	-	-	-	-	-	1 4%	-	-	1 4%	-	-	-	1 4%	-	1 2%	-	1 3%	1 2%	1 3%	-
Reasonable/Cheap price to register/purchase	1 2%	1 2%	-	-	-	-	-	1 4%	-	-	1 4%	-	-	-	1 4%	-	1 2%	-	1 3%	1 2%	1 3%	-
None	3 5%	3 5%	-	-	-	-	3 10%	-	1 100%	-	1 4%	1 8%	-	1 11%	1 4%	1 4%	3 6%	-	3 8%	2 4%	2 6%	1 4%
Don't know	1 2%	1 2%	-	-	-	-	1 3%	-	-	-	1 4%	-	-	-	1 4%	-	1 2%	-	1 3%	1 2%	1 3%	-
Declined to answer	4 7%	4 7%	-	-	-	-	3 10%	1 4%	-	-	2 9%	-	2 20%	-	2 9%	2 9%	4 8%	-	4 11%	2 4%	3 9%	1 4%
Sigma	72 131%	72 131%	-	-	-	-	36 120%	36 144%	1 100%	10 125%	33 143%	16 123%	12 120%	11 122%	33 143%	28 122%	63 129%	9 150%	51 142%	59 128%	42 131%	30 130%

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

Q740\_32. What made your experience with .us very positive?  
32. .us

28 Aug 2015  
Table 256

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	55*	55*	..**	..**	..**	..**	30*	25**	1**	8**	23**	13**	10**	9**	23**	23**	49*	6**	36*	46*	32*	23**

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



Q740\_33. What made your experience with .ca very positive?

28 Aug 2015  
Table 257

Base: Very Positive Experience With Websites With Domain Name Extensions

33. .ca

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	65*	65*	-**	-**	-**	-**	37*	28**	13**	11**	23**	15**	3**	24**	23**	18**	48*	17**	44*	44*	20**	45*
USAGE (NET)	33 51%	33 51%	-	-	-	-	20 54%	13 46%	7 54%	5 45%	14 61%	5 33%	2 67%	12 50%	14 61%	7 39%	24 50%	9 53%	23 52%	22 50%	12 60%	21 47%
COUNTRIES (SUB-NET)	29 45%	29 45%	-	-	-	-	19 51%	10 36%	4 31%	5 45%	14 61%	4 27%	2 67%	9 38%	14 61%	6 33%	23 48%	6 35%	20 45%	20 45%	10 50%	19 42%
Canadian based website	28 43%	28 43%	-	-	-	-	18 49%	10 36%	4 31%	5 45%	13 57%	4 27%	2 67%	9 38%	13 57%	6 33%	22 46%	6 35%	19 43%	20 45%	10 50%	18 40%
It's my country's extension	2 3%	2 3%	-	-	-	-	1 3%	1 4%	1 8%	-	1 4%	-	-	1 4%	1 4%	-	2 4%	-	2 5%	-	-	2 4%
BUSINESSES/ORGANIZATIONS (SUB-NET)	7 11%	7 11%	-	-	-	-	4 11%	3 11%	2 15%	1 9%	2 9%	2 13%	-	3 13%	2 9%	2 11%	4 8%	3 18%	4 9%	6 14%	5 25%	2 4%
Business/Work website usage	4 6%	4 6%	-	-	-	-	2 5%	2 7%	1 8%	1 9%	1 4%	1 7%	-	2 8%	1 4%	1 6%	3 6%	1 6%	2 5%	4 9%	2 10%	2 4%
Specific to a company/good/large companies	3 5%	3 5%	-	-	-	-	2 5%	1 4%	1 8%	-	1 4%	1 7%	-	1 4%	1 4%	1 6%	1 2%	2 12%	1 2%	3 7%	2 10%	1 2%
Government website/extension	1 2%	1 2%	-	-	-	-	-	1 4%	1 8%	-	-	-	-	1 4%	-	-	-	1 6%	1 2%	-	1 5%	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	1 2%	1 2%	-	-	-	-	-	1 4%	1 8%	-	-	-	-	1 4%	-	-	1 2%	-	1 2%	-	-	1 2%
Always use it/The one I use most/frequently	1 2%	1 2%	-	-	-	-	-	1 4%	1 8%	-	-	-	-	1 4%	-	-	1 2%	-	1 2%	-	-	1 2%
MISCELLANEOUS USAGE (SUB-NET)	1 2%	1 2%	-	-	-	-	-	1 4%	-	-	1 4%	-	-	-	1 4%	-	1 2%	-	-	1 2%	1 5%	-
Other miscellaneous usage mentions	1 2%	1 2%	-	-	-	-	-	1 4%	-	-	1 4%	-	-	-	1 4%	-	1 2%	-	-	1 2%	1 5%	-
BRAND/QUALITY (NET)	13 20%	13 20%	-	-	-	-	9 24%	4 14%	1 8%	4 36%	6 26%	2 13%	-	5 21%	6 26%	2 11%	12 25%	1 6%	10 23%	7 16%	4 20%	9 20%
Honest/trustworthy	7 11%	7 11%	-	-	-	-	4 11%	3 11%	1 8%	2 18%	4 17%	-	-	3 13%	4 17%	-	7 15%	-	5 11%	4 9%	3 15%	4 9%
It's a legitimate/credible site/domain	3 5%	3 5%	-	-	-	-	2 5%	1 4%	-	1 9%	1 4%	1 7%	-	1 4%	1 4%	1 6%	3 6%	-	3 7%	-	-	3 7%
Well known/Popular/Most commonly used domain	2 3%	2 3%	-	-	-	-	2 5%	-	-	-	1 4%	1 7%	-	-	1 4%	1 6%	1 2%	1 6%	1 2%	2 5%	1 5%	1 2%

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

Q740\_33. What made your experience with .ca very positive?

28 Aug 2015  
Table 257

Base: Very Positive Experience With Websites With Domain Name Extensions

33. .ca

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	65*	65*	-**	-**	-**	-**	37*	28**	13**	11**	23**	15**	3**	24**	23**	18**	48*	17**	44*	44*	20**	45*
Reputable	1 2%	1 2%	-	-	-	-	1 3%	-	-	1 9%	-	-	-	1 4%	-	-	1 2%	-	1 2%	1 2%	-	1 2%
PERFORMANCE (NET)	13 20%	13 20%	-	-	-	-	5 14%	8 29%	4 31%	3 27%	3 13%	3 20%	-	7 29%	3 13%	3 17%	8 17%	5 29%	7 16%	9 20%	3 15%	10 22%
No problems/Good experience with website	7 11%	7 11%	-	-	-	-	3 8%	4 14%	2 15%	2 18%	2 9%	1 7%	-	4 17%	2 9%	1 6%	5 10%	2 12%	4 9%	5 11%	2 10%	5 11%
Worked/Effective	3 5%	3 5%	-	-	-	-	2 5%	1 4%	1 8%	-	1 4%	1 7%	-	1 4%	1 4%	1 6%	2 4%	1 6%	2 5%	2 5%	1 5%	2 4%
Good results/search results	2 3%	2 3%	-	-	-	-	-	2 7%	1 8%	-	-	1 7%	-	1 4%	-	1 6%	1 2%	1 6%	1 2%	1 2%	-	2 4%
Fast/Good speed	1 2%	1 2%	-	-	-	-	-	1 4%	-	1 9%	-	-	-	1 4%	-	-	-	1 6%	-	1 2%	-	1 2%
FUNCTIONALITY (NET)	8 12%	8 12%	-	-	-	-	5 14%	3 11%	2 15%	1 9%	2 9%	3 20%	-	3 13%	2 9%	3 17%	6 13%	2 12%	6 14%	5 11%	1 5%	7 16%
Easy to use/navigate	4 6%	4 6%	-	-	-	-	3 8%	1 4%	1 8%	-	1 4%	2 13%	-	1 4%	1 4%	2 11%	3 6%	1 6%	3 7%	2 5%	1 5%	3 7%
Practical/Useful/Helpful	3 5%	3 5%	-	-	-	-	1 3%	2 7%	2 15%	-	1 4%	-	-	2 8%	1 4%	-	2 4%	1 6%	3 7%	1 2%	-	3 7%
Has the latest standards/formats	1 2%	1 2%	-	-	-	-	-	1 4%	-	1 9%	-	-	-	1 4%	-	-	1 2%	-	1 2%	1 2%	-	1 2%
Easy to register	1 2%	1 2%	-	-	-	-	1 3%	-	-	-	-	1 7%	-	-	-	1 6%	-	1 6%	-	1 2%	-	1 2%
CONTENT (NET)	6 9%	6 9%	-	-	-	-	2 5%	4 14%	3 23%	1 9%	1 4%	1 7%	-	4 17%	1 4%	1 6%	6 13%	-	4 9%	3 7%	1 5%	5 11%
INFORMATION (SUB-NET)	6 9%	6 9%	-	-	-	-	2 5%	4 14%	3 23%	1 9%	1 4%	1 7%	-	4 17%	1 4%	1 6%	6 13%	-	4 9%	3 7%	1 5%	5 11%
Good/Helpful information	4 6%	4 6%	-	-	-	-	1 3%	3 11%	3 23%	1 9%	-	-	-	4 17%	-	-	4 8%	-	4 9%	1 2%	-	4 9%
Comprehensive/Can search all information in one place	1 2%	1 2%	-	-	-	-	1 3%	-	-	-	1 4%	-	-	-	1 4%	-	1 2%	-	-	1 2%	-	1 2%
Information/Informative	1 2%	1 2%	-	-	-	-	-	1 4%	-	-	-	1 7%	-	-	-	1 6%	1 2%	-	-	1 2%	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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_33. What made your experience with .ca very positive?

33. .ca

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	65*	65*	-**	-**	-**	-**	37*	28**	13**	11**	23**	15**	3**	24**	23**	18**	48*	17**	44*	44*	20**	45*
SITE APPEAL (NET)	5 8%	5 8%	-	-	-	-	3 8%	2 7%	1 8%	-	1 4%	2 13%	1 33%	1 4%	1 4%	3 17%	4 8%	1 6%	4 9%	4 9%	1 5%	4 9%
Everything/Good/Like site	1 2%	1 2%	-	-	-	-	1 3%	-	-	-	-	1 7%	-	-	-	1 6%	-	1 6%	-	1 2%	-	1 2%
It indicates seriousness/that it's important	1 2%	1 2%	-	-	-	-	1 3%	-	-	-	1 4%	-	-	-	1 4%	-	1 2%	-	1 2%	1 2%	1 5%	-
Not a lot of ads/pop ups	1 2%	1 2%	-	-	-	-	-	1 4%	1 8%	-	-	-	-	1 4%	-	-	1 2%	-	1 2%	-	-	1 2%
OK/Fine	1 2%	1 2%	-	-	-	-	-	1 4%	-	-	-	1 7%	-	-	-	1 6%	1 2%	-	1 2%	1 2%	-	1 2%
Other site appeal mentions	1 2%	1 2%	-	-	-	-	1 3%	-	-	-	-	-	1 33%	-	-	1 6%	1 2%	-	1 2%	1 2%	-	1 2%
ECONOMY (NET)	2 3%	2 3%	-	-	-	-	1 3%	1 4%	-	-	1 4%	1 7%	-	-	1 4%	1 6%	1 2%	1 6%	-	2 5%	1 5%	1 2%
Reasonable/Cheap price to register/purchase	1 2%	1 2%	-	-	-	-	1 3%	-	-	-	-	1 7%	-	-	-	1 6%	-	1 6%	-	1 2%	-	1 2%
Other economy mentions	1 2%	1 2%	-	-	-	-	-	1 4%	-	-	1 4%	-	-	-	1 4%	-	1 2%	-	-	1 2%	1 5%	-
MISCELLANEOUS (NET)	2 3%	2 3%	-	-	-	-	-	2 7%	-	2 18%	-	-	-	2 8%	-	-	-	2 12%	1 2%	1 2%	-	2 4%
Meets my expectations/needs/Always find what I need/want	2 3%	2 3%	-	-	-	-	-	2 7%	-	2 18%	-	-	-	2 8%	-	-	-	2 12%	1 2%	1 2%	-	2 4%
SECURITY (NET)	1 2%	1 2%	-	-	-	-	-	1 4%	-	1 9%	-	-	-	1 4%	-	-	1 2%	-	1 2%	-	-	1 2%
Safe/Good security	1 2%	1 2%	-	-	-	-	-	1 4%	-	1 9%	-	-	-	1 4%	-	-	1 2%	-	1 2%	-	-	1 2%
Declined to answer	3 5%	3 5%	-	-	-	-	1 3%	2 7%	1 8%	-	2 9%	-	-	1 4%	2 9%	-	3 6%	-	3 7%	2 5%	1 5%	2 4%
Sigma	94 145%	94 145%	-	-	-	-	49 132%	45 161%	22 169%	18 164%	33 143%	18 120%	3 100%	40 167%	33 143%	21 117%	71 148%	23 135%	63 143%	61 139%	28 140%	66 147%

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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_34. What made your experience with .mx very positive?

28 Aug 2015  
Table 258

34. .mx

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	56*	56*	-**	-**	-**	-**	35*	21**	7**	19**	26**	3**	1**	26**	26**	4**	45*	11**	26**	45*	23**	33*
USAGE (NET)	29 52%	29 52%	-	-	-	-	16 46%	13 62%	4 57%	16 84%	9 35%	-	-	20 77%	9 35%	-	24 53%	5 45%	12 46%	23 51%	10 43%	19 58%
COUNTRIES (SUB-NET)	23 41%	23 41%	-	-	-	-	13 37%	10 48%	3 43%	15 79%	5 19%	-	-	18 69%	5 19%	-	20 44%	3 27%	10 38%	18 40%	7 30%	16 48%
Mexico based website	12 21%	12 21%	-	-	-	-	5 14%	7 33%	-	10 53%	2 8%	-	-	10 38%	2 8%	-	10 22%	2 18%	5 19%	10 22%	3 13%	9 27%
It's my country's extension	6 11%	6 11%	-	-	-	-	3 9%	3 14%	3 43%	2 11%	1 4%	-	-	5 19%	1 4%	-	5 11%	1 9%	2 8%	4 9%	1 4%	5 15%
Country specific (Unspec.)	3 5%	3 5%	-	-	-	-	3 9%	-	-	1 5%	2 8%	-	-	1 4%	2 8%	-	3 7%	-	2 8%	2 4%	1 4%	2 6%
International/Used worldwide/Global	1 2%	1 2%	-	-	-	-	1 3%	-	-	1 5%	-	-	-	1 4%	-	-	1 2%	-	-	1 2%	1 4%	-
Other countries mentions	1 2%	1 2%	-	-	-	-	1 3%	-	-	1 5%	-	-	-	1 4%	-	-	1 2%	-	1 4%	1 2%	1 4%	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	5 9%	5 9%	-	-	-	-	2 6%	3 14%	-	2 11%	3 12%	-	-	2 8%	3 12%	-	3 7%	2 18%	2 8%	5 11%	1 4%	4 12%
Business/Work website usage	2 4%	2 4%	-	-	-	-	-	2 10%	-	1 5%	1 4%	-	-	1 4%	1 4%	-	1 2%	1 9%	-	2 4%	-	2 6%
Specific to a company/good/large companies	2 4%	2 4%	-	-	-	-	2 6%	-	-	1 5%	1 4%	-	-	1 4%	1 4%	-	2 4%	-	2 8%	2 4%	1 4%	1 3%
Government website/extension	1 2%	1 2%	-	-	-	-	-	1 5%	-	-	1 4%	-	-	-	1 4%	-	-	1 9%	-	1 2%	-	1 3%
MISCELLANEOUS USAGE (SUB-NET)	3 5%	3 5%	-	-	-	-	2 6%	1 5%	1 14%	1 5%	1 4%	-	-	2 8%	1 4%	-	2 4%	1 9%	2 8%	2 4%	1 4%	2 6%
Allows for searching/browsing	2 4%	2 4%	-	-	-	-	1 3%	1 5%	1 14%	1 5%	-	-	-	2 8%	-	-	1 2%	1 9%	1 4%	1 2%	1 4%	1 3%
Other miscellaneous usage mentions	1 2%	1 2%	-	-	-	-	1 3%	-	-	-	1 4%	-	-	-	1 4%	-	1 2%	-	1 4%	1 2%	-	1 3%
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	2 4%	2 4%	-	-	-	-	1 3%	1 5%	-	1 5%	1 4%	-	-	1 4%	1 4%	-	1 2%	1 9%	-	2 4%	2 9%	-
Familiar with website/Have visited/used before/in the past	2 4%	2 4%	-	-	-	-	1 3%	1 5%	-	1 5%	1 4%	-	-	1 4%	1 4%	-	1 2%	1 9%	-	2 4%	2 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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_34. What made your experience with .mx very positive?

34. .mx

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	56*	56*	-**	-**	-**	-**	35*	21**	7**	19**	26**	3**	1**	26**	26**	4**	45*	11**	26**	45*	23**	33*
FUNCTIONALITY (NET)	13 23%	13 23%	-	-	-	-	10 29%	3 14%	3 43%	1 5%	8 31%	1 33%	-	4 15%	8 31%	1 25%	12 27%	1 9%	8 31%	9 20%	9 39%	4 12%
Accessible/Easy to access/find	4 7%	4 7%	-	-	-	-	2 6%	2 10%	1 14%	1 5%	1 4%	1 33%	-	2 8%	1 4%	1 25%	4 9%	-	2 8%	3 7%	2 9%	2 6%
Easy to use/navigate	4 7%	4 7%	-	-	-	-	3 9%	1 5%	2 29%	-	2 8%	-	-	2 8%	2 8%	-	4 9%	-	4 15%	2 4%	3 13%	1 3%
Practical/Useful/Helpful	2 4%	2 4%	-	-	-	-	1 3%	1 5%	1 14%	-	1 4%	-	-	1 4%	1 4%	-	2 4%	-	1 4%	1 2%	1 4%	1 3%
Easy/Simple to purchase	2 4%	2 4%	-	-	-	-	2 6%	-	-	-	2 8%	-	-	-	2 8%	-	1 2%	1 9%	1 4%	2 4%	1 4%	1 3%
Other functionality mentions	3 5%	3 5%	-	-	-	-	3 9%	-	-	1 5%	2 8%	-	-	1 4%	2 8%	-	3 7%	-	2 8%	1 2%	2 9%	1 3%
PERFORMANCE (NET)	11 20%	11 20%	-	-	-	-	7 20%	4 19%	3 43%	3 16%	4 15%	-	1 100%	6 23%	4 15%	1 25%	7 16%	4 36%	4 15%	7 16%	2 9%	9 27%
No problems/Good experience with website	5 9%	5 9%	-	-	-	-	3 9%	2 10%	1 14%	3 16%	1 4%	-	-	4 15%	1 4%	-	5 11%	-	2 8%	3 7%	1 4%	4 12%
Reliable	3 5%	3 5%	-	-	-	-	2 6%	1 5%	1 14%	-	1 4%	-	1 100%	1 4%	1 4%	1 25%	1 2%	2 18%	1 4%	2 4%	1 4%	2 6%
Good results/search results	2 4%	2 4%	-	-	-	-	2 6%	-	-	-	2 8%	-	-	-	2 8%	-	1 2%	1 9%	1 4%	1 2%	-	2 6%
Fast/Good speed	1 2%	1 2%	-	-	-	-	-	1 5%	1 14%	-	-	-	-	1 4%	-	-	-	1 9%	-	1 2%	-	1 3%
BRAND/QUALITY (NET)	5 9%	5 9%	-	-	-	-	3 9%	2 10%	-	-	3 12%	2 67%	-	-	3 12%	2 50%	4 9%	1 9%	4 15%	4 9%	2 9%	3 9%
Well known/Popular/Most commonly used domain	2 4%	2 4%	-	-	-	-	2 6%	-	-	-	2 8%	-	-	-	2 8%	-	2 4%	-	2 8%	2 4%	2 9%	-
Honest/trustworthy	1 2%	1 2%	-	-	-	-	-	1 5%	-	-	-	1 33%	-	-	-	1 25%	1 2%	-	1 4%	1 2%	-	1 3%
Big/Large website	1 2%	1 2%	-	-	-	-	-	1 5%	-	-	1 4%	-	-	-	1 4%	-	-	1 9%	-	1 2%	-	1 3%
Other brand/quality mentions	1 2%	1 2%	-	-	-	-	1 3%	-	-	-	-	1 33%	-	-	-	1 25%	1 2%	-	1 4%	-	-	1 3%

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

Q740\_34. What made your experience with .mx very positive?

34. .mx

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	56*	56*	-**	-**	-**	-**	35*	21**	7**	19**	26**	3**	1**	26**	26**	4**	45*	11**	26**	45*	23**	33*
SITE APPEAL (NET)	4 7%	4 7%	-	-	-	-	3 9%	1 5%	-	2 11%	2 8%	-	-	2 8%	2 8%	-	3 7%	1 9%	1 4%	4 9%	2 9%	2 6%
Descriptive/Indicates what it stands for	2 4%	2 4%	-	-	-	-	2 6%	-	-	1 5%	1 4%	-	-	1 4%	1 4%	-	1 2%	1 9%	1 4%	2 4%	2 9%	-
New/Newer websites	1 2%	1 2%	-	-	-	-	-	1 5%	-	-	1 4%	-	-	-	1 4%	-	1 2%	-	-	1 2%	-	1 3%
Other site appeal mentions	1 2%	1 2%	-	-	-	-	1 3%	-	-	1 5%	-	-	-	1 4%	-	-	1 2%	-	-	1 2%	-	1 3%
CONTENT (NET)	4 7%	4 7%	-	-	-	-	1 3%	14%	14%	16%	-	-	-	4 15%	-	-	3 7%	1 9%	2 8%	3 7%	2 9%	2 6%
MISCELLANEOUS CONTENT (SUB-NET)	3 5%	3 5%	-	-	-	-	1 3%	2 10%	-	3 16%	-	-	-	3 12%	-	-	3 7%	-	2 8%	2 4%	2 9%	1 3%
Good/Like the content	2 4%	2 4%	-	-	-	-	1 3%	1 5%	-	2 11%	-	-	-	2 8%	-	-	2 4%	-	1 4%	2 4%	2 9%	-
Other miscellaneous content mentions	1 2%	1 2%	-	-	-	-	-	1 5%	-	1 5%	-	-	-	1 4%	-	-	1 2%	-	1 4%	-	-	1 3%
INFORMATION (SUB-NET)	1 2%	1 2%	-	-	-	-	-	1 5%	1 14%	-	-	-	-	1 4%	-	-	-	1 9%	-	1 2%	-	1 3%
Accurate/Authentic information	1 2%	1 2%	-	-	-	-	-	1 5%	1 14%	-	-	-	-	1 4%	-	-	-	1 9%	-	1 2%	-	1 3%
MISCELLANEOUS (NET)	4 7%	4 7%	-	-	-	-	2 6%	2 10%	-	1 5%	3 12%	-	-	1 4%	3 12%	-	2 4%	2 18%	-	4 9%	2 9%	2 6%
Meets my expectations/needs/Always find what I need/want	2 4%	2 4%	-	-	-	-	2 6%	-	-	-	2 8%	-	-	-	2 8%	-	1 2%	1 9%	-	2 4%	1 4%	1 3%
Negative experience mentions	1 2%	1 2%	-	-	-	-	-	1 5%	-	1 5%	-	-	-	1 4%	-	-	1 2%	-	-	1 2%	-	1 3%
Other mentions	1 2%	1 2%	-	-	-	-	-	1 5%	-	-	1 4%	-	-	-	1 4%	-	-	1 9%	-	1 2%	1 4%	-
ECONOMY (NET)	1 2%	1 2%	-	-	-	-	-	1 5%	-	1 5%	-	-	-	1 4%	-	-	1 2%	-	-	1 2%	-	1 3%
Other economy mentions	1 2%	1 2%	-	-	-	-	-	1 5%	-	1 5%	-	-	-	1 4%	-	-	1 2%	-	-	1 2%	-	1 3%

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

Q740\_34. What made your experience with .mx very positive?  
34. .mx

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	56*	56*	-**	-**	-**	-**	35*	21**	7**	19**	26**	3**	1**	26**	26**	4**	45*	11**	26**	45*	23**	33*
SECURITY (NET)	1 2%	1 2%	-	-	-	-	-	1 5%	-	-	1 4%	-	-	-	1 4%	-	-	1 9%	-	1 2%	-	1 3%
Safe/Good security	1 2%	1 2%	-	-	-	-	-	1 5%	-	-	1 4%	-	-	-	1 4%	-	-	1 9%	-	1 2%	-	1 3%
None	1 2%	1 2%	-	-	-	-	-	1 5%	-	-	1 4%	-	-	-	1 4%	-	-	1 9%	1 4%	1 2%	-	1 3%
Declined to answer	2 4%	2 4%	-	-	-	-	2 6%	-	-	-	2 8%	-	-	-	2 8%	-	1 2%	1 9%	1 4%	2 4%	2 9%	-
Sigma	81 145%	81 145%	-	-	-	-	47 134%	34 162%	12 171%	31 163%	34 131%	3 100%	1 100%	43 165%	34 131%	4 100%	61 136%	20 182%	37 142%	63 140%	32 139%	49 148%

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

Q745\_1. What made your experience with .biz very negative?

28 Aug 2015  
Table 259

Base: Very Negative Experience With Websites With Domain Name Extensions

1. .biz

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	20**	3**	4**	5**	3**	5**	15**	5**	3**	10**	5**	1**	1**	13**	5**	2**	14**	6**	13**	16**	12**	8**
BRAND IMAGE (NET)	5 25%	1 33%	1 25%	-	1 33%	2 40%	4 27%	1 20%	-	4 40%	1 20%	-	-	4 31%	1 20%	-	5 36%	-	4 31%	5 31%	5 42%	-
Not well known/familiar	2 10%	1 33%	-	-	1 33%	-	1 7%	1 20%	-	2 20%	-	-	-	2 15%	-	-	2 14%	-	2 15%	2 13%	2 17%	-
Not a legitimate/credible site/domain	2 10%	-	-	-	-	2 40%	2 13%	-	-	1 10%	1 20%	-	-	1 8%	1 20%	-	2 14%	-	1 8%	2 13%	2 17%	-
Too common/Most commonly used domain	1 5%	-	1 25%	-	-	-	1 7%	-	-	1 10%	-	-	-	1 8%	-	-	1 7%	-	1 8%	1 6%	1 8%	-
MISCELLANEOUS (NET)	5 25%	2 67%	-	2 40%	1 33%	-	4 27%	1 20%	3 100%	2 20%	-	-	-	5 38%	-	-	2 14%	3 50%	1 8%	5 31%	3 25%	2 25%
Positive experience mentions	2 10%	-	-	2 40%	-	-	1 7%	1 20%	1 33%	1 10%	-	-	-	2 15%	-	-	1 7%	1 17%	-	2 13%	1 8%	1 13%
Never used/registered this extension	1 5%	-	-	-	1 33%	-	1 7%	-	-	1 10%	-	-	-	1 8%	-	-	1 7%	-	1 8%	1 6%	1 8%	-
Too laggy	1 5%	1 33%	-	-	-	-	1 7%	-	1 33%	-	-	-	-	1 8%	-	-	-	1 17%	-	1 6%	-	1 13%
Negative/Just was	1 5%	1 33%	-	-	-	-	1 7%	-	1 33%	-	-	-	-	1 8%	-	-	-	1 17%	-	1 6%	1 8%	-
CONTENT (NET)	4 20%	-	3 75%	-	-	1 20%	4 27%	-	-	3 30%	1 20%	-	-	3 23%	1 20%	-	3 21%	1 17%	3 23%	3 19%	2 17%	2 25%
Poor/Dislike content	2 10%	-	1 25%	-	-	1 20%	2 13%	-	-	2 20%	-	-	-	2 15%	-	-	2 14%	-	2 15%	2 13%	2 17%	-
Too many commercials/advertisings	1 5%	-	1 25%	-	-	-	1 7%	-	-	1 10%	-	-	-	1 8%	-	-	1 7%	-	1 8%	-	-	1 13%
A lot of junk mail/spam	1 5%	-	1 25%	-	-	-	1 7%	-	-	-	1 20%	-	-	-	1 20%	-	-	1 17%	-	1 6%	-	1 13%
SITE APPEAL (NET)	2 10%	-	1 25%	-	-	1 20%	2 13%	-	-	1 10%	1 20%	-	-	1 8%	1 20%	-	2 14%	-	2 15%	1 6%	1 8%	1 13%
Don't like it/Bad website	2 10%	-	1 25%	-	-	1 20%	2 13%	-	-	1 10%	1 20%	-	-	1 8%	1 20%	-	2 14%	-	2 15%	1 6%	1 8%	1 13%
FUNCTIONALITY (NET)	1 5%	-	1 25%	-	-	-	1 7%	-	-	-	1 20%	-	-	-	1 20%	-	-	1 17%	-	1 6%	1 8%	-

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



Q745\_1. What made your experience with .biz very negative?

28 Aug 2015  
Table 259

Base: Very Negative Experience With Websites With Domain Name Extensions

1. .biz

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	20**	3**	4**	5**	3**	5**	15**	5**	3**	10**	5**	1**	1**	13**	5**	2**	14**	6**	13**	16**	12**	8**
Other functionality mentions	15%	-	125%	-	-	-	17%	-	-	-	120%	-	-	-	120%	-	-	117%	-	16%	18%	-
SAFETY (NET)	15%	-	-	120%	-	-	17%	-	-	-	120%	-	-	-	120%	-	17%	-	18%	16%	-	113%
Contains viruses	15%	-	-	120%	-	-	17%	-	-	-	120%	-	-	-	120%	-	17%	-	18%	16%	-	113%
Don't know	210%	-	-	120%	133%	-	-	240%	-	110%	-	1100%	-	18%	-	150%	17%	117%	215%	16%	18%	113%
Declined to answer	315%	-	-	120%	-	240%	213%	120%	-	220%	-	-	1100%	215%	-	150%	321%	-	323%	213%	217%	113%
Sigma	23115%	3100%	6150%	5100%	3100%	6120%	18120%	5100%	3100%	13130%	5100%	1100%	1100%	16123%	5100%	2100%	17121%	6100%	16123%	19119%	15125%	8100%

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

Q745\_2. What made your experience with .com very negative?  
2. .com

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	10**	2**	..**	2**	..**	6**	5**	5**	1**	3**	4**	1**	1**	4**	4**	2**	6**	4**	3**	9**	4**	6**
MISCELLANEOUS (NET)	3 30%	1 50%	-	1 50%	-	1 17%	2 40%	1 20%	1 100%	1 33%	1 25%	-	-	2 50%	1 25%	-	1 17%	2 50%	-	3 33%	-	3 50%
Positive experience mentions	1 10%	-	-	1 50%	-	-	1 20%	-	-	1 33%	-	-	-	1 25%	-	-	1 17%	-	-	1 11%	-	1 17%
Too laggy	1 10%	1 50%	-	-	-	-	1 20%	-	1 100%	-	-	-	-	1 25%	-	-	-	1 25%	-	1 11%	-	1 17%
Other mentions	1 10%	-	-	-	-	1 17%	-	1 20%	-	-	1 25%	-	-	-	1 25%	-	-	1 25%	-	1 11%	-	1 17%
CONTENT (NET)	2 20%	-	-	-	-	2 33%	1 20%	1 20%	-	1 33%	1 25%	-	-	1 25%	1 25%	-	1 17%	1 25%	1 33%	2 22%	1 25%	1 17%
Not informative/Inaccurate information	1 10%	-	-	-	-	1 17%	-	1 20%	-	-	1 25%	-	-	-	1 25%	-	1 17%	-	-	1 11%	-	1 17%
Too many commercials/advertisings	1 10%	-	-	-	-	1 17%	1 20%	-	-	1 33%	-	-	-	1 25%	-	-	-	1 25%	1 33%	1 11%	1 25%	-
SAFETY (NET)	1 10%	-	-	-	-	1 17%	1 20%	-	-	-	1 25%	-	-	-	1 25%	-	-	1 25%	-	1 11%	-	1 17%
Not safe/secure	1 10%	-	-	-	-	1 17%	1 20%	-	-	-	1 25%	-	-	-	1 25%	-	-	1 25%	-	1 11%	-	1 17%
ECONOMY (NET)	1 10%	-	-	-	-	1 17%	-	1 20%	-	-	1 25%	-	-	-	1 25%	-	-	1 25%	-	1 11%	-	1 17%
Other economy mentions	1 10%	-	-	-	-	1 17%	-	1 20%	-	-	1 25%	-	-	-	1 25%	-	-	1 25%	-	1 11%	-	1 17%
BRAND IMAGE (NET)	1 10%	-	-	-	-	1 17%	-	1 20%	-	1 33%	-	-	-	1 25%	-	-	1 17%	-	1 33%	-	1 25%	-
Not trustworthy	1 10%	-	-	-	-	1 17%	-	1 20%	-	1 33%	-	-	-	1 25%	-	-	1 17%	-	1 33%	-	1 25%	-
None	1 10%	-	-	-	-	1 17%	-	1 20%	-	-	1 25%	-	-	-	1 25%	-	1 17%	-	-	1 11%	1 25%	-
Declined to answer	2 20%	1 50%	-	1 50%	-	-	1 20%	1 20%	-	-	-	1 100%	1 100%	-	-	2 100%	2 33%	-	1 33%	2 22%	1 25%	1 17%
Sigma	11 110%	2 100%	-	2 100%	-	7 117%	5 100%	6 120%	1 100%	3 100%	5 125%	1 100%	1 100%	4 100%	5 125%	2 100%	6 100%	5 125%	3 100%	10 111%	4 100%	7 117%

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

Q745\_2. What made your experience with .com very negative?  
2. .com

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	10**	2**	-.**	2**	-.**	6**	5**	5**	1**	3**	4**	1**	1**	4**	4**	2**	6**	4**	3**	9**	4**	6**

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

Q745\_3. What made your experience with .info very negative?

28 Aug 2015  
Table 261

3. .info

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	19**	6**	3**	1**	1**	8**	14**	5**	3**	4**	8**	3**	1**	7**	8**	4**	16**	3**	12**	17**	10**	9**
BRAND IMAGE (NET)	6 32%	3 50%	1 33%	-	1 100%	1 13%	4 29%	2 40%	1 33%	1 25%	3 38%	1 33%	-	2 29%	3 38%	1 25%	6 38%	-	4 33%	6 35%	4 40%	2 22%
Not well known/familiar	2 11%	1 17%	1 33%	-	-	-	1 7%	1 20%	1 33%	-	1 13%	-	-	1 14%	1 13%	-	2 13%	-	1 8%	2 12%	1 10%	1 11%
Not trustworthy	2 11%	1 17%	-	-	1 100%	-	1 7%	1 20%	-	-	1 13%	1 33%	-	-	1 13%	1 25%	2 13%	-	2 17%	2 12%	1 10%	1 11%
Not a legitimate/credible site/domain	1 5%	-	-	-	-	1 13%	1 7%	-	-	-	1 13%	-	-	-	1 13%	-	1 6%	-	-	1 6%	1 10%	-
Other brand image mentions	1 5%	1 17%	-	-	-	-	1 7%	-	-	1 25%	-	-	-	1 14%	-	-	1 6%	-	1 8%	1 6%	1 10%	-
SITE APPEAL (NET)	4 21%	-	1 33%	-	-	3 38%	3 21%	1 20%	-	2 50%	1 13%	1 33%	-	2 29%	1 13%	1 25%	4 25%	-	2 17%	3 18%	2 20%	2 22%
Don't like it/Bad website	2 11%	-	-	-	-	2 25%	1 7%	1 20%	-	1 25%	1 13%	-	-	1 14%	1 13%	-	2 13%	-	1 8%	1 6%	1 10%	1 11%
Other site appeal mentions	2 11%	-	1 33%	-	-	1 13%	2 14%	-	-	1 25%	-	1 33%	-	1 14%	-	1 25%	2 13%	-	1 8%	2 12%	1 10%	1 11%
CONTENT (NET)	3 16%	2 33%	-	-	1 100%	-	3 21%	-	-	-	3 38%	-	-	-	3 38%	-	3 19%	-	3 25%	3 18%	1 10%	2 22%
A lot of junk mail/spam	3 16%	2 33%	-	-	1 100%	-	3 21%	-	-	-	3 38%	-	-	-	3 38%	-	3 19%	-	3 25%	3 18%	1 10%	2 22%
SAFETY (NET)	2 11%	1 17%	-	-	1 100%	-	1 7%	1 20%	-	-	1 13%	1 33%	-	-	1 13%	1 25%	2 13%	-	2 17%	2 12%	1 10%	1 11%
Contains viruses	1 5%	-	-	-	1 100%	-	1 7%	-	-	-	1 13%	-	-	-	1 13%	-	1 6%	-	1 8%	1 6%	-	1 11%
Other safety mentions	1 5%	1 17%	-	-	-	-	-	1 20%	-	-	-	1 33%	-	-	-	1 25%	1 6%	-	1 8%	1 6%	1 10%	-
MISCELLANEOUS (NET)	2 11%	1 17%	-	-	-	1 13%	2 14%	-	1 33%	-	1 13%	-	-	1 14%	1 13%	-	1 6%	1 33%	1 8%	2 12%	-	2 22%
Too laggy	1 5%	1 17%	-	-	-	-	1 7%	-	1 33%	-	-	-	-	1 14%	-	-	-	1 33%	-	1 6%	-	1 11%
Not reliable	1 5%	-	-	-	-	1 13%	1 7%	-	-	-	1 13%	-	-	-	1 13%	-	1 6%	-	1 8%	1 6%	-	1 11%

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

Q745\_3. What made your experience with .info very negative?

28 Aug 2015  
Table 261

Base: Very Negative Experience With Websites With Domain Name Extensions

3. .info

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	19**	6**	3**	1**	1**	8**	14**	5**	3**	4**	8**	3**	1**	7**	8**	4**	16**	3**	12**	17**	10**	9**
Other mentions	15%	-	-	-	-	113%	17%	-	-	-	113%	-	-	-	113%	-	16%	-	18%	16%	-	11%
ECONOMY (NET)	15%	-	-	-	-	113%	17%	-	133%	-	-	-	-	114%	-	-	16%	-	18%	-	-	11%
Too inexpensive	15%	-	-	-	-	113%	17%	-	133%	-	-	-	-	114%	-	-	16%	-	18%	-	-	11%
None	15%	-	-	-	-	113%	-	120%	-	-	113%	-	-	-	113%	-	16%	-	-	16%	110%	-
Don't know	15%	-	133%	-	-	-	17%	-	-	-	113%	-	-	-	113%	-	-	133%	-	16%	-	11%
Declined to answer	316%	117%	-	1100%	-	113%	214%	120%	-	125%	-	133%	1100%	114%	-	250%	213%	133%	325%	318%	330%	-
Sigma	24126%	8133%	3100%	1100%	3300%	9113%	18129%	6120%	3100%	4100%	12150%	4133%	1100%	7100%	12150%	5125%	21131%	3100%	17142%	22129%	12120%	12133%

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

Q745\_4. What made your experience with .mobi very negative?

28 Aug 2015  
Table 262

4. .mobi

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	15**	3**	1**	2**	4**	5**	12**	3**	3**	5**	6**	-**	1**	8**	6**	1**	11**	4**	8**	14**	9**	6**
BRAND IMAGE (NET)	5 33%	1 33%	-	-	2 50%	2 40%	5 42%	-	1 33%	2 40%	2 33%	-	-	3 38%	2 33%	-	3 27%	2 50%	2 25%	5 36%	1 11%	4 67%
Not well known/familiar	3 20%	1 33%	-	-	1 25%	1 20%	3 25%	-	1 33%	2 40%	-	-	-	3 38%	-	-	2 18%	1 25%	1 13%	3 21%	1 11%	2 33%
Not responsible	1 7%	-	-	-	-	1 20%	1 8%	-	-	-	1 17%	-	-	-	1 17%	-	-	1 25%	1 13%	1 7%	-	1 17%
Other brand image mentions	1 7%	-	-	-	1 25%	-	1 8%	-	-	-	1 17%	-	-	-	1 17%	-	1 9%	-	-	1 7%	-	1 17%
CONTENT (NET)	3 20%	-	-	1 50%	2 50%	-	2 17%	1 33%	1 33%	2 40%	-	-	-	3 38%	-	-	3 27%	-	2 25%	3 21%	2 22%	1 17%
A lot of junk mail/spam	1 7%	-	-	-	1 25%	-	1 8%	-	1 33%	-	-	-	-	1 13%	-	-	1 9%	-	-	1 7%	-	1 17%
Poor/Dislike content	1 7%	-	-	-	1 25%	-	-	1 33%	-	1 20%	-	-	-	1 13%	-	-	1 9%	-	1 13%	1 7%	1 11%	-
Other content mentions	1 7%	-	-	1 50%	-	-	1 8%	-	-	1 20%	-	-	-	1 13%	-	-	1 9%	-	1 13%	1 7%	1 11%	-
SITE APPEAL (NET)	3 20%	1 33%	1 100%	-	-	1 20%	3 25%	-	-	2 40%	1 17%	-	-	2 25%	1 17%	-	2 18%	1 25%	2 25%	3 21%	2 22%	1 17%
New domain	1 7%	-	-	-	-	1 20%	1 8%	-	-	1 20%	-	-	-	1 13%	-	-	1 9%	-	1 13%	1 7%	-	1 17%
Not interested	1 7%	-	1 100%	-	-	-	1 8%	-	-	-	1 17%	-	-	-	1 17%	-	-	1 25%	-	1 7%	1 11%	-
Other site appeal mentions	1 7%	1 33%	-	-	-	-	1 8%	-	-	1 20%	-	-	-	1 13%	-	-	1 9%	-	1 13%	1 7%	1 11%	-
MISCELLANEOUS (NET)	3 20%	1 33%	-	1 50%	-	1 20%	3 25%	-	-	1 20%	2 33%	-	-	1 13%	2 33%	-	2 18%	1 25%	3 38%	2 14%	2 22%	1 17%
Never used/registered this extension	1 7%	-	-	-	-	1 20%	1 8%	-	-	-	1 17%	-	-	-	1 17%	-	1 9%	-	1 13%	-	-	1 17%
Specific extensions mentions	1 7%	1 33%	-	-	-	-	1 8%	-	-	-	1 17%	-	-	-	1 17%	-	-	1 25%	1 13%	1 7%	1 11%	-
Other mentions	1 7%	-	-	1 50%	-	-	1 8%	-	-	1 20%	-	-	-	1 13%	-	-	1 9%	-	1 13%	1 7%	1 11%	-

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

Q745\_4. What made your experience with .mobi very negative?  
4. .mobi

28 Aug 2015  
Table 262

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	15**	3**	1**	2**	4**	5**	12**	3**	3**	5**	6**	-**	1**	8**	6**	1**	11**	4**	8**	14**	9**	6**
None	2 13%	-	-	-	-	2 40%	1 8%	1 33%	1 33%	-	1 17%	-	-	1 13%	1 17%	-	2 18%	-	-	2 14%	2 22%	-
Declined to answer	1 7%	-	-	1 50%	-	-	-	1 33%	-	-	-	-	1 100%	-	-	1 100%	1 9%	-	1 13%	1 7%	1 11%	-
Sigma	17 113%	3 100%	1 100%	3 150%	4 100%	6 120%	14 117%	3 100%	3 100%	7 140%	6 100%	-	1 100%	10 125%	6 100%	1 100%	13 118%	4 100%	10 125%	16 114%	10 111%	7 117%

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

Q745\_5. What made your experience with .net very negative?  
5. .net

28 Aug 2015  
Table 263

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regl- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	12**	4**	3**	1**	1**	3**	6**	6**	3**	2**	4**	2**	1**	5**	4**	3**	7**	5**	4**	10**	6**	6**
MISCELLANEOUS (NET)	6 50%	2 50%	2 67%	-	1 100%	1 33%	3 50%	3 50%	3 100%	-	3 75%	-	-	3 60%	3 75%	-	3 43%	3 60%	1 25%	6 60%	1 17%	5 83%
Never used/registered this extension	2 17%	-	1 33%	-	1 100%	-	-	2 33%	2 67%	-	-	-	-	2 40%	-	-	1 14%	1 20%	1 25%	2 20%	-	2 33%
Too laggy	1 8%	1 25%	-	-	-	-	1 17%	-	1 33%	-	-	-	-	1 20%	-	-	-	1 20%	-	1 10%	-	1 17%
Other mentions	3 25%	1 25%	1 33%	-	-	1 33%	2 33%	1 17%	-	-	3 75%	-	-	-	3 75%	-	2 29%	1 20%	-	3 30%	1 17%	2 33%
BRAND IMAGE (NET)	4 33%	2 50%	1 33%	-	-	1 33%	3 50%	1 17%	-	1 50%	2 50%	1 50%	-	1 20%	2 50%	1 33%	4 57%	-	-	3 30%	2 33%	2 33%
Not well known/familiar	2 17%	2 50%	-	-	-	-	2 33%	-	-	-	1 25%	1 50%	-	-	1 25%	1 33%	2 29%	-	-	2 20%	1 17%	1 17%
Not trustworthy	2 17%	-	1 33%	-	-	1 33%	1 17%	1 17%	-	1 50%	1 25%	-	-	1 20%	1 25%	-	2 29%	-	-	1 10%	1 17%	1 17%
None	1 8%	-	-	-	-	1 33%	-	1 17%	-	1 50%	-	-	-	1 20%	-	-	-	1 20%	1 25%	-	1 17%	-
Declined to answer	2 17%	1 25%	-	1 100%	-	-	1 17%	1 17%	-	-	-	1 50%	1 100%	-	-	2 67%	1 14%	1 20%	2 50%	2 20%	2 33%	-
Sigma	13 108%	5 125%	3 100%	1 100%	1 100%	3 100%	7 117%	6 100%	3 100%	2 100%	5 125%	2 100%	1 100%	5 100%	5 125%	3 100%	8 114%	5 100%	4 100%	11 110%	6 100%	7 117%

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



Q745\_6. What made your experience with .org very negative?

28 Aug 2015  
Table 264

Base: Very Negative Experience With Websites With Domain Name Extensions

6. .org

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	18**	3**	5**	4**	2**	4**	10**	8**	4**	4**	6**	3**	1**	8**	6**	4**	13**	5**	11**	12**	8**	10**
MISCELLANEOUS (NET)	4 22%	1 33%	2 40%	-	1 50%	-	1 10%	3 38%	2 50%	1 25%	1 17%	-	-	3 38%	1 17%	-	2 15%	2 40%	3 27%	3 25%	1 13%	3 30%
Never used/registered this extension	2 11%	-	1 20%	-	1 50%	-	-	2 25%	2 50%	-	-	-	-	2 25%	-	-	1 8%	1 20%	1 9%	2 17%	-	2 20%
Specific extensions mentions	1 6%	1 33%	-	-	-	-	1 10%	-	-	-	1 17%	-	-	-	1 17%	-	-	1 20%	1 9%	1 8%	1 13%	-
Other mentions	1 6%	-	1 20%	-	-	-	-	1 13%	-	1 25%	-	-	-	1 13%	-	-	1 8%	-	1 9%	-	-	1 10%
BRAND IMAGE (NET)	3 17%	-	3 60%	-	-	-	1 10%	2 25%	1 25%	1 25%	1 17%	-	-	2 25%	1 17%	-	3 23%	-	-	3 25%	-	3 30%
Not well known/familiar	2 11%	-	2 40%	-	-	-	-	2 25%	1 25%	1 25%	-	-	-	2 25%	-	-	2 15%	-	-	2 17%	-	2 20%
Not trustworthy	1 6%	-	1 20%	-	-	-	1 10%	-	-	-	1 17%	-	-	-	1 17%	-	1 8%	-	-	1 8%	-	1 10%
SITE APPEAL (NET)	3 17%	1 33%	-	1 25%	1 50%	-	3 30%	-	1 25%	-	1 17%	1 33%	-	1 13%	1 17%	1 25%	1 8%	2 40%	1 9%	2 17%	2 25%	1 10%
Don't like it/Bad website	2 11%	-	-	1 25%	1 50%	-	2 20%	-	-	-	1 17%	1 33%	-	-	1 17%	1 25%	1 8%	1 20%	1 9%	1 8%	2 25%	-
Other site appeal mentions	1 6%	1 33%	-	-	-	-	1 10%	-	1 25%	-	-	-	-	1 13%	-	-	-	1 20%	-	1 8%	-	1 10%
SAFETY (NET)	2 11%	1 33%	-	-	-	1 25%	2 20%	-	-	-	2 33%	-	-	-	2 33%	-	2 15%	-	2 18%	1 8%	1 13%	1 10%
Contains viruses	1 6%	-	-	-	-	1 25%	1 10%	-	-	-	1 17%	-	-	-	1 17%	-	1 8%	-	1 9%	-	1 13%	-
Other safety mentions	1 6%	1 33%	-	-	-	-	1 10%	-	-	-	1 17%	-	-	-	1 17%	-	1 8%	-	1 9%	1 8%	-	1 10%
CONTENT (NET)	1 6%	-	-	-	-	1 25%	1 10%	-	-	-	1 17%	-	-	-	1 17%	-	1 8%	-	1 9%	-	1 13%	-
Other content mentions	1 6%	-	-	-	-	1 25%	1 10%	-	-	-	1 17%	-	-	-	1 17%	-	1 8%	-	1 9%	-	1 13%	-
None	2 11%	-	-	-	-	2 50%	1 10%	1 13%	-	1 25%	1 17%	-	-	1 13%	1 17%	-	2 15%	-	1 9%	2 17%	2 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  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_6. What made your experience with .org very negative?  
6. .org

28 Aug 2015  
Table 264

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	18**	3**	5**	4**	2**	4**	10**	8**	4**	4**	6**	3**	1**	8**	6**	4**	13**	5**	11**	12**	8**	10**
Don't know	16%	-	-	25%	-	-	10%	-	-	-	-	33%	-	-	-	25%	8%	-	9%	-	13%	-
Declined to answer	317%	-	-	250%	-	125%	10%	225%	-	125%	-	133%	100%	13%	-	250%	215%	120%	327%	18%	13%	220%
Sigma	19106%	3100%	5100%	4100%	2100%	5125%	1110%	8100%	4100%	4100%	7117%	3100%	1100%	8100%	7117%	4100%	14108%	5100%	12109%	12100%	9113%	10100%

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

Q745\_7. What made your experience with .tel very negative?

28 Aug 2015  
Table 265

Base: Very Negative Experience With Websites With Domain Name Extensions

7. .tel

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	7**	3**	1**	2**	1**	-**	4**	3**	1**	4**	-**	1**	1**	5**	-**	2**	4**	3**	5**	6**	4**	3**
BRAND IMAGE (NET)	2 29%	1 33%	-	-	1 100%	-	1 25%	1 33%	-	2 50%	-	-	-	2 40%	-	-	1 25%	1 33%	1 20%	2 33%	1 25%	1 33%
Not well known/familiar	2 29%	1 33%	-	-	1 100%	-	1 25%	1 33%	-	2 50%	-	-	-	2 40%	-	-	1 25%	1 33%	1 20%	2 33%	1 25%	1 33%
SITE APPEAL (NET)	2 29%	1 33%	1 100%	-	-	-	2 50%	-	1 100%	1 25%	-	-	-	2 40%	-	-	1 25%	1 33%	1 20%	2 33%	1 25%	1 33%
Don't like it/Bad website	1 14%	1 33%	-	-	-	-	1 25%	-	1 100%	-	-	-	-	1 20%	-	-	-	1 33%	-	1 17%	-	1 33%
Not interested	1 14%	-	1 100%	-	-	-	1 25%	-	-	1 25%	-	-	-	1 20%	-	-	1 25%	-	1 20%	1 17%	1 25%	-
Don't know	1 14%	-	-	1 50%	-	-	-	1 33%	-	-	-	1 100%	-	-	-	1 50%	-	1 33%	1 20%	-	-	1 33%
Declined to answer	2 29%	1 33%	-	1 50%	-	-	1 25%	1 33%	-	1 25%	-	-	1 100%	1 20%	-	1 50%	2 50%	-	2 40%	2 33%	2 50%	-
Sigma	7 100%	3 100%	1 100%	2 100%	1 100%	-	4 100%	3 100%	1 100%	4 100%	-	1 100%	1 100%	5 100%	-	2 100%	4 100%	3 100%	5 100%	6 100%	4 100%	3 100%

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

Q745\_8. What made your experience with .asia very negative?  
8. .asia

28 Aug 2015  
Table 266

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	13**	3**	2**	3**	1**	4**	9**	4**	1**	7**	3**	-**	2**	8**	3**	2**	10**	3**	8**	12**	5**	8**
BRAND IMAGE (NET)	5 38%	1 33%	-	-	-	4 100%	4 44%	1 25%	1 100%	3 43%	1 33%	-	-	4 50%	1 33%	-	3 30%	2 67%	3 38%	5 42%	-	5 63%
Not well known/familiar	2 15%	1 33%	-	-	-	1 25%	2 22%	-	-	2 29%	-	-	-	2 25%	-	-	1 10%	1 33%	1 13%	2 17%	-	2 25%
Not trustworthy	2 15%	-	-	-	-	2 50%	1 11%	1 25%	1 100%	1 14%	-	-	-	2 25%	-	-	2 20%	-	1 13%	2 17%	-	2 25%
Not responsible	1 8%	-	-	-	-	1 25%	1 11%	-	-	-	1 33%	-	-	-	1 33%	-	-	1 33%	1 13%	1 8%	-	1 13%
MISCELLANEOUS (NET)	4 31%	1 33%	1 50%	1 33%	1 100%	-	3 33%	1 25%	-	2 29%	1 33%	-	1 50%	2 25%	1 33%	1 50%	3 30%	1 33%	3 38%	3 25%	3 60%	1 13%
Never used/registered this extension	2 15%	1 33%	-	-	1 100%	-	2 22%	-	-	1 14%	-	-	1 50%	1 13%	-	1 50%	2 20%	-	2 25%	2 17%	2 40%	-
Not reliable	1 8%	-	-	1 33%	-	-	-	1 25%	-	1 14%	-	-	-	1 13%	-	-	-	1 33%	1 13%	-	-	1 13%
Other mentions	1 8%	-	1 50%	-	-	-	1 11%	-	-	-	1 33%	-	-	-	1 33%	-	1 10%	-	-	1 8%	1 20%	-
SAFETY (NET)	3 23%	2 67%	1 50%	-	-	-	3 33%	-	-	3 43%	-	-	-	3 38%	-	-	2 20%	1 33%	1 13%	3 25%	1 20%	2 25%
Not safe/secure	3 23%	2 67%	1 50%	-	-	-	3 33%	-	-	3 43%	-	-	-	3 38%	-	-	2 20%	1 33%	1 13%	3 25%	1 20%	2 25%
SITE APPEAL (NET)	1 8%	-	-	-	-	1 25%	1 11%	-	-	1 14%	-	-	-	1 13%	-	-	1 10%	-	1 13%	1 8%	-	1 13%
New domain	1 8%	-	-	-	-	1 25%	1 11%	-	-	1 14%	-	-	-	1 13%	-	-	1 10%	-	1 13%	1 8%	-	1 13%
CONTENT (NET)	1 8%	-	-	-	-	1 25%	1 11%	-	-	-	1 33%	-	-	-	1 33%	-	-	1 33%	1 13%	1 8%	-	1 13%
A lot of junk mail/spam	1 8%	-	-	-	-	1 25%	1 11%	-	-	-	1 33%	-	-	-	1 33%	-	-	1 33%	1 13%	1 8%	-	1 13%
Don't know	1 8%	-	-	1 33%	-	-	-	1 25%	-	-	1 33%	-	-	-	1 33%	-	1 10%	-	-	1 8%	-	1 13%
Declined to answer	1 8%	-	-	1 33%	-	-	-	1 25%	-	-	-	-	1 50%	-	-	1 50%	1 10%	-	1 13%	1 8%	1 20%	-

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

Q745\_8. What made your experience with .asia very negative?  
8. .asia

28 Aug 2015  
Table 266

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	13**	3**	2**	3**	1**	4**	9**	4**	1**	7**	3**	-.**	2**	8**	3**	2**	10**	3**	8**	12**	5**	8**
Sigma	16	4	2	3	1	6	12	4	1	9	4	-	2	10	4	2	11	5	10	15	5	11
	123%	133%	100%	100%	100%	150%	133%	100%	100%	129%	133%	-	100%	125%	133%	100%	110%	167%	125%	125%	100%	138%

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

Q745\_9. What made your experience with .pro very negative?

28 Aug 2015  
Table 267

Base: Very Negative Experience With Websites With Domain Name Extensions

9. .pro

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	10**	2**	-**	2**	2**	4**	5**	5**	1**	5**	2**	1**	1**	6**	2**	2**	8**	2**	7**	8**	8**	2**
BRAND IMAGE (NET)	4 40%	1 50%	-	1 50%	1 50%	1 25%	1 20%	3 60%	-	3 60%	-	1 100%	-	3 50%	-	1 50%	3 38%	1 50%	4 57%	2 25%	3 38%	1 50%
Not well known/familiar	1 10%	1 50%	-	-	-	-	1 20%	-	-	1 20%	-	-	-	1 17%	-	-	1 13%	-	1 14%	1 13%	1 13%	-
Not trustworthy	1 10%	-	-	-	1 50%	-	-	1 20%	-	1 20%	-	-	-	1 17%	-	-	1 13%	-	1 14%	1 13%	1 13%	-
Too common/Most commonly used domain	1 10%	-	-	1 50%	-	-	-	1 20%	-	-	-	1 100%	-	-	-	1 50%	-	1 50%	1 14%	-	-	1 50%
Other brand image mentions	1 10%	-	-	-	-	1 25%	-	1 20%	-	1 20%	-	-	-	1 17%	-	-	1 13%	-	1 14%	-	1 13%	-
SITE APPEAL (NET)	2 20%	-	-	-	-	2 50%	2 40%	-	-	1 20%	1 50%	-	-	1 17%	1 50%	-	2 25%	-	1 14%	2 25%	2 25%	-
New domain	1 10%	-	-	-	-	1 25%	1 20%	-	-	1 20%	-	-	-	1 17%	-	-	1 13%	-	-	1 13%	1 13%	-
Other site appeal mentions	1 10%	-	-	-	-	1 25%	1 20%	-	-	-	1 50%	-	-	-	1 50%	-	1 13%	-	1 14%	1 13%	1 13%	-
MISCELLANEOUS (NET)	2 20%	1 50%	-	-	1 50%	-	2 40%	-	1 100%	1 20%	-	-	-	2 33%	-	-	1 13%	1 50%	1 14%	2 25%	1 13%	1 50%
Never used/registered this extension	1 10%	-	-	-	1 50%	-	1 20%	-	-	1 20%	-	-	-	1 17%	-	-	1 13%	-	1 14%	1 13%	1 13%	-
Too laggy	1 10%	1 50%	-	-	-	-	1 20%	-	1 100%	-	-	-	-	1 17%	-	-	-	1 50%	-	1 13%	-	1 50%
None	1 10%	-	-	-	-	1 25%	-	1 20%	-	-	1 50%	-	-	-	1 50%	-	1 13%	-	-	1 13%	1 13%	-
Declined to answer	1 10%	-	-	1 50%	-	-	-	1 20%	-	-	-	-	1 100%	-	-	1 50%	1 13%	-	1 14%	1 13%	1 13%	-
Sigma	10 100%	2 100%	-	2 100%	2 100%	4 100%	5 100%	5 100%	1 100%	5 100%	2 100%	1 100%	1 100%	6 100%	2 100%	2 100%	8 100%	2 100%	7 100%	8 100%	8 100%	2 100%

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

Q745\_10. What made your experience with .coop very negative?  
10. .coop

28 Aug 2015  
Table 268

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	7**	1**	1**	2**	1**	2**	5**	2**	3**	1**	2**	-**	1**	4**	2**	1**	6**	1**	5**	5**	5**	2**
BRAND IMAGE (NET)	2 29%	1 100%	-	-	1 100%	-	2 40%	-	1 33%	1 100%	-	-	-	2 50%	-	-	1 17%	1 100%	2 40%	1 20%	1 20%	1 50%
Not well known/familiar	2 29%	1 100%	-	-	1 100%	-	2 40%	-	1 33%	1 100%	-	-	-	2 50%	-	-	1 17%	1 100%	2 40%	1 20%	1 20%	1 50%
SITE APPEAL (NET)	1 14%	-	-	-	-	1 50%	1 20%	-	1 33%	-	-	-	-	1 25%	-	-	1 17%	-	1 20%	-	-	1 50%
Other site appeal mentions	1 14%	-	-	-	-	1 50%	1 20%	-	1 33%	-	-	-	-	1 25%	-	-	1 17%	-	1 20%	-	-	1 50%
MISCELLANEOUS (NET)	1 14%	-	-	1 50%	-	-	1 20%	-	1 33%	-	-	-	-	1 25%	-	-	1 17%	-	-	1 20%	1 20%	-
Positive experience mentions	1 14%	-	-	1 50%	-	-	1 20%	-	1 33%	-	-	-	-	1 25%	-	-	1 17%	-	-	1 20%	1 20%	-
None	1 14%	-	-	-	-	1 50%	-	1 50%	-	-	1 50%	-	-	-	1 50%	-	1 17%	-	-	1 20%	1 20%	-
Don't know	1 14%	-	1 100%	-	-	-	1 20%	-	-	-	1 50%	-	-	-	1 50%	-	1 17%	-	1 20%	1 20%	1 20%	-
Declined to answer	1 14%	-	-	1 50%	-	-	-	1 50%	-	-	-	-	1 100%	-	-	1 100%	1 17%	-	1 20%	1 20%	1 20%	-
Sigma	7 100%	1 100%	1 100%	2 100%	1 100%	2 100%	5 100%	2 100%	3 100%	1 100%	2 100%	-	1 100%	4 100%	2 100%	1 100%	6 100%	1 100%	5 100%	5 100%	5 100%	2 100%

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

Q745\_11. What made your experience with .cn very negative?  
11. .cn

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1**	..	..	..	..	1**	1**	..	1**	..	..	..	..	1**	..	..	1**	..	1**	..	..	1**
ECONOMY (NET)	1 100%	-	-	-	-	1 100%	1 100%	-	1 100%	-	-	-	-	1 100%	-	-	1 100%	-	1 100%	-	-	1 100%
Too inexpensive	1 100%	-	-	-	-	1 100%	1 100%	-	1 100%	-	-	-	-	1 100%	-	-	1 100%	-	1 100%	-	-	1 100%
Sigma	1 100%	-	-	-	-	1 100%	1 100%	-	1 100%	-	-	-	-	1 100%	-	-	1 100%	-	1 100%	-	-	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  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q745\_14. What made your experience with .jp very negative?  
14. .jp

Base: Very Negative Experience With Websites With Domain Name Extensions

																	Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Region						Gender		Age					Age								
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3**	**	**	**	**	3**	1**	2**	**	**	3**	**	**	**	3**	**	2**	1**	**	3**	1**	2**
SAFETY (NET)	1 33%	-	-	-	-	1 33%	100%	-	-	-	1 33%	-	-	-	1 33%	-	-	100%	-	1 33%	-	1 50%
Not safe/secure	1 33%	-	-	-	-	1 33%	100%	-	-	-	1 33%	-	-	-	1 33%	-	-	100%	-	1 33%	-	1 50%
None	2 67%	-	-	-	-	2 67%	-	2 100%	-	-	2 67%	-	-	-	2 67%	-	2 100%	-	-	2 67%	1 100%	1 50%
Sigma	3 100%	-	-	-	-	3 100%	100%	2 100%	-	-	3 100%	-	-	-	3 100%	-	2 100%	100%	-	3 100%	1 100%	2 100%

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

Q745\_15. What made your experience with .kr very negative?

28 Aug 2015  
Table 273

Base: Very Negative Experience With Websites With Domain Name Extensions

15. .kr

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Comm- ercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1**	-.**	-.**	-.**	-.**	1**	1**	-.**	-.**	1**	-.**	-.**	-.**	1**	-.**	-.**	1**	-.**	1**	-.**	-.**	1**
BRAND IMAGE (NET)	1 100%	-	-	-	-	1 100%	1 100%	-	-	1 100%	-	-	-	1 100%	-	-	1 100%	-	1 100%	-	-	1 100%
Other brand image mentions	1 100%	-	-	-	-	1 100%	1 100%	-	-	1 100%	-	-	-	1 100%	-	-	1 100%	-	1 100%	-	-	1 100%
SAFETY (NET)	1 100%	-	-	-	-	1 100%	1 100%	-	-	1 100%	-	-	-	1 100%	-	-	1 100%	-	1 100%	-	-	1 100%
Not safe/secure	1 100%	-	-	-	-	1 100%	1 100%	-	-	1 100%	-	-	-	1 100%	-	-	1 100%	-	1 100%	-	-	1 100%
Sigma	2 200%	-	-	-	-	2 200%	2 200%	-	-	2 200%	-	-	-	2 200%	-	-	2 200%	-	2 200%	-	-	2 200%

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  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_17. What made your experience with .in very negative?  
17. .in

28 Aug 2015  
Table 275

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1**	**	**	**	**	1**	1**	**	1**	**	**	**	**	1**	**	**	1**	**	**	1**	**	**
MISCELLANEOUS (NET)	1 100%	-	-	-	-	1 100%	1 100%	-	1 100%	-	-	-	-	1 100%	-	-	1 100%	-	-	1 100%	1 100%	-
Not reliable	1 100%	-	-	-	-	1 100%	1 100%	-	1 100%	-	-	-	-	1 100%	-	-	1 100%	-	-	1 100%	1 100%	-
Sigma	1 100%	-	-	-	-	1 100%	1 100%	-	1 100%	-	-	-	-	1 100%	-	-	1 100%	-	-	1 100%	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  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_18. What made your experience with .id very negative?  
18. .id

28 Aug 2015  
Table 276

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1**	-.**	-.**	-.**	-.**	1**	1**	-.**	-.**	-.**	-.**	1**	-.**	-.**	-.**	1**	1**	-.**	1**	1**	1**	-.**
BRAND IMAGE (NET)	1 100%	-	-	-	-	1 100%	1 100%	-	-	-	-	1 100%	-	-	-	1 100%	1 100%	-	1 100%	1 100%	1 100%	-
Other brand image mentions	1 100%	-	-	-	-	1 100%	1 100%	-	-	-	-	1 100%	-	-	-	1 100%	1 100%	-	1 100%	1 100%	1 100%	-
Sigma	1 100%	-	-	-	-	1 100%	1 100%	-	-	-	-	1 100%	-	-	-	1 100%	1 100%	-	1 100%	1 100%	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  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_21. What made your experience with .eg very negative?  
21. .eg

28 Aug 2015  
Table 279

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1**	-.**	-.**	-.**	1**	-.**	1**	-.**	-.**	-.**	1**	-.**	-.**	-.**	1**	-.**	1**	-.**	1**	1**	1**	-.**
MISCELLANEOUS (NET)	1 100%	-	-	-	1 100%	-	1 100%	-	-	-	1 100%	-	-	-	1 100%	-	1 100%	-	1 100%	1 100%	1 100%	-
Never used/registered this extension	1 100%	-	-	-	1 100%	-	1 100%	-	-	-	1 100%	-	-	-	1 100%	-	1 100%	-	1 100%	1 100%	1 100%	-
Sigma	1 100%	-	-	-	1 100%	-	1 100%	-	-	-	1 100%	-	-	-	1 100%	-	1 100%	-	1 100%	1 100%	1 100%	-

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

Q745\_22. What made your experience with .co very negative?  
22. .co

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1**	-.**	1**	-.**	-.**	-.**	1**	-.**	-.**	-.**	1**	-.**	-.**	-.**	1**	-.**	1**	-.**	-.**	1**	-.**	1**
BRAND IMAGE (NET)	100%	-	100%	-	-	-	100%	-	-	-	100%	-	-	-	100%	-	100%	-	-	100%	-	100%
Not trustworthy	100%	-	100%	-	-	-	100%	-	-	-	100%	-	-	-	100%	-	100%	-	-	100%	-	100%
Sigma	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  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_23. What made your experience with .ar very negative?  
23. .ar

28 Aug 2015  
Table 281

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1**	-.**	1**	-.**	-.**	-.**	1**	-.**	-.**	-.**	-.**	1**	-.**	-.**	-.**	1**	1**	-.**	1**	1**	1**	-.**
MISCELLANEOUS (NET)	1 100%	-	1 100%	-	-	-	1 100%	-	-	-	-	1 100%	-	-	-	1 100%	1 100%	-	1 100%	1 100%	1 100%	-
Other mentions	1 100%	-	1 100%	-	-	-	1 100%	-	-	-	-	1 100%	-	-	-	1 100%	1 100%	-	1 100%	1 100%	1 100%	-
Sigma	1 100%	-	1 100%	-	-	-	1 100%	-	-	-	-	1 100%	-	-	-	1 100%	1 100%	-	1 100%	1 100%	1 100%	-

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

Q745\_24. What made your experience with .br very negative?  
24. .br

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1**	..	1**	..	..	..	..	1**	..	1**	..	..	..	1**	..	..	1**	..	..	1**	..	1**
FUNCTIONALITY (NET)	1 100%	-	1 100%	-	-	-	-	1 100%	-	1 100%	-	-	-	1 100%	-	-	1 100%	-	-	1 100%	-	1 100%
Not practical/useful	1 100%	-	1 100%	-	-	-	-	1 100%	-	1 100%	-	-	-	1 100%	-	-	1 100%	-	-	1 100%	-	1 100%
Sigma	1 100%	-	1 100%	-	-	-	-	1 100%	-	1 100%	-	-	-	1 100%	-	-	1 100%	-	-	1 100%	-	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  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q745\_33. What made your experience with .ca very negative?

28 Aug 2015  
Table 291

Base: Very Negative Experience With Websites With Domain Name Extensions

33. .ca

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	5**	5**	-**	-**	-**	-**	4**	1**	1**	2**	2**	-**	-**	3**	2**	-**	4**	1**	1**	5**	1**	4**
MISCELLANEOUS (NET)	2 40%	2 40%	-	-	-	-	2 50%	-	1 100%	-	1 50%	-	-	1 33%	1 50%	-	1 25%	1 100%	-	2 40%	1 100%	1 25%
Positive experience mentions	1 20%	1 20%	-	-	-	-	1 25%	-	-	-	1 50%	-	-	-	1 50%	-	1 25%	-	-	1 20%	1 100%	-
Too laggy	1 20%	1 20%	-	-	-	-	1 25%	-	1 100%	-	-	-	-	1 33%	-	-	-	1 100%	-	1 20%	-	1 25%
BRAND IMAGE (NET)	1 20%	1 20%	-	-	-	-	1 25%	-	-	-	1 50%	-	-	-	1 50%	-	1 25%	-	1 100%	1 20%	-	1 25%
Other brand image mentions	1 20%	1 20%	-	-	-	-	1 25%	-	-	-	1 50%	-	-	-	1 50%	-	1 25%	-	1 100%	1 20%	-	1 25%
FUNCTIONALITY (NET)	1 20%	1 20%	-	-	-	-	1 25%	-	-	-	1 50%	-	-	-	1 50%	-	1 25%	-	1 100%	1 20%	-	1 25%
Other functionality mentions	1 20%	1 20%	-	-	-	-	1 25%	-	-	-	1 50%	-	-	-	1 50%	-	1 25%	-	1 100%	1 20%	-	1 25%
ECONOMY (NET)	1 20%	1 20%	-	-	-	-	1 25%	-	-	-	1 50%	-	-	-	1 50%	-	1 25%	-	1 100%	1 20%	-	1 25%
Other economy mentions	1 20%	1 20%	-	-	-	-	1 25%	-	-	-	1 50%	-	-	-	1 50%	-	1 25%	-	1 100%	1 20%	-	1 25%
Declined to answer	2 40%	2 40%	-	-	-	-	1 25%	1 100%	-	2 100%	-	-	-	2 67%	-	-	2 50%	-	-	2 40%	-	2 50%
Sigma	7 140%	7 140%	-	-	-	-	6 150%	1 100%	1 100%	2 100%	4 200%	-	-	3 100%	4 200%	-	6 150%	1 100%	3 300%	7 140%	1 100%	6 150%

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

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

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	2969 88% CD	416 88% C	323 81% C	456 86% ACD	378 91% ACD	1396 91% ACD	1840 88% ACD	1129 90% ACD	379 87% ACD	931 88% ACD	1284 89% ACD	263 89% ACD	112 89% ACD	1310 88% ACD	1284 89% ACD	375 89% ACD	2325 88% ACD	644 89% ACD	1692 90% T	2184 88% ACD	1164 87% ACD	1805 89% ACD
Very satisfied	1412 42% DF	232 49% ADF	197 49% ADF	174 33% ADF	219 53% ADF	590 38% D	894 43% ACD	518 41% ACD	165 38% ACD	446 42% ACD	622 43% ACD	127 43% ACD	52 41% ACD	611 41% ACD	622 43% ACD	179 42% ACD	1128 43% ACD	284 39% ACD	812 43% ACD	1100 44% ACD	584 44% ACD	828 41% ACD
Somewhat satisfied	1557 46% BCE	184 39% C	126 32% ACD	282 53% ABCE	159 38% C	806 52% ABCE	946 45% ACD	611 48% ACD	214 49% ACD	485 46% ACD	662 46% ACD	136 46% ACD	60 48% ACD	699 47% ACD	662 46% ACD	196 46% ACD	1197 45% ACD	360 50% Q	880 47% T	1084 44% ACD	580 44% ACD	977 48% U
BOTTOM 2 BOX (NET)	383 11% EF	56 12% ABDEF	77 19% ABDEF	76 14% AEF	34 8% ABE	140 9% ABCE	254 12% ACD	129 10% ACD	56 13% ACD	121 11% ACD	159 11% ACD	33 11% ACD	14 11% ACD	177 12% ACD	159 11% ACD	47 11% ACD	303 12% ACD	80 11% ACD	194 10% ACD	296 12% S	168 13% ACD	215 11% ACD
Somewhat dissatisfied	195 6% E	20 4% ABE	24 6% ABE	43 8% ABE	15 4% ABE	93 6% ABE	131 6% ABE	64 5% ABE	29 7% ABE	65 6% ABE	82 6% ABE	13 4% ABE	6 5% ABE	94 6% ABE	82 6% ABE	19 4% ABE	154 6% ABE	41 6% ABE	90 5% ABE	142 6% ABE	83 6% ABE	112 6% ABE
Very dissatisfied	188 6% F	36 8% AF	53 13% ABDEF	33 6% F	19 5% F	47 3% F	123 6% F	65 5% F	27 6% F	56 5% F	77 5% F	20 7% F	8 6% F	83 6% F	77 5% F	28 7% F	149 6% F	39 5% F	104 6% F	154 6% F	85 6% F	103 5% F
Not Sure	5	1	-	1	2	1	2	3	-	2	2	1	-	2	2	1	5	-	2	4	-	5
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

28 Aug 2015  
Table 294

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
An Internet search engine	2705 81% D	374 79%	310 78%	405 76%	368 89% ABCDF	1248 81% D	1705 81%	1000 79%	356 82% M	882 84% KLM	1151 80% M	227 76%	89 71%	1238 83% OP	1151 80% P	316 75%	2112 80%	593 82%	1599 85% T	1981 80%	1026 77%	1679 83% U
My Internet service provider	1190 35% BD	101 21%	141 35% B	163 31% B	129 31% B	656 43% ABCDE	726 35%	464 37%	145 33%	403 38%	507 35%	97 33%	38 30%	548 37%	507 35%	135 32%	967 37% R	223 31%	658 35%	913 37%	536 40% V	654 32%
An Internet encyclopedia	1153 34% BD	134 28%	121 30%	162 30%	141 34% ABCD	595 39% ABCDE	693 33%	460 36% G	175 40% KLM	402 38% KLM	471 33% M	84 28% M	21 17%	577 39% OP	471 33% P	105 25%	914 35%	239 33%	707 37% T	869 35%	498 37% V	655 32%
Domain provider/DNS reseller	65 2% F	25 5% ACDEF	9 2% F	13 2% F	4 1% F	14 1% F	50 2% H	15 1%	4 1%	12 1%	40 3% IJ	5 2%	4 3%	16 1%	40 3% N	9 2%	50 2%	15 2%	46 2%	56 2%	41 3% V	24 1%
GoDaddy search	22 1% F	15 3% ACDEF	4 1% DF	-	1	2	17 1%	5	-	4	11 1%	5 2% IJ	2 2% I	4	11 1%	7 2% N	20 1%	2	10 1%	22 1%	16 1% V	6
Whois search	17 1%	2	1	5 1%	4 1%	5	14 1%	3	1	4	10 1%	1	1 1%	5	10 1%	2	10	7 1% Q	10 1%	17 1%	12 1% V	5
ICANN	15 F	7 1% AEF	4 1% EF	3 1% F	-	1	12 1%	3	1	5	8 1%	1	-	6	8 1%	1	14 1%	1	9	13 1%	11 1% V	4
Google	15 F	4 1% F	2 1%	2	4 1% F	3	8	7 1%	3 1%	6 1%	4	-	2 2% KL	9 1%	4	2	12	3	7	10	10 1% V	5
Computer/web/IT specialist/expert	13	4 1% F	1	1	4 1% F	3	7	6	-	1	9 1% J	1	2 2% IJ	1	9 1% N	3 1% N	7	6 1% Q	6	12	4	9
Friend/Colleague/Family members	12 F	4 1% F	2 1%	3 1%	1	2	6	6	2	1	4	4 1% JK	1 1%	3	4	5 1% NO	5	7 1% Q	5	9	4	8
Nic/Nic.br	7	1	3 1% AD	-	-	3	6	1	-	1	6	-	-	1	6	-	7	-	4	6	5	2
Knowledgeable people/people who use domains	6	3 1% AF	2 1% F	-	-	1	2	4	1	1	4	-	-	2	4	-	5	1	3	4	-	6 U
Register.com/ search	5	4 1% AF	-	1	-	-	4	1	-	1	2	1	1 1%	1	2	2	4	1	4	4	3	2
Registro.br	4	-	4 1% ABDEF	-	-	-	1	3	-	2	2	-	-	2	2	-	3	1	1	4	3	1
Blogs/Forums	4	-	-	2	1	1	4	-	-	1	2	1	-	1	2	1	4	-	4	4	4 V	-
Gandi	4	-	-	4 1% AF	-	-	2	2	-	3	1	-	-	3	1	-	1	3 Q	2	4	4 V	-

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

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

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
OVH	4	-	-	4 AF	-	-	2	2	-	4 K	-	-	-	4 O	-	-	3	1	1	4	4 V	-
Name.com	3	-	-	-	2 A	1	2	1	-	2	1	-	-	2	1	-	3	-	1	3	2	1
Network solutions	3	3 AF	-	-	-	-	3	-	-	1	1	1	-	1	1	1	2	1	3	3	2	1
Ru	3	1	-	-	-	2	3	-	-	1	2	-	-	1	2	-	2	1	1	3	3 V	-
Books/Magazines/Newspa per	2	2 AF	-	-	-	-	1	1	-	1	-	1 K	-	1	-	1	2	-	2	1	1	1
Namecheap	2	1	-	-	-	1	2	-	-	1	-	-	1 K	1	-	1	2	-	1	2	2	-
Netsol	2	1	1	-	-	-	2	-	-	-	1	1	-	-	1	1	2	-	2	2	2	-
Specialized websites/tools	2	-	-	2 AF	-	-	1	1	-	1	1	-	-	1	1	-	2	-	-	2	1	1
Internic	2	-	1	-	-	1	2	-	-	-	2	-	-	-	2	-	2	-	1	2	1	1
Nominet	1	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1	-	1
Other	20 1% F	7 1% AF	3 1% F	7 1% AF	1	2	10	10 1%	-	4	8 1%	6 2% IJK	2 2% I	4	8 1%	8 2% NO	17 1%	3	10 1%	18 1%	12 1%	8
Not sure	83 2% E	11 2% E	10 3% E	21 4% AE	2	39 3% E	47 2%	36 3%	5 1%	15 1%	37 3% J	16 5% IJK	10 8% IJK	20 1%	37 3% N	26 6% NO	61 2%	22 3%	38 2%	52 2%	19 1%	64 3% U
Declined to answer	4	1	1	1	-	1	2	2	-	4 K	-	-	-	4 O	-	-	3	1	3	3	2	2
Sigma	5368 160%	705 149%	620 155%	800 150%	662 160%	2581 168%	3335 159%	2033 161%	693 159%	1763 167%	2286 158%	452 152%	174 138%	2456 165%	2286 158%	626 148%	4237 161%	1131 156%	3139 166%	4024 162%	2228 167%	3140 155%

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

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

28 Aug 2015  
Table 295

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Total Regi- strants (A)	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	Primary decision maker (Q)	Shared decision maker (R)	Consumer (S)	Commer- cial (T)	Yes (U)	No (V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Useful	2891 86% D	403 85%	342 86%	434 81%	385 93% ABCD	1327 86% D	1772 85%	1119 89% G	379 87% M	928 88% LM	1242 86% M	246 83%	96 76%	1307 88% P	1242 86% P	342 81%	2253 86%	638 88%	1650 87%	2138 86%	1126 85%	1765 87% U
Informative	2800 83% BD	377 80%	330 83%	420 79%	376 91% ABCD	1297 84% BD	1696 81%	1104 88% G	363 83% M	905 86% LM	1205 83% M	239 80% M	88 70%	1268 85% P	1205 83% P	327 77%	2198 83%	602 83%	1606 85% T	2073 83%	1082 81%	1718 85% U
Practical	2792 83% D	396 84% D	326 82%	417 78%	375 91% ABCD	1278 83% D	1709 82%	1083 86% G	357 82% M	899 85% LM	1209 84% LM	234 79%	93 74%	1256 84% P	1209 84% P	327 77%	2199 84%	593 82%	1614 85% T	2050 83%	1081 81%	1711 84% U
Helpful	2760 82% BD	362 77%	333 83% BD	405 76%	366 88% ABCD	1294 84% ABD	1684 80%	1076 85% G	357 82% M	900 85% KLM	1188 82% M	233 78% M	82 65%	1257 82% P	1188 82% P	315 74%	2157 82%	603 83%	1596 85% T	2028 82%	1080 81%	1680 83%
Trustworthy	2699 80% BD	338 71%	309 77%	405 76%	377 91% ABCD	1270 83% ABCD	1645 78%	1054 84% G	355 82% LM	889 84% KLM	1173 81% LM	208 70% M	74 59%	1244 84% P	1173 81% P	282 67%	2124 81%	575 79%	1556 82% T	1999 80%	1042 78%	1657 82% U
For people like me	2595 77% D	352 74%	299 75%	386 72%	339 82% ABCD	1219 80% ABCD	1557 74%	1038 82% LM	341 78% KLM	855 81% KLM	1107 77% M	213 72%	79 63%	1196 80% OP	1107 77% P	292 69%	2042 78%	553 76%	1507 80% T	1898 76%	1002 75%	1593 79% U
Technical	2531 75% BD	306 65%	313 78% BD	352 66%	336 81% ABD	1224 80% ABD	1540 73%	991 79% G	340 78% LM	830 79% LM	1093 76% LM	196 66%	72 57%	1170 79% P	1093 76% P	268 63%	1995 76%	536 74%	1458 77% T	1872 75%	978 73%	1553 77% U
Interesting	2444 73% BD	273 58%	292 73% B	363 68% B	339 82% ABCD	1177 77% ABD	1473 70%	971 77% G	341 78% KLM	816 77% KLM	1034 72% LM	186 63%	67 53%	1157 78% OP	1034 72% P	253 60%	1911 73%	533 74%	1406 74% T	1793 72%	920 69%	1524 75% U
Innovative	2213 66% BCD	217 46%	237 59% B	293 55% B	329 79% ABCD	1137 74% ABCD	1325 63%	888 70% G	317 73% KLM	747 71% KLM	956 66% LM	145 49% M	48 38%	1064 71% OP	956 66% P	193 46%	1736 66%	477 66%	1232 65%	1634 66%	835 63%	1378 68% U
Cutting edge	2107 63% BCD	180 38%	189 47% B	299 56% BC	309 75% ABCD	1130 74% ABCD	1274 61%	833 66% G	276 63% LM	709 67% LM	924 64% LM	146 49%	52 41%	985 66% P	924 64% P	198 47%	1669 63%	438 60%	1209 64%	1543 62%	825 62%	1282 63%
Exciting	1903 57% BCD	153 32%	205 51% BD	220 41% B	305 74% ABCD	1020 66% ABCD	1138 54%	765 61% G	275 63% KLM	677 64% KLM	797 55% LM	121 41% M	33 26%	952 64% OP	797 55% P	154 36%	1496 57%	407 56%	1071 57%	1408 57%	739 55%	1164 57%
Extreme	1598 48% BCD	124 26%	149 37% B	178 33% B	280 68% ABCD	867 56% ABCD	948 45%	650 52% G	229 53% KLM	584 55% KLM	670 46% LM	88 30%	27 21%	813 55% OP	670 46% P	115 27%	1281 49% R	317 44%	875 46%	1207 49% S	625 47%	973 48%
Overwhelming	1552 46% BCD	98 21%	120 30% B	149 28% B	244 59% ABCD	941 61% ABCD	918 44%	634 50% G	240 55% KLM	547 52% KLM	638 44% LM	100 34% M	27 21%	787 53% OP	638 44% P	127 30%	1237 47%	315 44%	875 46%	1122 45%	603 45%	949 47%
Unconventional	1386 41% BD	94 20%	201 50% ABDE	188 35% B	178 43% BD	725 47% ABD	845 40%	541 43% LM	198 46% KLM	481 46% LM	582 40% LM	94 32%	31 25%	679 46% OP	582 40% P	125 30%	1109 42%	277 38%	755 40%	1044 42%	553 42%	833 41%
Confusing	1006 30% BCD	83 18%	94 24% B	139 26% B	109 26% B	581 38% ABCDE	596 28%	410 33% G	150 34% KLM	353 33% KLM	421 29% LM	62 21%	20 16%	503 34% OP	421 29% P	82 19%	814 31% R	192 27%	534 28%	767 31% S	419 31%	587 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  
Overlap formulae used.

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

28 Aug 2015  
Table 296

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Confusing	2319 69% F	386 82% ADEF	305 76% AF	384 72% F	304 73% AF	940 61% 71%	1480 67% H	839 67%	282 65%	692 66%	1011 70% IJ	229 77% IJK	105 83% IJK	974 65%	1011 70% N	334 79% NO	1796 68%	523 72% Q	1333 71% T	1699 68%	908 68%	1411 70%
Unconventional	1940 58% CF	377 80% ACDEF	197 49%	334 63% ACF	235 57% C	797 52%	1234 59%	706 56%	234 54%	566 54%	849 59% J	197 66% IJK	94 75% IJK	800 54%	849 59% N	291 69% NO	1502 57%	438 60%	1111 59%	1425 57%	774 58%	1166 58%
Overwhelming	1774 53% EF	371 78% ACDEF	277 69% AEF	374 70% AEF	169 41%	583 38%	1163 55% H	611 48%	192 44%	499 47%	793 55% IJ	192 65% IJK	98 78% IJKL	691 46%	793 55% N	290 69% NO	1375 52%	399 55%	992 53%	1345 54%	725 54%	1049 52%
Extreme	1728 51% EF	345 73% ACDEF	248 62% AEF	344 65% AEF	134 32%	657 43% E	1132 54% H	596 47%	203 47%	461 44%	761 53% IJ	205 69% IJK	98 78% IJK	664 45%	761 53% N	303 72% NO	1329 50%	399 55% Q	994 53%	1260 51%	701 53%	1027 51%
Exciting	1429 43% EF	318 67% ACDEF	193 48% AEF	303 57% ACEF	107 26%	508 33% E	944 45% H	485 38%	157 36%	373 35%	636 44% IJ	171 58% IJK	92 73% IJKL	530 36%	636 44% N	263 62% NO	1118 42%	311 43%	798 42%	1065 43%	589 44%	840 41%
Cutting edge	1221 36% EF	290 61% ACDEF	208 52% ADEF	225 42% AEF	103 25%	395 26% H	809 39% H	412 33%	156 36%	335 32%	510 35%	147 49% IJK	73 58% IJK	491 33%	510 35% N	220 52% NO	944 36%	277 38%	660 35%	926 37% S	502 38%	719 36%
Innovative	1121 33% EF	253 53% ACDEF	162 41% AEF	233 44% AEF	83 20%	390 25% E	760 36% H	361 29%	115 26%	301 29%	480 33% IJ	148 50% IJK	77 61% IJKL	416 28%	480 33% N	225 53% NO	882 33%	239 33%	639 34%	840 34%	494 37% V	627 31%
Interesting	890 27% EF	199 42% ACDEF	107 27% E	161 30% AEF	73 18%	350 23% E	611 29% H	279 22%	91 21%	232 22%	401 28% IJ	108 36% IJK	58 46% IJK	323 22%	401 28% N	166 39% NO	707 27%	183 25%	467 25%	679 27% S	407 31% V	483 24%
Technical	803 24% EF	165 35% ACEF	84 21%	173 32% ACEF	77 19%	304 20% H	543 26% H	260 21%	92 21%	218 21%	344 24%	97 33% IJK	52 41% IJK	310 21%	344 24% N	149 35% NO	623 24%	180 25%	419 22%	599 24% S	349 26% V	454 22%
For people like me	738 22% EF	120 25% EF	99 25% EF	139 26% AEF	74 18%	306 20% H	526 25% H	212 17%	91 21%	194 18%	328 23% J	80 27% J	45 36% IJK	285 19%	328 23% N	125 30% NO	575 22%	163 23%	366 19%	574 23% S	324 24% V	414 20%
Trustworthy	634 19% EF	132 28% ADEF	89 22% EF	120 23% AEF	36 9%	257 17% E	438 21% H	196 16%	77 18%	159 15%	262 18% J	85 29% IJK	51 40% IJKL	236 16%	262 18% N	136 32% NO	490 19%	144 20%	316 17%	473 19% S	284 21% V	350 17%
Helpful	578 17% EF	110 23% ACEF	66 17% E	120 23% ACEF	47 11%	235 15% E	401 19% H	177 14%	75 17%	150 14%	250 17% J	61 21% J	42 33% IJKL	225 15%	250 17% N	103 24% NO	465 18%	113 16%	281 15%	447 18% S	248 19%	330 16%
Practical	546 16% E	76 16% E	74 19% E	109 20% AEF	38 9%	249 16% E	377 18% H	169 13%	75 17%	152 14%	227 16%	60 20% J	32 25% IJK	227 15%	227 16% N	92 22% NO	421 16%	125 17%	263 14%	425 17% S	246 18% V	300 15%
Informative	534 16% E	95 20% AEF	68 17% E	104 20% AEF	37 9%	230 15% E	387 18% H	147 12%	69 16%	144 14%	230 16%	55 19% J	36 29% IJKL	213 14%	230 16% N	91 22% NO	421 16%	113 16%	269 14%	399 16% S	245 18% V	289 14%
Useful	446 13% E	69 15% E	57 14% E	90 17% AEF	29 7%	201 13% E	311 15% H	135 11%	53 12%	121 11%	195 13%	48 16% J	29 23% IJK	174 12%	195 13% N	77 18% NO	365 14%	81 11%	225 12%	336 14% S	201 15% V	245 12%

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

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

28 Aug 2015  
Table 297

1. Innovative

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	2213 66% BCD	217 46%	237 59% B	293 55% B ABCDF	329 79% B ABCDF	1137 74% ABCD	1325 63%	888 70% G	317 73% KLM	747 71% KLM	956 66% LM	145 49% M	48 38%	1064 71% OP	956 66% P	193 46%	1736 66%	477 66%	1232 65%	1634 66%	835 63%	1378 68% U
Describes very well	899 27% BD	69 15%	97 24% BD	88 17% ABCD	175 42% ABCD	470 31% ABCD	526 25%	373 30% G	128 29% LM	332 31% LM	374 26% LM	53 18% M	12 10%	460 31% OP	374 26% P	65 15%	707 27%	192 27%	507 27%	697 28%	351 26%	548 27%
Describes somewhat well	1314 39% B	148 31%	140 35%	205 38% B	154 37% ABCDE	667 43% ABCDE	799 38%	515 41%	189 43% LM	415 39% LM	582 40% LM	92 31%	36 29%	604 41% P	582 40% P	128 30%	1029 39%	285 39%	725 38%	937 38%	484 36%	830 41% U
BOTTOM 2 BOX (NET)	1121 33% EF	253 53% ACDEF	162 41% AEF	233 44% AEF	83 20% E	390 25% E	760 36% H	361 29%	115 26%	301 29%	480 33% IJ	148 50% IJK	77 61% IJKL	416 28%	480 33% N	225 53% NO	882 33%	239 33%	639 34%	840 34%	494 37% V	627 31%
Does not describe very well	719 21% EF	139 29% ACEF	91 23% E	139 26% AEF	60 14% E	290 19% E	462 22%	257 20%	78 18%	205 19%	302 21%	90 30% IJK	44 35% IJK	283 19%	302 21%	134 32% NO	559 21%	160 22%	417 22%	510 21%	281 21%	438 22%
Does not describe at all	402 12% EF	114 24% ACDEF	71 18% AEF	94 18% AEF	23 6% E	100 7% E	298 14% H	104 8%	37 9%	96 9%	178 12% IJ	58 20% IJK	33 26% IJK	133 9%	178 12% N	91 22% NO	323 12%	79 11%	222 12%	330 13% S	213 16% V	189 9%
Not Sure	23 1%	3 1%	1 *	7 1%	2 *	10 1%	11 1%	12 1%	3 1%	6 1%	9 1%	4 1%	1 1%	9 1%	9 1%	5 1%	15 1%	8 1%	17 1% T	10 *	3 *	20 1% U
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

28 Aug 2015  
Table 298

2. Cutting edge

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	2107 63% BCD	180 38% B	189 47% B	299 56% BC	309 75% ABCD	1130 74% ABCD	1274 61% G	833 66% G	276 63% LM	709 67% LM	924 64% LM	146 49% P	52 41% P	985 66% P	924 64% P	198 47% P	1669 63% P	438 60% P	1209 64% P	1543 62% P	825 62% P	1282 63% P
Describes very well	799 24% BCD	57 12% B	63 16% B	98 18% B	141 34% ABCD	440 29% ABCD	488 23% G	311 25% G	91 21% M	282 27% ILM	371 26% ILM	46 15% M	9 7% P	373 25% P	371 26% P	55 13% P	651 25% R	148 20% P	460 24% P	613 25% P	342 26% V	457 23% P
Describes somewhat well	1308 39% BC	123 26% BC	126 32% BC	201 38% BC	168 41% BC	690 45% ABCD	786 38% G	522 41% G	185 43% L	427 41% L	553 38% L	100 34% P	43 34% P	612 41% P	553 38% P	143 34% P	1018 39% P	290 40% P	749 40% T	930 37% P	483 36% P	825 41% U
BOTTOM 2 BOX (NET)	1221 36% EF	290 61% ACDEF	208 52% ADEF	225 42% AEF	103 25% AEF	395 26% ABCD	809 39% H	412 33% H	156 36% P	335 32% P	510 35% P	147 49% IJK	73 58% IJK	491 33% P	510 35% P	220 52% NO	944 36% P	277 38% P	660 35% P	926 37% S	502 38% P	719 36% P
Does not describe very well	776 23% EF	153 32% ADEF	124 31% ADEF	128 24% EF	65 16% EF	306 20% ABCD	506 24% H	270 21% H	108 25% P	237 22% P	315 22% P	78 26% P	38 30% K	345 23% P	315 22% P	116 27% O	589 22% P	187 26% P	430 23% P	567 23% P	281 21% P	495 24% U
Does not describe at all	445 13% EF	137 29% ACDEF	84 21% AEF	97 18% AEF	38 9% F	89 6% ABCD	303 14% H	142 11% H	48 11% P	98 9% P	195 13% J	69 23% IJK	35 28% IJK	146 10% P	195 13% N	104 25% NO	355 13% P	90 12% P	230 12% P	359 14% S	221 17% V	224 11% P
Not Sure	29 1%	3 1%	3 1%	9 2% A	2 1%	12 1%	13 1%	16 1% G	3 1%	10 1%	11 1%	4 1%	1 1%	13 1%	11 1%	5 1%	20 1%	9 1%	19 1% T	15 1%	5 1%	24 1% U
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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



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

28 Aug 2015  
Table 299

3. Extreme

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	1598 48% BCD	124 26% B	149 37% B	178 33% ABCD	280 68% B	867 56% ABCD	948 45% G	650 52% G	229 53% KLM	584 55% KLM	670 46% LM	88 30% LM	27 21% LM	813 55% OP	670 46% P	115 27% LM	1281 49% R	317 44% R	875 46% S	1207 49% S	625 47% S	973 48% S
Describes very well	584 17% BCD	47 10% B	53 13% D	48 9% ABCD	119 29% ABCD	317 21% ABCD	340 16% G	244 19% G	80 18% LM	217 21% LM	254 18% LM	25 8% LM	8 6% LM	297 20% P	254 18% P	33 8% LM	474 18% P	110 15% P	322 17% S	473 19% S	260 20% V	324 16% V
Describes somewhat well	1014 30% BCD	77 16% B	96 24% B	130 24% B	161 39% ABCD	550 36% ABCD	608 29% G	406 32% G	149 34% KLM	367 35% KLM	416 29% LM	63 21% LM	19 15% LM	516 35% OP	416 29% P	82 19% LM	807 31% P	207 29% P	553 29% S	734 30% S	365 27% U	649 32% U
BOTTOM 2 BOX (NET)	1728 51% EF	345 73% ACDEF	248 62% AEF	344 65% AEF	134 32% AEF	657 43% E	1132 54% H	596 47% H	203 47% H	461 44% H	761 53% IJ	205 69% IJK	98 78% IJK	664 45% IJK	761 53% N	303 72% NO	1329 50% Q	399 55% Q	994 53% S	1260 51% S	701 53% S	1027 51% S
Does not describe very well	887 26% E	115 24% E	122 31% BE	151 28% E	72 17% E	427 28% E	554 26% H	333 26% H	123 28% H	255 24% H	384 27% H	85 29% H	40 32% H	378 25% H	384 27% H	125 30% H	673 26% Q	214 30% Q	508 27% T	602 24% T	304 23% U	583 29% U
Does not describe at all	841 25% EF	230 49% ACDEF	126 32% AEF	193 36% AEF	62 15% AEF	230 15% H	578 28% H	263 21% H	80 18% H	206 20% H	377 26% IJ	120 40% IJK	58 46% IJK	286 19% IJK	377 26% N	178 42% NO	656 25% Q	185 26% Q	486 26% S	658 26% S	397 30% V	444 22% V
Not Sure	28 1%	4 1%	3 1%	10 2% AEF	-	11 1%	13 1%	15 1%	3 1%	8 1%	12 1%	4 1%	1 1%	11 1%	12 1%	5 1%	20 1%	8 1%	18 1% T	14 1%	4 *	24 1% U
Decline to Answer	3	-	-	1	-	2	3	-	-	1	2	-	-	1	2	-	3	-	1	3	2	1
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

28 Aug 2015  
Table 300

4. Trustworthy

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	2699 80% BD	338 71%	309 77%	405 76%	377 91% ABCD	1270 83% ABCD	1645 78%	1054 84% G	355 82% LM	889 84% KLM	1173 81% LM	208 70% M	74 59%	1244 84% P	1173 81% P	282 67%	2124 81%	575 79%	1556 82% T	1999 80%	1042 78%	1657 82% U
Describes very well	1303 39% D	165 35% D	175 44% ABD	149 28% ABCD	215 52% ABCD	599 39% D	772 37%	531 42% G	157 36% M	455 43% ILM	569 39% LM	93 31%	29 23%	612 41% P	569 39% P	122 29%	1041 40%	262 36%	770 41%	1010 41%	531 40%	772 38%
Describes somewhat well	1396 42% BC	173 37%	134 34%	256 48% ABCE	162 39%	671 44% ABC	873 42%	523 41%	198 46%	434 41%	604 42%	115 39%	45 36%	632 42%	604 42%	160 38%	1083 41%	313 43%	786 42%	989 40%	511 38%	885 44% U
BOTTOM 2 BOX (NET)	634 19% EF	132 28% ADE	89 22% EF	120 23% AEF	36 9%	257 17% E	438 21% H	196 16%	77 18%	159 15%	262 18% J	85 29% IJK	51 40% IJKL	236 16%	262 18% NO	136 32% NO	490 19%	144 20%	316 17%	473 19% S	284 21% V	350 17%
Does not describe very well	414 12% E	80 17% AEF	49 12% E	69 13% E	20 5%	196 13% E	273 13%	141 11%	55 13%	113 11%	166 11%	47 16% JK	33 26% IJKL	168 11%	166 11%	80 19% NO	318 12%	96 13%	209 11%	294 12%	167 13%	247 12%
Does not describe at all	220 7% EF	52 11% AEF	40 10% AEF	51 10% AEF	16 4%	61 4% H	165 8% H	55 4%	22 5%	46 4%	96 7% J	38 13% IJK	18 14% IJK	68 5%	96 7% N	56 13% NO	172 7%	48 7%	107 6%	179 7% S	117 9% V	103 5%
Not Sure	24 1%	3 1%	2 1%	8 2% AE	1	10 1%	13 1%	11 1%	3 1%	6 1%	10 1%	4 1%	1 1%	9 1%	10 1%	5 1%	19 1%	5 1%	16 1% T	12	6	18 1%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

28 Aug 2015  
Table 301

5. Unconventional

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	1386 41% BD	94 20%	201 50% ABDE	188 35% B	178 43% BD	725 47% ABD	845 40% 43%	541 43%	198 46% LM	481 46% KLM	582 40% LM	94 32%	31 25%	679 46% OP	582 40% P	125 30%	1109 42%	277 38%	755 40%	1044 42%	553 42%	833 41%
Describes very well	452 13% BD	24 5%	76 19% ABDE	46 9% B	54 13% BD	252 16% ABD	262 13%	190 15% G	75 17% LM	142 13% LM	206 14% LM	22 7%	7 6%	217 15% P	206 14% P	29 7%	379 14% R	73 10%	255 14%	360 14%	213 16% V	239 12%
Describes somewhat well	934 28% B	70 15%	125 31% B	142 27% B	124 30% B	473 31% AB	583 28%	351 28%	123 28% M	339 32% KLM	376 26%	72 24%	24 19%	462 31% OP	376 26%	96 23%	730 28%	204 28%	500 26%	684 28%	340 26%	594 29% U
BOTTOM 2 BOX (NET)	1940 58% CF	377 80% ACDEF	197 49%	334 63% ACF	235 57% C	797 52%	1234 59%	706 56%	234 54%	566 54%	849 59% J	197 66% IJK	94 75% IJK	800 54%	849 59% N	291 69% NO	1502 57%	438 60%	1111 59%	1425 57%	774 58%	1166 58%
Does not describe very well	1051 31% C	154 33% C	100 25%	152 29%	129 31%	516 34% ACD	633 30%	418 33%	140 32%	327 31%	457 32%	86 29%	41 33%	467 31%	457 32%	127 30%	805 31%	246 34%	592 31%	738 30%	360 27%	691 34% U
Does not describe at all	889 26% F	223 47% ACDEF	97 24% F	182 34% ACEF	106 26% F	281 18%	601 29% H	288 23%	94 22%	239 23%	392 27% IJ	111 37% IJK	53 42% IJK	333 22%	392 27% N	164 39% NO	697 26%	192 27%	519 27%	687 28%	414 31% V	475 23%
Not Sure	28 1%	2 1%	2 1%	10 2% ABE	1 1%	13 1%	15 1%	13 1%	3 1%	7 1%	11 1%	6 2% JK	1 1%	10 1%	11 1%	7 2%	20 1%	8 1%	20 1% T	13 1%	4 1%	24 1% U
Decline to Answer	3 0%	-	-	1 0%	-	2 0%	2 0%	1 0%	-	-	3 0%	-	-	-	3 0%	-	2 0%	1 0%	2 0%	2 0%	1 0%	2 0%
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

28 Aug 2015  
Table 302

6. Practical

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	2792 83% D	396 84% D	326 82% 82%	417 78% ABCD	375 91% ABCDF	1278 83% D	1709 82% 82%	1083 86% G	357 82% M	899 85% LM	1209 84% LM	234 79% P	93 74% P	1256 84% P	1209 84% P	327 77% 77%	2199 84% 84%	593 82% T	1614 85% T	2050 83% 83%	1081 81% 81%	1711 84% U
Describes very well	1306 39% DF	195 41% DF	194 49% ABDF	168 32% ABDF	201 49% ABDF	548 36% 36%	804 38% 38%	502 40% 40%	163 37% M	429 41% LM	581 40% M	102 34% M	31 25% P	592 40% P	581 40% P	133 31% 31%	1044 40% 40%	262 36% 36%	788 42% 42%	1005 40% 40%	557 42% V	749 37% 37%
Describes somewhat well	1486 44% C	201 42% C	132 33% 33%	249 47% C	174 42% C	730 47% ACE	905 43% 43%	581 46% 46%	194 45% 45%	470 45% 45%	628 43% 43%	132 44% 44%	62 49% 49%	664 45% 45%	628 43% 43%	194 46% 46%	1155 44% 44%	331 46% 46%	826 44% 44%	1045 42% 42%	524 39% 39%	962 48% U
BOTTOM 2 BOX (NET)	546 16% E	76 16% E	74 19% E	109 20% AEF	38 9% AEF	249 16% E	377 18% H	169 13% 13%	75 17% 17%	152 14% 14%	227 16% 16%	60 20% J	32 25% IJK	227 15% 15%	227 16% 16%	92 22% NO	421 16% 16%	125 17% 17%	263 14% 14%	425 17% S	246 18% V	300 15% 15%
Does not describe very well	358 11% E	39 8% E	45 11% E	70 13% ABE	23 6% ABE	181 12% BE	236 11% 11%	122 10% 10%	56 13% 13%	109 10% 10%	144 10% 10%	32 11% 11%	17 13% 13%	165 11% 11%	144 10% 10%	49 12% 12%	273 10% 10%	85 12% 12%	170 9% 9%	270 11% S	145 11% 11%	213 11% 11%
Does not describe at all	188 6% F	37 8% AEF	29 7% EF	39 7% EF	15 4% 4%	68 4% 4%	141 7% H	47 4% 4%	19 4% 4%	43 4% 4%	83 6% 6%	28 9% IJK	15 12% IJK	62 4% 4%	83 6% N	43 10% NO	148 6% 6%	40 6% 6%	93 5% 5%	155 6% S	101 8% V	87 4% 4%
Not Sure	19 1% 1%	1 * 1%	- - -	7 1% ABC	1 1% 1%	10 1% 1%	10 * 1%	9 1% 1%	3 1% 1%	3 * 1%	9 1% 1%	3 1% 1%	1 1% 1%	6 * 1%	9 1% 1%	4 1% 1%	13 * 1%	6 1% 1%	11 1% 1%	9 * 1%	5 * 1%	14 1% 1%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

28 Aug 2015  
Table 303

7. Technical

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	2531 75% BD	306 65%	313 78% BD	352 66%	336 81% ABD	1224 80% ABD	1540 73%	991 79% G	340 78% LM	830 79% LM	1093 76% LM	196 66%	72 57%	1170 79% P	1093 76% P	268 63%	1995 76%	536 74%	1458 77% T	1872 75%	978 73%	1553 77% U
Describes very well	1071 32% BD	102 22%	156 39% ABD	114 21%	176 43% ABDF	523 34% ABD	643 31%	428 34% G	141 32% LM	343 33% LM	493 34% LM	73 25%	21 17%	484 33% P	493 34% P	94 22%	839 32%	232 32%	616 33%	830 33%	438 33%	633 31%
Describes somewhat well	1460 43% E	204 43%	157 39%	238 45%	160 39%	701 46% ACE	897 43%	563 45%	199 46%	487 46% K	600 42%	123 41%	51 40%	686 46% O	600 42%	174 41%	1156 44%	304 42%	842 45% T	1042 42%	540 41%	920 45% U
BOTTOM 2 BOX (NET)	803 24% EF	165 35% ACEF	84 21%	173 32% ACEF	77 19%	304 20%	543 26% H	260 21%	92 21%	218 21%	344 24%	97 33% IJK	52 41% IJK	310 21%	344 24%	149 35% NO	623 24%	180 25%	419 22%	599 24% S	349 26% V	454 22%
Does not describe very well	543 16% E	101 21% ACEF	54 14%	106 20% ACEF	53 13%	229 15%	360 17% H	183 15%	66 15%	158 15%	227 16%	60 20% J	32 25% IJK	224 15%	227 16%	92 22% NO	410 16%	133 18%	285 15%	392 16%	202 15%	341 17%
Does not describe at all	260 8% F	64 14% ACEF	30 8% F	67 13% ACEF	24 6%	75 5%	183 9% H	77 6%	26 6%	60 6%	117 8% J	37 12% IJK	20 16% IJK	86 6%	117 8% N	57 13% NO	213 8%	47 6%	134 7%	207 8% S	147 11% V	113 6%
Not Sure	23 1%	2 1%	3 1%	8 2% AEF	1 1%	9 1%	13 1%	10 1%	3 1%	6 1%	8 1%	4 1%	2 2%	9 1%	8 1%	6 1%	15 1%	8 1%	11 1%	13 1%	5 1%	18 1%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

28 Aug 2015  
Table 304

8. Confusing

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	1006 30% BCD	83 18%	94 24% B	139 26% B	109 26% B	581 38% ABCDE	596 28%	410 33% G	150 34% KLM	353 33% KLM	421 29% LM	62 21%	20 16%	503 34% OP	421 29% P	82 19%	814 31% R	192 27%	534 28%	767 31% S	419 31%	587 29%
Describes very well	310 9% B	20 4%	35 9% B	43 8% B	32 8% B	180 12% ABDE	184 9%	126 10%	35 8% M	118 11% LM	136 9% M	20 7% M	1 1%	153 10% P	136 9% P	21 5%	261 10% R	49 7%	163 9%	257 10% S	149 11% V	161 8%
Describes somewhat well	696 21% BC	63 13%	59 15%	96 18% B	77 19% B	401 26% ABCDE	412 20%	284 23% G	115 26% KLM	235 22% L	285 20% L	42 14%	19 15%	350 24% OP	285 20% P	61 14%	553 21%	143 20%	371 20%	510 21%	270 20%	426 21%
BOTTOM 2 BOX (NET)	2319 69% F	386 82% ADE	305 76% AF	384 72% F	304 73% AF	940 61% H	1480 71% H	839 67%	282 65%	692 66%	1011 70% IJ	229 77% IJK	105 83% IJK	974 65%	1011 70% N	334 79% NO	1796 68%	523 72% Q	1333 71% T	1699 68%	908 68%	1411 70%
Does not describe very well	1072 32% E	140 30%	130 33% E	179 34% E	107 26% E	516 34% E	645 31%	427 34%	150 34%	343 33%	439 30%	94 32%	46 37%	493 33%	439 30%	140 33%	800 30%	272 38% Q	575 30%	753 30%	368 28%	704 35% U
Does not describe at all	1247 37% F	246 52% ACDF	175 44% AF	205 38% F	197 48% ADF	424 28% H	835 40% H	412 33%	132 30%	349 33%	572 40% IJ	135 45% IJ	59 47% IJ	481 32% N	572 40% N	194 46% NO	996 38%	251 35%	758 40%	946 38%	540 41% V	707 35%
Not Sure	29 1%	4 1%	1 *	10 2% ACE	1 *	13 1%	17 1%	12 1%	3 1%	9 1%	11 1%	5 2%	1 1%	12 1%	11 1%	6 1%	20 1%	9 1%	18 1%	16 1%	4 *	25 1% U
Decline to Answer	3 *	-	-	-	-	3 *	3 *	-	-	-	2 *	1 *	-	-	2 *	1 *	3 *	-	3 *	2 *	1 *	2 *
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

28 Aug 2015  
Table 305

9. Overwhelming

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	1552 46% BCD	98 21% B	120 30% B	149 28% B	244 59% ABCD	941 61% ABCD	918 44% A	634 50% G	240 55% KLM	547 52% KLM	638 44% LM	100 34% M	27 21% A	787 53% OP	638 44% P	127 30% A	1237 47% A	315 44% A	875 46% A	1122 45% A	603 45% A	949 47% A
Describes very well	589 18% BCD	27 6% B	39 10% B	37 7% B	115 28% ABCD	371 24% ABCD	342 16% A	247 20% G	89 20% LM	222 21% KLM	240 17% LM	32 11% M	6 5% A	311 21% OP	240 17% P	38 9% A	472 18% A	117 16% A	347 18% A	438 18% A	240 18% A	349 17% A
Describes somewhat well	963 29% BCD	71 15% B	81 20% B	112 21% B	129 31% BCD	570 37% ABCDE	576 27% A	387 31% G	151 35% KLM	325 31% LM	398 28% M	68 23% A	21 17% A	476 32% OP	398 28% P	89 21% A	765 29% A	198 27% A	528 28% A	684 28% A	363 27% A	600 30% A
BOTTOM 2 BOX (NET)	1774 53% EF	371 78% ACDEF	277 69% AEF	374 70% AEF	169 41% A	583 38% ABCDEF	1163 55% H	611 48% A	192 44% I	499 47% A	793 55% IJ	192 65% IJK	98 78% IJKL	691 46% A	793 55% N	290 69% NO	1375 52% A	399 55% A	992 53% A	1345 54% A	725 54% A	1049 52% A
Does not describe very well	899 27% F	139 29% F	118 30% F	165 31% AEF	98 24% A	379 25% A	562 27% A	337 27% A	110 25% A	279 26% A	395 27% A	76 26% A	39 31% A	389 26% A	395 27% A	115 27% A	672 26% A	227 31% Q	493 26% A	647 26% A	315 24% A	584 29% U
Does not describe at all	875 26% EF	232 49% ACDEF	159 40% AEF	209 39% AEF	71 17% F	204 13% A	601 29% H	274 22% A	82 19% I	220 21% A	398 28% IJ	116 39% IJK	59 47% IJK	302 20% A	398 28% N	175 41% NO	703 27% A	172 24% A	499 26% A	698 28% A	410 31% V	465 23% A
Not Sure	29 1%	4 1%	3 1%	9 2% AE	1	12 1%	14 1%	15 1%	3 1%	8 1%	12 1%	5 2%	1 1%	11 1%	12 1%	6 1%	20 1%	9 1%	19 1%	16 1%	3 1%	26 1% U
Decline to Answer	2	-	-	1	-	1	1	1	-	-	2	-	-	-	2	-	1	1	2	1	1	1
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

28 Aug 2015  
Table 306

10. Useful

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	2891 86% D	403 85%	342 86%	434 81% ABCD	385 93% ABCD	1327 86% D	1772 85%	1119 89% G	379 87% M	928 88% LM	1242 86% M	246 83%	96 76%	1307 88% P	1242 86% P	342 81%	2253 86%	638 88%	1650 87%	2138 86%	1126 85%	1765 87% U
Describes very well	1481 44% DF	206 44% D	213 53% ABDF	176 33% ABDF	237 57% ABDF	649 42% D	884 42%	597 47% G	191 44% M	486 46% LM	646 45% M	117 39%	41 33%	677 45% P	646 45% P	158 37%	1151 44%	330 46%	876 46%	1140 46%	610 46%	871 43%
Describes somewhat well	1410 42% CE	197 42% C	129 32%	258 48% ABCE	148 36%	678 44% ACE	888 42%	522 41%	188 43%	442 42%	596 41%	129 43%	55 44%	630 42%	596 41%	184 43%	1102 42%	308 43%	774 41%	998 40%	516 39%	894 44% U
BOTTOM 2 BOX (NET)	446 13% E	69 15% E	57 14% E	90 17% AEF	29 7%	201 13% E	311 15% H	135 11%	53 12%	121 11%	195 13%	48 16% J	29 23% IJK	174 12%	195 13%	77 18% NO	365 14%	81 11%	225 12%	336 14% S	201 15% V	245 12%
Does not describe very well	300 9% E	37 8% E	38 10% E	55 10% E	16 4%	154 10% AE	198 9%	102 8%	39 9%	86 8%	129 9%	28 9%	18 14% JK	125 8%	129 9%	46 11%	245 9%	55 8%	151 8%	218 9%	130 10%	170 8%
Does not describe at all	146 4% F	32 7% AEF	19 5%	35 7% AEF	13 3%	47 3%	113 5% H	33 3%	14 3%	35 3%	66 5%	20 7% IJ	11 9% IJK	49 3%	66 5%	31 7% NO	120 5%	26 4%	74 4%	118 5%	71 5% V	75 4%
Not Sure	20 1%	1	1	9 2% ABCE	-	9 1%	13 1%	7 1%	3 1%	5	8 1%	3 1%	1 1%	8 1%	8 1%	4 1%	15 1%	5 1%	13 1%	10	5	15 1%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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



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

28 Aug 2015  
Table 307

Base: All Qualified Respondents

	Total Regi- strants  (A)	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	Primary decision maker (Q)	Shared decision maker (R)	Consumer (S)	Commer- cial (T)	Yes (U)	No (V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	2595 77% D	352 74%	299 75%	386 72%	339 82% ABCD	1219 79% ABCD	1557 74%	1038 82% G	341 78% LM	855 81% KLM	1107 77% M	213 72%	79 63%	1196 80% OP	1107 77% P	292 69%	2042 78%	553 76%	1507 80% T	1898 76%	1002 75%	1593 79% U
Describes very well	1165 35% D	149 32% D	163 41% ABDF	133 25% ABDF	191 46% ABDF	529 34% D	694 33%	471 37% G	150 34% M	382 36% M	512 35% M	92 31%	29 23%	532 36% P	512 35% P	121 29%	923 35%	242 33%	679 36%	902 36%	490 37% V	675 33%
Describes somewhat well	1430 43% CE	203 43% CE	136 34%	253 47% ACE	148 36% ACE	690 45% ACE	863 41%	567 45% G	191 44%	473 45%	595 41%	121 41%	50 40%	664 45%	595 41%	171 40%	1119 42%	311 43%	828 44% T	996 40%	512 38%	918 45% U
BOTTOM 2 BOX (NET)	738 22% EF	120 25% EF	99 25% EF	139 26% AEF	74 18% AEF	306 20% AEF	526 25% H	212 17%	91 21%	194 18%	328 23% J	80 27% J	45 36% IJK	285 19%	328 23% N	125 30% NO	575 22%	163 23%	366 19%	574 23% S	324 24% V	414 20%
Does not describe very well	462 14%	56 12%	52 13%	71 13%	48 12%	235 15% A	312 15% H	150 12%	68 16%	140 13%	189 13%	43 14%	22 17%	208 14%	189 13%	65 15%	353 13%	109 15%	229 12%	344 14% S	173 13%	289 14%
Does not describe at all	276 8% F	64 14% AEF	47 12% AEF	68 13% AEF	26 6% AEF	71 5%	214 10% H	62 5%	23 5%	54 5%	139 10% IJ	37 12% IJ	23 18% IJK	77 5%	139 10% N	60 14% NO	222 8%	54 7%	137 7%	230 9% S	151 11% V	125 6%
Not Sure	24 1%	1 *	2 1%	8 2% ABE	1 *	12 1%	13 1%	11 1%	3 1%	5 *	10 1%	4 1%	2 2%	8 1%	10 1%	6 1%	16 1%	8 1%	15 1%	12 *	6 *	18 1%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

28 Aug 2015  
Table 308

12. Interesting

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	2444	273	292	363	339	1177	1473	971	341	816	1034	186	67	1157	1034	253	1911	533	1406	1793	920	1524
	73% BD	58%	73% B	68% B ABCDF	82% B	77% ABD	70%	77% G	78% KLM	77% KLM	72% LM	63%	53%	78% OP	72% P	60%	73%	74% T	74% T	72% T	69% U	75% U
Describes very well	1001	83	136	97	177	508	583	418	139	344	438	61	19	483	438	80	787	214	587	777	402	599
	30% BD	18%	34% BD	18% ABCD	43% ABCD	33% ABD	28%	33% G	32% LM	33% LM	30% LM	21%	15%	32% P	30% P	19%	30%	30%	31%	31%	30%	30%
Describes somewhat well	1443	190	156	266	162	669	890	553	202	472	596	125	48	674	596	173	1124	319	819	1016	518	925
	43%	40%	39%	50% ABCE	39%	44%	42%	44%	46%	45%	41%	42%	38%	45% O	41%	41%	43%	44%	43% T	41%	39%	46% U
BOTTOM 2 BOX (NET)	890	199	107	161	73	350	611	279	91	232	401	108	58	323	401	166	707	183	467	679	407	483
	27% EF	42% ACDEF	27% E	30% AEF	18%	23% E	29% H	22%	21%	22%	28% IJ	36% IJK	46% IJK	22% N	28% N	39% NO	27%	25%	25% S	27% S	31% V	24% V
Does not describe very well	586	111	58	99	48	270	394	192	68	167	255	57	39	235	255	96	462	124	298	426	242	344
	17% E	23% ACEF	15%	19% E	12%	18% E	19% H	15%	16%	16%	18%	19%	31% IJKL	16%	18%	23% NO	18%	17%	16%	17%	18%	17%
Does not describe at all	304	88	49	62	25	80	217	87	23	65	146	51	19	88	146	70	245	59	169	253	165	139
	9% EF	19% ACDEF	12% AEF	12% AEF	6% E	5% H	10% H	7%	5%	6%	10% IJ	17% IJK	15% IJ	6% N	10% N	17% NO	9%	8%	9%	10%	12% V	7% V
Not Sure	21	1	1	7	2	10	11	10	3	5	9	3	1	8	9	4	15	6	14	11	5	16
	1%	1%	1%	1% AB	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Decline to Answer	2	-	-	2	-	-	1	1	-	1	1	-	-	1	1	-	-	2	1	1	-	2
	1%	0%	0%	1% AF	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% Q	0%	0%	0%	0%
Sigma	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
	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  
Overlap formulae used.

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

28 Aug 2015  
Table 309

13. Exciting

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	1903 57% BCD	153 32% BD	205 51% BD	220 41% B	305 74% ABCD	1020 66% ABCD	1138 54% G	765 61% G	275 63% KLM	677 64% KLM	797 55% LM	121 41% M	33 26% OP	952 64% OP	797 55% P	154 36% P	1496 57% P	407 56% P	1071 57% P	1408 57% P	739 55% P	1164 57% P
Describes very well	760 23% BCD	42 9% BD	75 19% BD	66 12% ABCD	150 36% ABCD	427 28% ABCD	451 22% G	309 25% G	107 25% LM	285 27% LM	322 22% LM	37 12% OP	9 7% OP	392 26% OP	322 22% P	46 11% P	601 23% P	159 22% P	430 23% P	601 24% P	328 25% V	432 21% V
Describes somewhat well	1143 34% BD	111 23% BD	130 33% B	154 29% BD	155 37% BD	593 39% ABCD	687 33% G	456 36% G	168 39% KLM	392 37% KLM	475 33% M	84 28% M	24 19% OP	560 38% OP	475 33% P	108 26% P	895 34% P	248 34% P	641 34% P	807 32% P	411 31% P	732 36% U
BOTTOM 2 BOX (NET)	1429 43% EF	318 67% ACDEF	193 48% AEF	303 57% ACEF	107 26% E	508 33% E	944 45% H	485 38% H	157 36% IJ	373 35% IJ	636 44% IJK	171 58% IJK	92 73% IJKL	530 36% IJKL	636 44% N	263 62% NO	1118 42% NO	311 43% N	798 42% N	1065 43% N	589 44% N	840 41% N
Does not describe very well	854 25% EF	164 35% ACEF	102 26% E	160 30% AEF	69 17% E	359 23% E	542 26% H	312 25% H	105 24% I	246 23% I	376 26% I	82 28% IJK	45 36% IJK	351 24% IJK	376 26% N	127 30% N	657 25% N	197 27% N	481 25% N	603 24% N	292 22% N	562 28% U
Does not describe at all	575 17% EF	154 33% ACDEF	91 23% AEF	143 27% AEF	38 9% E	149 10% E	402 19% H	173 14% H	52 12% I	127 12% I	260 18% IJK	89 30% IJK	47 37% IJK	179 12% IJK	260 18% N	136 32% NO	461 18% NO	114 16% N	317 17% N	462 19% S	297 22% V	278 14% V
Not Sure	24 1% AF	2 1% AF	2 1% AF	9 2% AF	2 1% AF	9 1% AF	14 1% H	10 1% H	3 1% I	4 1% I	11 1% I	5 2% IJK	1 1% IJK	7 1% IJK	11 1% N	6 1% N	19 1% N	5 1% N	18 1% T	11 1% T	4 1% T	20 1% U
Decline to Answer	1	-	-	1	-	-	-	1	-	-	1	-	-	-	1	-	-	1	1	-	-	1
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

28 Aug 2015  
Table 310

14. Helpful

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	2760 82% BD	362 77%	333 83% BD	405 76% ABCD	366 88% ABCD	1294 84% ABD	1684 80%	1076 85% G	357 82% M	900 85% KLM	1188 82% M	233 78% M	82 65% P	1257 84% P	1188 82% P	315 74%	2157 82%	603 83%	1596 85% T	2028 82%	1080 81%	1680 83%
Describes very well	1303 39% BD	148 31%	172 43% BD	141 26% ABCD	232 56% ABCD	610 40% BD	784 37%	519 41% G	160 37% M	448 43% ILM	573 40% LM	94 32%	28 22%	608 41% P	573 40% P	122 29%	1014 39%	289 40%	762 40%	1002 40%	544 41%	759 37%
Describes somewhat well	1457 43% E	214 45% E	161 40% E	264 50% ACEF	134 32% E	684 45% E	900 43%	557 44%	197 45%	452 43%	615 43%	139 47%	54 43%	649 44%	615 43%	193 46%	1143 43%	314 43%	834 44% T	1026 41%	536 40%	921 45% U
BOTTOM 2 BOX (NET)	578 17% EF	110 23% ACEF	66 17% E	120 23% ACEF	47 11% E	235 15% E	401 19% H	177 14%	75 17%	150 14%	250 17% J	61 21% J	42 33% IJKL	225 15%	250 17%	103 24% NO	465 18%	113 16%	281 15%	447 18% S	248 19%	330 16%
Does not describe very well	384 11% E	58 12%	42 11%	75 14% AE	35 8%	174 11%	256 12%	128 10%	57 13%	107 10%	158 11%	35 12%	27 21% IJKL	164 11%	158 11%	62 15% NO	304 12%	80 11%	180 10%	287 12% S	148 11%	236 12%
Does not describe at all	194 6% EF	52 11% ACEF	24 6% E	45 8% AEF	12 3%	61 4%	145 7% H	49 4%	18 4%	43 4%	92 6% J	26 9% IJ	15 12% IJK	61 4%	92 6% N	41 10% NO	161 6%	33 5%	101 5%	160 6% S	100 8% V	94 5%
Not Sure	19 1%	1	1	8 2% ABEF	1	8 1%	11 1%	8 1%	3 1%	4	7	3 1%	2 2%	7	7	5 1%	11	8 1% Q	11 1%	9	4	15 1%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

28 Aug 2015  
Table 311

15. Informative

Base: All Qualified Respondents

	Domain registration role																Purpose registered domain name		Registered duplicate domain names			
	Region					Gender		Age					Age				Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+						
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)						
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	2800 83% BD	377 80%	330 83%	420 79% ABCD	376 91% ABCD	1297 84% BD	1696 81%	1104 88% G	363 83% M	905 86% LM	1205 83% M	239 80% M	88 70%	1268 85% P	1205 83% P	327 77%	2198 83%	602 83%	1606 85% T	2073 83%	1082 81%	1718 85% U
Describes very well	1325 39% BD	159 34% D	179 45% ABD	144 27% ABCD	228 55% ABCD	615 40% BD	799 38%	526 42% G	188 43% LM	440 42% LM	563 39% M	101 34%	33 26%	628 42% P	563 39% P	134 32%	1031 39%	294 41%	777 41%	1019 41%	532 40%	793 39%
Describes somewhat well	1475 44% CE	218 46% CE	151 38%	276 52% ACEF	148 36%	682 44% CE	897 43%	578 46%	175 40%	465 44%	642 44%	138 46%	55 44%	640 43%	642 44%	193 46%	1167 44%	308 43%	829 44%	1054 42%	550 41%	925 46% U
BOTTOM 2 BOX (NET)	534 16% E	95 20% AEF	68 17% E	104 20% AEF	37 9%	230 15% E	387 18% H	147 12%	69 16%	144 14%	230 16%	55 19% J	36 29% IJKL	213 14%	230 16%	91 22% NO	421 16%	113 16%	269 14%	399 16% S	245 18% V	289 14%
Does not describe very well	364 11% E	56 12% E	41 10% E	65 12% E	23 6%	179 12% E	258 12% H	106 8%	48 11%	101 10%	156 11%	33 11% IJKL	26 21% IJKL	149 10%	156 11%	59 14% N	282 11%	82 11%	183 10%	265 11%	156 12%	208 10%
Does not describe at all	170 5% F	39 8% AEF	27 7% EF	39 7% AEF	14 3%	51 3% H	129 6% H	41 3%	21 5%	43 4%	74 5%	22 7% J	10 8% J	64 4%	74 5%	32 8% N	139 5%	31 4%	86 5%	134 5%	89 7% V	81 4%
Not Sure	23 1%	1	2 1%	9 2% ABEF	1	10 1%	13 1%	10 1%	3 1%	5	10 1%	3 1%	2	8 1%	10 1%	5 1%	14 1%	9 1% Q	13 1%	12	5	18 1%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

Q766\_1. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?  
1. .com

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Strict purchase restrictions should be required	588 18% BCD	36 8%	52 13% B	63 12% B	89 21% ABCD	348 23% ABCD	338 16%	250 20% G	90 21% LM	197 19% M	253 18% M	41 14% M	7 6%	287 19% P	253 18% P	48 11%	457 17%	131 18%	307 16%	437 18%	230 17%	358 18%
Some purchase restrictions should be required	1106 33% BC	117 25%	107 27%	165 31% B	122 29% ABCDE	595 39% ABCDE	663 32%	443 35% G	161 37% K	357 34%	454 31%	92 31%	42 33%	518 35%	454 31%	134 32%	842 32%	264 36% Q	609 32%	781 31%	422 32%	684 34%
No purchase restrictions should be required	1633 49% F	315 67% ACDEF	240 60% AEF	295 55% AEF	201 49% F	582 38% F	1084 52% H	549 44%	179 41%	489 46%	728 50% IJ	161 54% IJ	76 60% IJK	668 45%	728 50% N	237 56% NO	1314 50% R	319 44%	955 51%	1249 50%	673 51%	960 47%
Not Sure	26 1%	5 1% C	-	10 2% ACEF	1	10 1%	9	17 1% G	4 1%	9 1%	9 1%	3 1%	1 1%	13 1%	9 1%	4 1%	18 1%	8 1%	16 1%	13 1%	7 1%	19 1%
Decline to Answer	4	-	1	-	1	2	2	2	1	2	1	-	-	3	1	-	2	2	1	4	-	4
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

Q766\_2. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?

28 Aug 2015  
Table 313

2. .net

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Strict purchase restrictions should be required	486 14% BD	44 9%	50 13%	48 9%	67 16% BD	277 18% ABCD	278 13%	208 16% G	61 14%	151 14% M	225 16% M	39 13%	10 8%	212 14%	225 16% P	49 12%	391 15%	95 13%	249 13%	362 15%	208 16%	278 14%
Some purchase restrictions should be required	1323 39% BC	151 32%	136 34%	194 36%	154 37%	688 45% ABCDE	803 38%	520 41%	193 44% K	428 41%	543 38%	113 38%	46 37%	621 42% O	543 38%	159 38%	1005 38%	318 44% Q	744 39%	927 37%	495 37%	828 41% U
No purchase restrictions should be required	1516 45% F	273 58% AEF	212 53% AF	280 53% AF	191 46% F	560 36% ACEF	1003 48% H	513 41%	176 40%	465 44%	666 46% I	140 47%	69 55% IJ	641 43%	666 46%	209 49% N	1215 46% R	301 42%	877 46%	1175 47%	621 47%	895 44%
Not Sure	30 1%	5 1%	2 1%	11 2% ACEF	2 *	10 1%	11 1%	19 2% G	4 1%	9 1%	11 1%	5 2%	1 1%	13 1%	11 1%	6 1%	21 1%	9 1%	18 1%	18 1%	8 1%	22 1%
Decline to Answer	2 *	-	-	-	-	2 *	1 *	1 *	1 *	1 *	-	-	-	2 *	-	-	1 *	1 *	-	2 *	-	2 *
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

Q766\_3. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?  
3. .info

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Strict purchase restrictions should be required	511 15% B	57 12%	57 14%	67 13%	71 17% BD	259 17% ABD	289 14%	222 18% G	74 17%	173 16%	212 15%	36 12%	16 13%	247 17% P	212 15%	52 12%	392 15%	119 16%	263 14%	395 16% S	204 15%	307 15%
Some purchase restrictions should be required	1432 43% B	176 37%	167 42%	208 39%	161 39%	720 47% ABDE	858 41%	574 46% G	205 47% K	456 43%	589 41%	131 44%	51 40%	661 44% O	589 41%	182 43%	1098 42%	334 46% Q	790 42%	1025 41%	546 41%	886 44%
No purchase restrictions should be required	1382 41% F	234 49% AF	175 44% F	249 47% AF	180 43% F	544 35% ABDE	936 45% H	446 35%	151 35%	418 40%	628 43% I	127 43% I	58 46% I	569 38% O	628 43% N	185 44% N	1121 43% R	261 36%	814 43%	1047 42%	575 43%	807 40%
Not Sure	30 1%	6 1%	1 *	9 2% AC	2 *	12 1%	12 1%	18 1% G	4 1%	6 1%	16 1%	3 1%	1 1%	10 1%	16 1%	4 1%	21 1%	9 1%	21 1% T	15 1%	7 1%	23 1%
Decline to Answer	2 *	-	-	-	-	2 *	1 *	1 *	1 *	1 *	-	-	-	2 *	-	-	1 *	1 *	-	2 *	-	2 *
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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



Q766\_4. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?  
4. .org

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Strict purchase restrictions should be required	806 24% D	130 27% D	113 28% AD	94 18%	94 23%	375 24% D	485 23%	321 25%	98 23%	257 24%	352 24%	72 24%	27 21%	355 24%	352 24%	99 23%	637 24%	169 23%	428 23%	618 25% S	339 25%	467 23%
Some purchase restrictions should be required	1373 41% C	182 38%	140 35%	214 40%	162 39%	675 44% ABC	841 40%	532 42%	191 44%	437 41%	582 40%	110 37%	53 42%	628 42%	582 40%	163 39%	1057 40%	316 44%	766 41%	995 40%	515 39%	858 42% U
No purchase restrictions should be required	1149 34% F	156 33%	145 36% F	215 40% ABF	157 38% F	476 31%	759 36% H	390 31%	141 32%	353 33%	499 35%	111 37%	45 36%	494 33%	499 35%	156 37%	920 35%	229 32%	675 36%	856 34%	471 35%	678 33%
Not Sure	26 1%	5 1%	1 *	10 2% ACEF	1 *	9 1%	10 *	16 1% G	4 1%	6 1%	11 1%	4 1%	1 1%	10 1%	11 1%	5 1%	17 1%	9 1%	18 1% T	12 *	7 1%	19 1%
Decline to Answer	3 *	-	1 *	-	-	2 *	1 *	2 *	1 *	1 *	1 *	-	-	2 *	1 *	-	2 *	1 *	1 *	3 *	-	3 *
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

Q766\_5. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?

28 Aug 2015  
Table 316

5. .cn

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	550	-**	-**	-**	-**	550	284	266	66*	237	229	13**	5**	303	229	18**	496	54*	378	356	252	298
Strict purchase restrictions should be required	114 21%	-	-	-	-	114 21%	62 22%	52 20%	14 21%	50 21%	49 21%	1 8%	-	64 21%	49 21%	1 6%	100 20%	14 26%	83 22%	69 19%	52 21%	62 21%
Some purchase restrictions should be required	261 47%	-	-	-	-	261 47%	124 44%	137 52%	31 47%	110 46%	112 49%	8 62%	-	141 47%	112 49%	8 44%	239 48%	22 41%	168 44%	173 49%	111 44%	150 50%
No purchase restrictions should be required	172 31%	-	-	-	-	172 31%	96 34%	76 29%	21 32%	77 32%	67 29%	2 15%	5 100%	98 32%	67 29%	7 39%	155 31%	17 31%	125 33%	113 32%	89 35%	83 28%
Not Sure	3 1%	-	-	-	-	3 1%	2 1%	1	-	-	1	2 15%	-	-	1	2 11%	2	1 2%	2 1%	1	-	3 1%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	550 100%	-	-	-	-	550 100%	284 100%	266 100%	66 100%	237 100%	229 100%	13 100%	5 100%	303 100%	229 100%	18 100%	496 100%	54 100%	378 100%	356 100%	252 100%	298 100%

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

Q766\_6. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?

28 Aug 2015  
Table 317

6. .vn

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	52*	**	**	**	**	52*	31*	21**	23**	15**	14**	**	**	38*	14**	**	34*	18**	43*	25**	25**	27**
Strict purchase restrictions should be required	16 31%	-	-	-	-	16 31%	11 35%	5 24%	7 30%	4 27%	5 36%	-	-	11 29%	5 36%	-	12 35%	4 22%	15 35%	6 24%	6 24%	10 37%
Some purchase restrictions should be required	19 37%	-	-	-	-	19 37%	10 32%	9 43%	11 48%	4 27%	4 29%	-	-	15 39%	4 29%	-	11 32%	8 44%	18 42%	6 24%	12 48%	7 26%
No purchase restrictions should be required	17 33%	-	-	-	-	17 33%	10 32%	7 33%	5 22%	7 47%	5 36%	-	-	12 32%	5 36%	-	11 32%	6 33%	10 23%	13 52%	7 28%	10 37%
Not Sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	52 100%	-	-	-	-	52 100%	31 100%	21 100%	23 100%	15 100%	14 100%	-	-	38 100%	14 100%	-	34 100%	18 100%	43 100%	25 100%	25 100%	27 100%

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

Q766\_7. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?

28 Aug 2015  
Table 318

7. .ph

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	102	-**	-**	-**	-**	102	44*	58*	18**	41*	38*	4**	1**	59*	38*	5**	67*	35*	53*	83*	31*	71*
Strict purchase restrictions should be required	34 33%	-	-	-	-	34 33%	15 34%	19 33%	6 33%	16 39%	10 26%	2 50%	-	22 37%	10 26%	2 40%	20 30%	14 40%	18 34%	26 31%	15 48% V	19 27%
Some purchase restrictions should be required	50 49%	-	-	-	-	50 49%	22 50%	28 48%	9 50%	20 49%	18 47%	2 50%	1 100%	29 49%	18 47%	3 60%	37 55%	13 37%	28 53%	39 47%	13 42%	37 52%
No purchase restrictions should be required	18 18%	-	-	-	-	18 18%	7 16%	11 19%	3 17%	5 12%	10 26%	-	-	8 14%	10 26%	-	10 15%	8 23%	7 13%	18 22%	3 10%	15 21%
Not Sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	102 100%	-	-	-	-	102 100%	44 100%	58 100%	18 100%	41 100%	38 100%	4 100%	1 100%	59 100%	38 100%	5 100%	67 100%	35 100%	53 100%	83 100%	31 100%	71 100%

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

Q766\_8. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?

28 Aug 2015  
Table 319

8. .jp

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	176	-**	-**	-**	-**	176	127	49*	8**	30*	89*	34*	15**	38*	89*	49*	133	43*	106	91*	40*	136
Strict purchase restrictions should be required	37 21%	-	-	-	-	37 21%	26 20%	11 22%	2 25%	6 20%	23 26%	4 12%	2 13%	8 21%	23 26%	6 12%	33 25% R	4 9%	25 24%	18 20%	10 25%	27 20%
Some purchase restrictions should be required	84 48%	-	-	-	-	84 48%	57 45%	27 55%	2 25%	17 57%	42 47%	18 53%	5 33%	19 50%	42 47%	23 47%	58 44%	26 60%	51 48%	42 46%	18 45%	66 49%
No purchase restrictions should be required	53 30%	-	-	-	-	53 30%	44 35% H	9 18%	3 38%	6 20%	24 27%	12 35%	8 53%	9 24%	24 27%	20 41%	41 31%	12 28%	28 26%	30 33%	12 30%	41 30%
Not Sure	2 1%	-	-	-	-	2 1%	-	2 4% G	1 13%	1 3%	-	-	-	2 5% O	-	-	1 1%	1 2%	2 2%	1 1%	-	2 1%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	176 100%	-	-	-	-	176 100%	127 100%	49 100%	8 100%	30 100%	89 100%	34 100%	15 100%	38 100%	89 100%	49 100%	133 100%	43 100%	106 100%	91 100%	40 100%	136 100%

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

Q766\_9. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?

28 Aug 2015  
Table 320

9. .kr

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	101	-**	-**	-**	-**	101	66*	35*	12**	26**	56*	7**	-**	38*	56*	7**	88*	13**	66*	65*	48*	53*
Strict purchase restrictions should be required	14 14%	-	-	-	-	14 14%	12 18%	2 6%	2 17%	3 12%	8 14%	1 14%	-	5 13%	8 14%	1 14%	10 11%	4 31%	10 15%	6 9%	9 19%	5 9%
Some purchase restrictions should be required	50 50%	-	-	-	-	50 50%	27 41%	23 66% G	6 50%	16 62%	25 45%	3 43%	-	22 58%	25 45%	3 43%	44 50%	6 46%	30 45%	32 49%	22 46%	28 53%
No purchase restrictions should be required	35 35%	-	-	-	-	35 35%	27 41%	8 23%	3 25%	6 23%	23 41%	3 43%	-	9 24%	23 41%	3 43%	32 36%	3 23%	24 36%	25 38%	15 31%	20 38%
Not Sure	2 2%	-	-	-	-	2 2%	-	2 6%	1 8%	1 4%	-	-	-	2 5%	-	-	2 2%	-	2 3%	2 3%	2 4%	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	101 100%	-	-	-	-	101 100%	66 100%	35 100%	12 100%	26 100%	56 100%	7 100%	-	38 100%	56 100%	7 100%	88 100%	13 100%	66 100%	65 100%	48 100%	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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q766\_10. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?

28 Aug 2015  
Table 321

10. .ru

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	130	-**	-**	-**	-**	130	83*	47*	11**	53*	55*	10**	1**	64*	55*	11**	108	22**	90*	89*	63*	67*
Strict purchase restrictions should be required	9 7%	-	-	-	-	9 7%	7 8%	2 4%	1 9%	4 8%	4 7%	-	-	5 8%	4 7%	-	7 6%	2 9%	4 4%	5 6%	2 3%	7 10%
Some purchase restrictions should be required	40 31%	-	-	-	-	40 31%	23 28%	17 36%	2 18%	18 34%	17 31%	3 30%	-	20 31%	17 31%	3 27%	31 29%	9 41%	28 31%	27 30%	17 27%	23 34%
No purchase restrictions should be required	81 62%	-	-	-	-	81 62%	53 64%	28 60%	8 73%	31 58%	34 62%	7 70%	1 100%	39 61%	34 62%	8 73%	70 65%	11 50%	58 64%	57 64%	44 70%	37 55%
Not Sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	130 100%	-	-	-	-	130 100%	83 100%	47 100%	11 100%	53 100%	55 100%	10 100%	1 100%	64 100%	55 100%	11 100%	108 100%	22 100%	90 100%	89 100%	63 100%	67 100%

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

Q766\_11. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?

28 Aug 2015  
Table 322

11. .in

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	325	-**	-**	-**	-**	325	172	153	56*	110	138	20**	1**	166	138	21**	248	77*	146	269	100	225
Strict purchase restrictions should be required	112 34%	-	-	-	-	112 34%	50 29%	62 41% G	11 20%	38 35% I	54 39% I	9 45%	-	49 30%	54 39%	9 43%	95 38% R	17 22%	45 31%	94 35%	47 47% V	65 29%
Some purchase restrictions should be required	119 37%	-	-	-	-	119 37%	72 42% H	47 31%	28 50% K	46 42% K	40 29%	5 25%	-	74 45% O	40 29%	5 24%	87 35%	32 42%	55 38%	100 37%	32 32%	87 39%
No purchase restrictions should be required	91 28%	-	-	-	-	91 28%	48 28%	43 28%	16 29%	25 23%	43 31%	6 30%	1 100%	41 25%	43 31%	7 33%	64 26%	27 35%	45 31%	73 27%	21 21%	70 31%
Not Sure	1	-	-	-	-	1	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	1	-	1 1%	-	-	1
Decline to Answer	2 1%	-	-	-	-	2 1%	1 1%	1 1%	1 2%	1 1%	-	-	-	2 1%	-	-	1	1 1%	-	2 1%	-	2 1%
Sigma	325 100%	-	-	-	-	325 100%	172 100%	153 100%	56 100%	110 100%	138 100%	20 100%	1 100%	166 100%	138 100%	21 100%	248 100%	77 100%	146 100%	269 100%	100 100%	225 100%

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



Q766\_12. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?  
12. .id

28 Aug 2015  
Table 323

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	101	-**	-**	-**	-**	101	69*	32*	13**	42*	45*	1**	-**	55*	45*	1**	73*	28**	74*	79*	41*	60*
Strict purchase restrictions should be required	25 25%	-	-	-	-	25 25%	18 26%	7 22%	2 15%	9 21%	14 31%	-	-	11 20%	14 31%	-	17 23%	8 29%	21 28%	18 23%	11 27%	14 23%
Some purchase restrictions should be required	26 26%	-	-	-	-	26 26%	17 25%	9 28%	4 31%	9 21%	12 27%	1 100%	-	13 24%	12 27%	1 100%	20 27%	6 21%	19 26%	22 28%	9 22%	17 28%
No purchase restrictions should be required	50 50%	-	-	-	-	50 50%	34 49%	16 50%	7 54%	24 57%	19 42%	-	-	31 56%	19 42%	-	36 49%	14 50%	34 46%	39 49%	21 51%	29 48%
Not Sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	101 100%	-	-	-	-	101 100%	69 100%	32 100%	13 100%	42 100%	45 100%	1 100%	-	55 100%	45 100%	1 100%	73 100%	28 100%	74 100%	79 100%	41 100%	60 100%

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

Q766\_13. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?  
13. .ng

28 Aug 2015  
Table 324

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	207	**	**	**	207	**	166	41*	25**	107	72*	3**	**	132	72*	3**	126	81*	98*	184	55*	152
Strict purchase restrictions should be required	50 24%	-	-	-	50 24%	-	42 25%	8 20%	10 40%	25 23%	14 19%	1 33%	-	35 27%	14 19%	1 33%	33 26%	17 21%	19 19%	44 24%	12 22%	38 25%
Some purchase restrictions should be required	81 39%	-	-	-	81 39%	-	60 36%	21 51%	6 24%	52 49% K	22 31%	1 33%	-	58 44%	22 31%	1 33%	40 32%	41 51% Q	41 42%	74 40%	21 38%	60 39%
No purchase restrictions should be required	76 37%	-	-	-	76 37%	-	64 39%	12 29%	9 36%	30 28%	36 50% J	1 33%	-	39 30%	36 50% N	1 33%	53 42% R	23 28%	38 39%	66 36%	22 40%	54 36%
Not Sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	207 100%	-	-	-	207 100%	-	166 100%	41 100%	25 100%	107 100%	72 100%	3 100%	-	132 100%	72 100%	3 100%	126 100%	81 100%	98 100%	184 100%	55 100%	152 100%

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

Q766\_14. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?

28 Aug 2015  
Table 325

14. .za

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	101	-**	-**	-**	101	-**	63*	38*	13**	24**	43*	15**	6**	37*	43*	21**	73*	28**	46*	82*	27**	74*
Strict purchase restrictions should be required	19 19%	-	-	-	19 19%	-	7 11%	12 32% G	3 23%	4 17%	6 14%	4 27%	2 33%	7 19%	6 14%	6 29%	13 18%	6 21%	10 22%	14 17%	4 15%	15 20%
Some purchase restrictions should be required	31 31%	-	-	-	31 31%	-	20 32%	11 29%	8 62%	8 33%	11 26%	3 20%	1 17%	16 43%	11 26%	4 19%	21 29%	10 36%	17 37%	22 27%	11 41%	20 27%
No purchase restrictions should be required	51 50%	-	-	-	51 50%	-	36 57%	15 39%	2 15%	12 50%	26 60%	8 53%	3 50%	14 38%	26 60% N	11 52%	39 53%	12 43%	19 41%	46 56% S	12 44%	39 53%
Not Sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	101 100%	-	-	-	101 100%	-	63 100%	38 100%	13 100%	24 100%	43 100%	15 100%	6 100%	37 100%	43 100%	21 100%	73 100%	28 100%	46 100%	82 100%	27 100%	74 100%

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

Q766\_15. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?

28 Aug 2015  
Table 326

15. .eg

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	106	-**	-**	-**	106	-**	97*	9**	24**	45*	34*	2**	1**	69*	34*	3**	68*	38*	48*	82*	46*	60*
Strict purchase restrictions should be required	21 20%	-	-	-	21 20%	-	18 19%	3 33%	3 13%	10 22%	8 24%	-	-	13 19%	8 24%	-	14 21%	7 18%	8 17%	15 18%	8 17%	13 22%
Some purchase restrictions should be required	54 51%	-	-	-	54 51%	-	49 51%	5 56%	15 63%	25 56%	13 38%	1 50%	-	40 58%	13 38%	1 33%	36 53%	18 47%	29 60%	41 50%	25 54%	29 48%
No purchase restrictions should be required	30 28%	-	-	-	30 28%	-	29 30%	1 11%	6 25%	9 20%	13 38%	1 50%	1 100%	15 22%	13 38%	2 67%	18 26%	12 32%	10 21%	26 32%	13 28%	17 28%
Not Sure	1 1%	-	-	-	1 1%	-	1 1%	-	-	1 2%	-	-	-	1 1%	-	-	-	1 3%	1 2%	-	-	1 2%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	106 100%	-	-	-	106 100%	-	97 100%	9 100%	24 100%	45 100%	34 100%	2 100%	1 100%	69 100%	34 100%	3 100%	68 100%	38 100%	48 100%	82 100%	46 100%	60 100%

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

Q766\_16. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?

28 Aug 2015  
Table 327

16. .co

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	125	-**	125	-**	-**	-**	86*	39*	13**	35*	58*	14**	5**	48*	58*	19**	92*	33*	58*	110	58*	67*
Strict purchase restrictions should be required	16 13%	-	16 13%	-	-	-	12 14%	4 10%	1 8%	2 6%	8 14%	2 14%	3 60%	3 6%	8 14%	5 26%	10 11%	6 18%	5 9%	15 14%	10 17%	6 9%
Some purchase restrictions should be required	43 34%	-	43 34%	-	-	-	28 33%	15 38%	6 46%	13 37%	16 28%	7 50%	1 20%	19 40%	16 28%	8 42%	31 34%	12 36%	21 36%	35 32%	20 34%	23 34%
No purchase restrictions should be required	66 53%	-	66 53%	-	-	-	46 53%	20 51%	6 46%	20 57%	34 59%	5 36%	1 20%	26 54%	34 59%	6 32%	51 55%	15 45%	32 55%	60 55%	28 48%	38 57%
Not Sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	125 100%	-	125 100%	-	-	-	86 100%	39 100%	13 100%	35 100%	58 100%	14 100%	5 100%	48 100%	58 100%	19 100%	92 100%	33 100%	58 100%	110 100%	58 100%	67 100%

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

Q766\_17. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?

28 Aug 2015  
Table 328

17. .ar

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	100	-**	100	-**	-**	-**	62*	38*	11**	21**	56*	8**	4**	32*	56*	12**	73*	27**	57*	79*	36*	64*
Strict purchase restrictions should be required	15 15%	-	15 15%	-	-	-	9 15%	6 16%	4 36%	3 14%	5 9%	3 38%	-	7 22%	5 9%	3 25%	9 12%	6 22%	10 18%	10 13%	1 3%	14 22% U
Some purchase restrictions should be required	24 24%	-	24 24%	-	-	-	13 21%	11 29%	5 45%	3 14%	13 23%	3 38%	-	8 25%	13 23%	3 25%	14 19%	10 37%	11 19%	20 25%	9 25%	15 23%
No purchase restrictions should be required	61 61%	-	61 61%	-	-	-	40 65%	21 55%	2 18%	15 71%	38 68%	2 25%	4 100%	17 53%	38 68%	6 50%	50 68%	11 41%	36 63%	49 62%	26 72%	35 55%
Not Sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	100 100%	-	100 100%	-	-	-	62 100%	38 100%	11 100%	21 100%	56 100%	8 100%	4 100%	32 100%	56 100%	12 100%	73 100%	27 100%	57 100%	79 100%	36 100%	64 100%

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

Q766\_18. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?

28 Aug 2015  
Table 329

18. .br

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	175	-**	175	-**	-**	-**	108	67*	38*	52*	66*	16**	3**	90*	66*	19**	137	38*	85*	139	68*	107
Strict purchase restrictions should be required	25 14%	-	25 14%	-	-	-	14 13%	11 16%	5 13%	7 13%	8 12%	5 31%	-	12 13%	8 12%	5 26%	21 15%	4 11%	11 13%	19 14%	14 21%	11 10%
Some purchase restrictions should be required	63 36%	-	63 36%	-	-	-	33 31%	30 45%	12 32%	19 37%	27 41%	5 31%	-	31 34%	27 41%	5 26%	44 32%	19 50% Q	31 36%	48 35%	19 28%	44 41%
No purchase restrictions should be required	86 49%	-	86 49%	-	-	-	61 56% H	25 37%	21 55%	26 50%	30 45%	6 38%	3 100%	47 52%	30 45%	9 47%	71 52%	15 39%	42 49%	71 51%	35 51%	51 48%
Not Sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	1 1%	-	1 1%	-	-	-	-	1 1%	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	1 1%	1 1%	-	1 1%
Sigma	175 100%	-	175 100%	-	-	-	108 100%	67 100%	38 100%	52 100%	66 100%	16 100%	3 100%	90 100%	66 100%	19 100%	137 100%	38 100%	85 100%	139 100%	68 100%	107 100%

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

Q766\_19. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?

28 Aug 2015  
Table 330

19. .it

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	54*	-**	-**	54*	-**	-**	40*	14**	6**	14**	28**	4**	2**	20**	28**	6**	45*	9**	27**	46*	35*	19**
Strict purchase restrictions should be required	3 6%	-	-	3 6%	-	-	1 3%	2 14%	-	1 7%	2 7%	-	-	1 5%	2 7%	-	3 7%	-	1 4%	3 7%	2 6%	1 5%
Some purchase restrictions should be required	15 28%	-	-	15 28%	-	-	14 35%	1 7%	1 17%	6 43%	6 21%	-	2 100%	7 35%	6 21%	2 33%	14 31%	1 11%	8 30%	13 28%	11 31%	4 21%
No purchase restrictions should be required	35 65%	-	-	35 65%	-	-	25 63%	10 71%	5 83%	7 50%	19 68%	4 100%	-	12 60%	19 68%	4 67%	28 62%	7 78%	18 67%	29 63%	22 63%	13 68%
Not Sure	1 2%	-	-	1 2%	-	-	-	1 7%	-	-	1 4%	-	-	-	1 4%	-	-	1 11%	-	1 2%	-	1 5%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	54 100%	-	-	54 100%	-	-	40 100%	14 100%	6 100%	14 100%	28 100%	4 100%	2 100%	20 100%	28 100%	6 100%	45 100%	9 100%	27 100%	46 100%	35 100%	19 100%

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



Q766\_20. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?  
20. .tr

28 Aug 2015  
Table 331

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	50*	-**	-**	50*	-**	-**	35*	15**	13**	15**	20**	2**	-**	28**	20**	2**	43*	7**	22**	41*	19**	31*
Strict purchase restrictions should be required	11 22%	-	-	11 22%	-	-	9 26%	2 13%	4 31%	1 7%	6 30%	-	-	5 18%	6 30%	-	9 21%	2 29%	4 18%	9 22%	3 16%	8 26%
Some purchase restrictions should be required	21 42%	-	-	21 42%	-	-	11 31%	10 67%	5 38%	7 47%	8 40%	1 50%	-	12 43%	8 40%	1 50%	18 42%	3 43%	8 36%	19 46%	9 47%	12 39%
No purchase restrictions should be required	17 34%	-	-	17 34%	-	-	14 40%	3 20%	4 31%	6 40%	6 30%	1 50%	-	10 36%	6 30%	1 50%	15 35%	2 29%	9 41%	13 32%	7 37%	10 32%
Not Sure	1 2%	-	-	1 2%	-	-	1 3%	-	-	1 7%	-	-	-	1 4%	-	-	1 2%	-	1 5%	-	-	1 3%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	50 100%	-	-	50 100%	-	-	35 100%	15 100%	13 100%	15 100%	20 100%	2 100%	-	28 100%	20 100%	2 100%	43 100%	7 100%	22 100%	41 100%	19 100%	31 100%

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

Q766\_21. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?

28 Aug 2015  
Table 332

21. .es

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	50*	-**	-**	50*	-**	-**	25**	25**	6**	7**	28**	6**	3**	13**	28**	9**	38*	12**	20**	35*	20**	30*
Strict purchase restrictions should be required	2 4%	-	-	2 4%	-	-	1 4%	1 4%	-	-	2 7%	-	-	-	2 7%	-	2 5%	-	1 5%	1 3%	1 5%	1 3%
Some purchase restrictions should be required	21 42%	-	-	21 42%	-	-	9 36%	12 48%	2 33%	5 71%	10 36%	3 50%	1 33%	7 54%	10 36%	4 44%	17 45%	4 33%	8 40%	16 46%	9 45%	12 40%
No purchase restrictions should be required	25 50%	-	-	25 50%	-	-	14 56%	11 44%	4 67%	1 14%	15 54%	3 50%	2 67%	5 38%	15 54%	5 56%	19 50%	6 50%	10 50%	17 49%	10 50%	15 50%
Not Sure	1 2%	-	-	1 2%	-	-	-	1 4%	-	-	1 4%	-	-	-	1 4%	-	-	1 8%	1 5%	-	-	1 3%
Decline to Answer	1 2%	-	-	1 2%	-	-	1 4%	-	-	1 14%	-	-	-	1 8%	-	-	-	1 8%	-	1 3%	-	1 3%
Sigma	50 100%	-	-	50 100%	-	-	25 100%	25 100%	6 100%	7 100%	28 100%	6 100%	3 100%	13 100%	28 100%	9 100%	38 100%	12 100%	20 100%	35 100%	20 100%	30 100%

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

Q766\_22. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?

28 Aug 2015  
Table 333

22. .pl

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	53*	-**	-**	53*	-**	-**	26**	27**	8**	14**	23**	8**	-**	22**	23**	8**	39*	14**	28**	33*	19**	34*
Strict purchase restrictions should be required	2 4%	-	-	2 4%	-	-	1 4%	1 4%	1 13%	1 7%	-	-	-	2 9%	-	-	2 5%	-	1 4%	1 3%	1 5%	1 3%
Some purchase restrictions should be required	18 34%	-	-	18 34%	-	-	6 23%	12 44%	2 25%	5 36%	7 30%	4 50%	-	7 32%	7 30%	4 50%	14 36%	4 29%	7 25%	13 39%	8 42%	10 29%
No purchase restrictions should be required	32 60%	-	-	32 60%	-	-	18 69%	14 52%	4 50%	8 57%	16 70%	4 50%	-	12 55%	16 70%	4 50%	22 56%	10 71%	19 68%	19 58%	9 47%	23 68%
Not Sure	1 2%	-	-	1 2%	-	-	1 4%	-	1 13%	-	-	-	-	1 5%	-	-	1 3%	-	1 4%	-	1 5%	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	53 100%	-	-	53 100%	-	-	26 100%	27 100%	8 100%	14 100%	23 100%	8 100%	-	22 100%	23 100%	8 100%	39 100%	14 100%	28 100%	33 100%	19 100%	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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q766\_23. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?

28 Aug 2015  
Table 334

23. .uk

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	100	-**	-**	100	-**	-**	61*	39*	4**	16**	46*	21**	13**	20**	46*	34*	79*	21**	51*	68*	39*	61*
Strict purchase restrictions should be required	19 19%	-	-	19 19%	-	-	10 16%	9 23%	3 75%	4 25%	7 15%	3 14%	2 15%	7 35%	7 15%	5 15%	18 23%	1 5%	9 18%	14 21%	8 21%	11 18%
Some purchase restrictions should be required	36 36%	-	-	36 36%	-	-	25 41%	11 28%	-	8 50%	14 30%	7 33%	7 54%	8 40%	14 30%	14 41%	27 34%	9 43%	20 39%	22 32%	10 26%	26 43%
No purchase restrictions should be required	44 44%	-	-	44 44%	-	-	26 43%	18 46%	-	4 25%	25 54%	11 52%	4 31%	4 20%	25 54%	15 44%	34 43%	10 48%	22 43%	31 46%	21 54%	23 38%
Not Sure	1 1%	-	-	1 1%	-	-	-	1 3%	1 25%	-	-	-	-	1 5%	-	-	-	1 5%	-	1 1%	-	1 2%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	100 100%	-	-	100 100%	-	-	61 100%	39 100%	4 100%	16 100%	46 100%	21 100%	13 100%	20 100%	46 100%	34 100%	79 100%	21 100%	51 100%	68 100%	39 100%	61 100%

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

Q766\_24. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?  
24. .fr

28 Aug 2015  
Table 335

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	101	-**	-**	101	-**	-**	66*	35*	12**	25**	47*	12**	5**	37*	47*	17**	83*	18**	52*	67*	50*	51*
Strict purchase restrictions should be required	15 15%	-	-	15 15%	-	-	12 18%	3 9%	2 17%	3 12%	6 13%	2 17%	2 40%	5 14%	6 13%	4 24%	11 13%	4 22%	4 8%	11 16%	8 16%	7 14%
Some purchase restrictions should be required	38 38%	-	-	38 38%	-	-	23 35%	15 43%	6 50%	9 36%	19 40%	4 33%	-	15 41%	19 40%	4 24%	30 36%	8 44%	22 42%	26 39%	25 50% V	13 25%
No purchase restrictions should be required	44 44%	-	-	44 44%	-	-	29 44%	15 43%	4 33%	12 48%	20 43%	5 42%	3 60%	16 43%	20 43%	8 47%	39 47%	5 28%	25 48%	27 40%	14 28%	30 59% U
Not Sure	4 4%	-	-	4 4%	-	-	2 3%	2 6%	-	1 4%	2 4%	1 8%	-	1 3%	2 4%	1 6%	3 4%	1 6%	1 2%	3 4%	3 6%	1 2%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	101 100%	-	-	101 100%	-	-	66 100%	35 100%	12 100%	25 100%	47 100%	12 100%	5 100%	37 100%	47 100%	17 100%	83 100%	18 100%	52 100%	67 100%	50 100%	51 100%

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

Q766\_25. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?  
25. .de

28 Aug 2015  
Table 336

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	125	-**	-**	125	-**	-**	75*	50*	15**	29**	59*	15**	7**	44*	59*	22**	103	22**	82*	69*	42*	83*
Strict purchase restrictions should be required	18 14%	-	-	18 14%	-	-	9 12%	9 18%	2 13%	8 28%	6 10%	2 13%	-	10 23%	6 10%	2 9%	12 12%	6 27%	11 13%	12 17%	5 12%	13 16%
Some purchase restrictions should be required	44 35%	-	-	44 35%	-	-	23 31%	21 42%	6 40%	9 31%	23 39%	3 20%	3 43%	15 34%	23 39%	6 27%	36 35%	8 36%	28 34%	25 36%	14 33%	30 36%
No purchase restrictions should be required	62 50%	-	-	62 50%	-	-	43 57% H	19 38%	7 47%	12 41%	29 49%	10 67%	4 57%	19 43%	29 49%	14 64%	54 52%	8 36%	42 51%	32 46%	23 55%	39 47%
Not Sure	1 1%	-	-	1 1%	-	-	-	1 2%	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	1 1%	-	-	1 1%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	125 100%	-	-	125 100%	-	-	75 100%	50 100%	15 100%	29 100%	59 100%	15 100%	7 100%	44 100%	59 100%	22 100%	103 100%	22 100%	82 100%	69 100%	42 100%	83 100%

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

Q766\_26. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?  
26. .us

28 Aug 2015  
Table 337

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	268	268	-**	-**	-**	-**	181	87*	5**	39*	121	57*	46*	44*	121	103	234	34*	152	234	148	120
Strict purchase restrictions should be required	60 22%	60 22%	-	-	-	-	41 23%	19 22%	-	8 21%	26 21%	14 25%	12 26%	8 18%	26 21%	26 25%	49 21%	11 32%	29 19%	52 22%	36 24%	24 20%
Some purchase restrictions should be required	113 42%	113 42%	-	-	-	-	75 41%	38 44%	4 80%	17 44%	48 40%	23 40%	21 46%	21 48%	48 40%	44 43%	99 42%	14 41%	63 41%	94 40%	59 40%	54 45%
No purchase restrictions should be required	91 34%	91 34%	-	-	-	-	63 35%	28 32%	1 20%	13 33%	45 37%	20 35%	12 26%	14 32%	45 37%	32 31%	82 35%	9 26%	59 39%	84 36%	53 36%	38 32%
Not Sure	4 1%	4 1%	-	-	-	-	2 1%	2 2%	-	1 3%	2 2%	-	1 2%	1 2%	2 2%	1 1%	4 2%	-	1 1%	4 2%	-	4 3% U
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	268 100%	268 100%	-	-	-	-	181 100%	87 100%	5 100%	39 100%	121 100%	57 100%	46 100%	44 100%	121 100%	103 100%	234 100%	34 100%	152 100%	234 100%	148 100%	120 100%

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

Q766\_27. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?

28 Aug 2015  
Table 338

27. .ca

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	103	103	-**	-**	-**	-**	63*	40*	19**	26**	33*	19**	6**	45*	33*	25**	74*	29**	59*	76*	33*	70*
Strict purchase restrictions should be required	21 20%	21 20%	-	-	-	-	12 19%	9 23%	7 37%	7 27%	2 6%	4 21%	1 17%	14 31% O	2 6%	5 20%	15 20%	6 21%	12 20%	16 21%	8 24%	13 19%
Some purchase restrictions should be required	48 47%	48 47%	-	-	-	-	30 48%	18 45%	7 37%	10 38%	18 55%	9 47%	4 67%	17 38%	18 55%	13 52%	32 43%	16 55%	33 56% T	32 42%	12 36%	36 51%
No purchase restrictions should be required	33 32%	33 32%	-	-	-	-	21 33%	12 30%	5 26%	9 35%	12 36%	6 32%	1 17%	14 31%	12 36%	7 28%	26 35%	7 24%	13 22%	28 37% S	12 36%	21 30%
Not Sure	1 1%	1 1%	-	-	-	-	-	1 3%	-	-	1 3%	-	-	-	1 3%	-	1 1%	-	1 2%	-	1 3%	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	103 100%	103 100%	-	-	-	-	63 100%	40 100%	19 100%	26 100%	33 100%	19 100%	6 100%	45 100%	33 100%	25 100%	74 100%	29 100%	59 100%	76 100%	33 100%	70 100%

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



Q766\_28. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?

28 Aug 2015  
Table 339

28. .mx

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	102	102	-**	-**	-**	-**	66*	36*	16**	31*	47*	6**	2**	47*	47*	8**	79*	23**	47*	82*	37*	65*
Strict purchase restrictions should be required	12 12%	12 12%	-	-	-	-	6 9%	6 17%	1 6%	6 19%	5 11%	-	-	7 15%	5 11%	-	10 13%	2 9%	6 13%	10 12%	4 11%	8 12%
Some purchase restrictions should be required	30 29%	30 29%	-	-	-	-	21 32%	9 25%	5 31%	11 35%	11 23%	2 33%	1 50%	16 34%	11 23%	3 38%	21 27%	9 39%	19 40% T	22 27%	9 24%	21 32%
No purchase restrictions should be required	59 58%	59 58%	-	-	-	-	39 59%	20 56%	10 63%	14 45%	30 64%	4 67%	1 50%	24 51%	30 64%	5 63%	47 59%	12 52%	22 47%	49 60%	24 65%	35 54%
Not Sure	1 1%	1 1%	-	-	-	-	-	1 3%	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	-	1 1%	-	1 2%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	102 100%	102 100%	-	-	-	-	66 100%	36 100%	16 100%	31 100%	47 100%	6 100%	2 100%	47 100%	47 100%	8 100%	79 100%	23 100%	47 100%	82 100%	37 100%	65 100%

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

28 Aug 2015  
Table 340

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
More trustworthy	2030 60% D	279 59% D	274 69% ABDE	240 45% ABDE	251 61% D	986 64% ABD	1242 59% ABD	788 62% ABD	280 64% L	674 64% KL	855 59% L	151 51% L	70 56% L	954 64% OP	855 59% P	221 52% P	1570 60% P	460 64% P	1171 62% P	1509 61% P	788 59% P	1242 61% P
Doesn't make a difference	869 26% C	145 31% ACEF	61 15% ACEF	188 35% ACEF	100 24% C	375 24% C	573 27% H	296 23% H	102 23% J	247 23% J	390 27% J	94 32% IJ	36 29% IJ	349 23% IJ	390 27% N	130 31% N	707 27% R	162 22% R	482 26% R	653 26% R	380 29% V	489 24% V
Less trustworthy	167 5% BF	14 3% B	25 6% B	40 8% ABF	26 6% B	62 4% B	111 5% B	56 4% B	24 6% B	59 6% B	64 4% B	13 4% B	7 6% B	83 6% B	64 4% B	20 5% B	130 5% B	37 5% B	73 4% B	132 5% S	74 6% S	93 5% S
Not sure	290 9% F	35 7% F	40 10% F	65 12% ABF	37 9% F	113 7% F	170 8% F	120 10% F	29 7% F	73 7% F	136 9% J	39 13% IJ	13 10% IJ	102 7% IJ	136 9% N	52 12% N	226 9% N	64 9% N	162 9% N	189 8% N	90 7% N	200 10% U
Decline to Answer	1	-	-	-	-	1	-	1	-	1	-	-	-	1	-	-	-	1	-	1	-	1
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

Q775. If you felt a website was being run improperly (for example, appears to be conducting illegal activity, appears to be a fake, etc.), who would you complain to?

28 Aug 2015  
Table 341

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Would contact the website	1802 54% BD	155 33%	199 50% B	262 49% B	208 50% B	978 64% ABCDE	1049 50%	753 60% G	281 65% JKLM	613 58% KLM	749 52% LM	119 40%	40 32%	894 60% OP	749 52% P	159 38%	1423 54%	379 52%	1021 54%	1357 55%	753 57% V	1049 52%
Police	93 3% EF	13 3% F	20 5% AEF	42 8% ABEF	5 1% B	13 1%	60 3%	33 3%	8 2%	19 2%	51 4% J	11 4% J	4 3%	27 2%	51 4% N	15 4% N	82 3% R	11 2%	51 3%	67 3%	35 3%	58 3%
Cyber/Internet police/investigator	47 1% D	8 2% D	3 1%	2 *	9 2% D	25 2% D	30 1%	17 1%	5 1%	14 1%	23 2%	4 1%	1 1%	19 1%	23 2%	5 1%	35 1%	12 2%	27 1%	34 1%	14 1%	33 2%
Authorities (Unspec.)	37 1% F	12 3% ACF	3 1%	9 2% F	7 2% F	6 *	29 1% H	8 1%	3 1%	7 1%	22 2% J	3 1%	2 2%	10 1%	22 2% N	5 1%	30 1%	7 1%	24 1%	30 1%	21 2% V	16 1%
Contact my service provider	37 1% F	15 3% ACF	2 1%	10 2% F	6 1% F	4 *	27 1%	10 1%	3 1%	4 *	20 1% J	6 2% J	4 3% IJ	7 *	20 1% N	10 2% N	28 1%	9 1%	22 1%	28 1%	20 2%	17 1%
Government	33 1%	8 2% D	2 1%	2 *	3 1%	18 1%	21 1%	12 1%	4 1%	10 1%	14 1%	3 1%	2 2%	14 1%	14 1%	5 1%	23 1%	10 1%	16 1%	27 1%	14 1%	19 1%
ICANN	20 1% F	12 3% ACDEF	3 1% F	2 *	2 *	1 *	19 1% H	1 *	-	4 *	11 1%	2 1%	3 2% IJ	4 *	11 1%	5 1% N	18 1%	2 *	12 1%	19 1%	18 1% V	2 *
Regulatory body/agency	19 1% F	1 *	6 2% ABF	3 1%	5 1% F	4 *	14 1%	5 *	1 *	8 1%	7 *	1 *	2 2%	9 1%	7 *	3 1%	15 1%	4 1%	11 1%	17 1%	6 *	13 1%
Report it (Unspec.)	18 1%	2 *	6 2% ADF	-	3 1% D	7 *	10 *	8 1%	4 1%	5 *	8 1%	-	1 1%	9 1%	8 1%	1 *	12 *	6 1%	13 1%	13 1%	6 *	12 1%
Google	17 1% F	2 *	5 1% AF	3 1%	3 1%	4 *	12 1%	5 *	1 *	6 1%	9 1%	1 *	-	7 *	9 1%	1 *	15 1%	2 *	10 1%	16 1%	10 1%	7 *
Law enforcement	14 *	9 2% ACEF	-	4 1% F	-	1 *	10 *	4 *	1 *	1 *	7 *	2 1%	3 2% IJK	2 *	7 *	5 1% N	11 *	3 *	11 1%	10 *	5 *	9 *
Internet/online authority (Unspec.)	14 *	1 *	2 1%	6 1% AF	3 1% F	2 *	11 1%	3 *	-	5 *	6 *	3 1% I	-	5 *	6 *	3 1%	11 *	3 *	8 *	11 *	6 *	8 *
Consumer assistance/protection agency/program	13 *	2 *	1 *	4 1%	1 *	5 *	10 *	3 *	1 *	-	8 1% J	4 1% J	-	1 *	8 1% N	4 1% N	10 *	3 *	7 *	10 *	2 *	11 1%
Postal police	13 *	-	-	13 2% ABCEF	-	-	9 *	4 *	-	4 *	8 1%	-	1 1%	4 *	8 1%	1 *	9 *	4 1%	6 *	10 *	9 1% V	4 *
Depends on the crime	10 *	5 1% ACF	-	1 *	1 *	3 *	7 *	3 *	-	2 *	7 *	1 *	-	2 *	7 *	1 *	10 *	-	8 *	8 *	4 *	6 *
Social media/Networks	10 *	4 1% AF	1 *	2 *	1 *	2 *	6 *	4 *	1 *	1 *	7 *	-	1 1%	2 *	7 *	1 *	7 *	3 *	5 *	7 *	4 *	6 *

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

Q775. If you felt a website was being run improperly (for example, appears to be conducting illegal activity, appears to be a fake, etc.), who would you complain to?

28 Aug 2015  
Table 341

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Ministry of Communication and Information	9	-	1	1	-	7	7	2	-	2	6	1	-	2	6	1	5	4 1%	7	8	2	7
Security agencies/Authorities (Unspec.)	9	1	1	-	5 1%	2	7	2	-	5	2	2 1%	-	5	2	2	7	2	6	8	5	4
FBI/CIA	9	8 2%	-	-	1	-	7	2	-	1	5	2 1%	1 1%	1	5	3 1%	8	1	6	9	4	5
Better Business Bureau/BBB	8	8 2%	-	-	-	-	4	4	-	2	4	2 1%	-	2	4	2	6	2	6	7	3	5
Search engine (Unspec.)	8	-	3 1%	-	1	4	5	3	1	3	4	-	-	4	4	-	7	1	6	7	4	4
Forum/discussion board	8	-	-	2	-	6	7	1	2	2	3	1	-	4	3	1	8	-	5	5	3	5
Justice/Judicial Branch	7	-	5 1%	2	-	-	6	1	1	-	5	1	-	1	5	1	5	2	5	6	4	3
Specialized websites (Unspec.)	7	2	1	2	2	-	6	1	1	2	2	-	2 2%	3	2	2	7	-	4	6	3	4
Complaint/Report department (Unspec.)	6	-	-	-	1	5	5	1	1	5	-	-	-	6	-	-	6	-	5	2	1	5
FTC	6	6 1%	-	-	-	-	5	1	-	-	3	2 1%	1 1%	-	3	3 1%	5	1	4	6	4	2
FCC/Federal Communications Commission	6	5 1%	-	-	-	1	4	2	-	-	1	3 1%	2 2%	-	1	5 1%	5	1	4	5	3	3
Attorney General	5	5 1%	-	-	-	-	4	1	-	-	3	2 1%	-	-	3	2 1%	5	-	4	5	2	3
Internet oversight organization	5	-	-	-	-	5	5	-	-	4	1	-	-	4	1	-	5	-	4	3	2	3
NCC	4	-	-	-	4 1%	-	3	1	-	-	4	-	-	-	4	-	4	-	2	4	-	4
Friends/family/colleagues	4	-	-	1	-	3	1	3	-	-	4	-	-	-	4	-	2	2	3	2	1	3
Will not deal with it	4	-	1	1	-	2	3	1	-	-	4	-	-	-	4	-	4	-	2	2	2	2
Technical expert	4	2	-	1	1	-	2	2	-	1	1	-	2 2%	1	1	2	1	3	2	4	1	3

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

Q775. If you felt a website was being run improperly (for example, appears to be conducting illegal activity, appears to be a fake, etc.), who would you complain to?

28 Aug 2015  
Table 341

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Public Security Bureau	3	-	-	-	-	3	3	-	-	1	-	2 K	-	1	-	2 O	2	1	1	2	1	2
Post on social media/Post blog	3	1	-	-	-	2	2	1	-	2	1	-	-	2	1	-	3	-	2	2	3 V	-
Trading standards	3	-	-	3 AF	-	-	2	1	-	-	1	1	1 JK	-	1	2 N	3	-	1	3	1	2
Leave site/no longer visit/block site	3	-	-	-	2 A	1	2	1	1	-	1	1	-	1	1	1	2	1	2	3	1	2
Reclame Aqui	3	-	3 ADF	-	-	-	1	2	1	1	-	1	-	2	-	1	3	-	1	3	2	1
Fraud center/site	3	-	-	2 AF	1	-	1	2	-	-	3	-	-	-	3	-	2	1	2	2	1	2
Lawyer/prosecutor	3	-	-	2 AF	1	-	3	-	-	2	1	-	-	2	1	-	2	1	2	2	1	2
Research where/what to report	2	1	-	-	-	1	1	1	-	-	-	2 JK	-	-	-	2 NO	2	-	1	1	-	2
Ombudsman	2	-	-	1	1	-	-	2	1	-	1	-	-	1	1	-	-	2 Q	1	2	-	2
Network supervision department	2	-	1	1	-	-	2	-	-	-	-	2 JK	-	-	-	2 NO	2	-	1	2	-	2
NBI	1	-	-	-	-	1	1	-	-	-	1	-	-	-	1	-	1	-	1	1	-	1
Antivirus company/software	1	-	-	-	1 A	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1	1	-
Report to Spamcop/Spambots	1	1	-	-	-	-	1	-	1	-	-	-	-	1	-	-	-	1	-	-	-	1
Other	89 3% F	11 2% ABDEF	24 6% ABDEF	15 3% ABDEF	10 2% ABDEF	29 2% ACDE	62 3% H	27 2% H	5 1% H	24 2% K	47 3% I	10 3% I	3 2% I	29 2% O	47 3% N	13 3% NO	67 3% NO	22 3% Q	53 3% T	73 3% V	47 4% U	42 2% U
No one	403 12% CDE	65 14% CDE	33 8% ABDEF	45 8% ABDEF	36 9% ABDEF	224 15% ACDE	288 14% H	115 9% H	54 12% H	144 14% K	155 11% I	38 13% I	12 10% I	198 13% O	155 11% N	50 12% NO	321 12% NO	82 11% Q	238 13% T	270 11% V	153 11% U	250 12% U
Not sure	767 23% F	170 36% ACDF	101 25% F	146 27% AF	125 30% AF	225 15% ACDE	490 23% H	277 22% H	77 18% H	202 19% K	345 24% I	94 32% IJK	49 39% IJK	279 19% O	345 24% N	143 34% NO	583 22% NO	184 25% Q	411 22% T	552 22% V	260 20% U	507 25% U
Declined to answer	11	1	2 1%	1	-	7	5	6	3 1%	2	5	-	1 1%	5	5	1	8	3	6	7	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 - U/V  
Overlap formulae used.

Q775. If you felt a website was being run improperly (for example, appears to be conducting illegal activity, appears to be a fake, etc.), who would you complain to?

28 Aug 2015  
Table 341

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Sigma	3606 107%	536 113%	429 107%	591 111%	449 108%	1601 104%	2270 108%	1336 106%	462 106%	1108 105%	1571 109%	327 110%	138 110%	1570 105%	1571 109%	465 110%	2831 108%	775 107%	2051 109%	2679 108%	1447 109%	2159 107%

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

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

28 Aug 2015  
Table 342

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
APPEARANCE/CONTENT (NET)	1092 33% F	186 39% ADF	165 41% ADF	169 32% F	163 39% ADF	409 27% F	705 34% F	387 31% F	152 35% LM	380 36% KLM	449 31% M	83 28% F	28 22% F	532 36% OP	449 31% F	111 26% F	820 31% F	272 38% Q	660 35% T	817 33% F	414 31% F	678 33% F
Content/Information on site	596 18% DF	95 20% DF	107 27% ABDEF	78 15% F	79 19% F	237 15% F	395 19% H	201 16% F	81 19% M	210 20% LM	248 17% M	44 15% F	13 10% F	291 20% P	248 17% F	57 13% F	458 17% F	138 19% F	367 19% T	436 18% F	236 18% F	360 18% F
Initial appearance/layout/design	153 5% F	35 7% AEF	29 7% AEF	33 6% EF	14 3% F	42 3% F	95 5% F	58 5% F	29 7% KM	54 5% M	59 4% F	10 3% F	1 1% F	83 6% P	59 4% F	11 3% F	117 4% F	36 5% F	94 5% F	118 5% F	59 4% F	94 5% F
Finding something wrong/suspicious/illegal	131 4% B	10 2% F	20 5% BD	13 2% F	32 8% ABDF	56 4% F	84 4% F	47 4% F	15 3% F	51 5% K	47 3% F	13 4% F	5 4% F	66 4% F	47 3% F	18 4% F	92 3% F	39 5% Q	81 4% F	98 4% F	49 4% F	82 4% F
Look for contact information/Ability to contact site	108 3% F	17 4% F	15 4% F	11 2% F	28 7% ABDF	37 2% F	73 3% F	35 3% F	17 4% M	32 3% M	50 3% M	9 3% M	- F	49 3% F	50 3% F	9 2% F	83 3% F	25 3% F	64 3% F	87 4% F	44 3% F	64 3% F
Owner/Registered owner of site	53 2% F	13 3% AF	8 2% F	7 1% F	4 1% F	21 1% F	35 2% F	18 1% F	14 3% JL	10 1% F	25 2% F	2 1% F	2 2% F	24 2% F	25 2% F	4 1% F	38 1% F	15 2% F	32 2% F	40 2% F	25 2% F	28 1% F
Correct spelling/grammar	46 1% CF	22 5% ACEF	1 F	14 3% ACF	5 1% F	4 F	30 1% F	16 1% F	6 1% F	13 1% F	16 1% F	7 2% F	4 3% K	19 1% F	16 1% F	11 3% O	36 1% F	10 1% F	31 2% F	35 1% F	18 1% F	28 1% F
Information/Personal information requested	45 1% F	15 3% ADEF	8 2% F	7 1% F	5 1% F	10 1% F	30 1% F	15 1% F	6 1% F	11 1% F	17 1% F	8 3% JK	3 2% F	17 1% F	17 1% F	11 3% NO	35 1% F	10 1% F	28 1% F	36 1% F	14 1% F	31 2% F
From the services/What is offered	37 1% F	7 1% F	3 1% F	7 1% F	13 3% ACF	7 F	25 1% F	12 1% F	4 1% F	11 1% F	17 1% F	5 2% F	- F	15 1% F	17 1% F	5 1% F	27 1% F	10 1% F	21 1% F	32 1% F	20 2% F	17 1% F
Accuracy of information	26 1% F	9 2% ADF	4 1% F	1 F	5 1% F	7 F	15 1% F	11 1% F	2 F	10 1% F	10 1% F	3 1% F	1 1% F	12 1% F	10 1% F	4 1% F	20 1% F	6 1% F	17 1% F	20 1% F	12 1% F	14 1% F
Look for "About Us" section	22 1% F	1 F	- F	19 4% ABCEF	- F	2 F	15 1% F	7 1% F	1 F	7 1% F	12 1% F	2 1% F	- F	8 1% F	12 1% F	2 F	18 1% F	4 1% F	14 1% F	13 1% F	8 1% F	14 1% F
Site requesting payments	21 1% F	2 F	- F	6 1% C	2 F	11 1% F	10 F	11 1% F	2 F	12 1% K	6 F	1 F	- F	14 1% F	6 F	1 F	15 1% F	6 1% F	11 1% F	15 1% F	8 1% F	13 1% F
Other appearance/content mentions	67 2% C	12 3% C	3 1% F	11 2% F	8 2% F	33 2% F	43 2% F	24 2% F	8 2% F	27 3% F	25 2% F	4 1% F	3 2% F	35 2% F	25 2% F	7 2% F	41 2% F	26 4% Q	44 2% F	54 2% F	30 2% F	37 2% F
RESEARCH (NET)	698 21% CD	93 20% D	60 15% F	76 14% F	96 23% CD	373 24% ABCD	444 21% F	254 20% F	81 19% F	247 23% ILM	299 21% F	53 18% F	18 14% F	328 22% P	299 21% F	71 17% F	570 22% R	128 18% F	414 22% F	515 21% F	293 22% F	405 20% F
Researching online/Internet searches	293 9% C	44 9% F	24 6% F	36 7% F	53 13% ACDF	136 9% F	167 8% F	126 10% G	36 8% F	95 9% F	128 9% F	25 8% F	9 7% F	131 9% F	128 9% F	34 8% F	237 9% F	56 8% F	160 8% F	221 9% F	109 8% F	184 9% F
Check registration/If it's registered	136 4% BCD	5 1% F	1 F	1 F	11 3% CD	118 8% ABCDE	89 4% F	47 4% F	21 5% LM	61 6% KLM	49 3% F	4 1% F	1 1% F	82 6% OP	49 3% P	5 1% F	122 5% R	14 2% F	92 5% T	97 4% F	64 5% F	72 4% F

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

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

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Using specific sites that classify/provide information on sites (i.e., whois.org)	124 4%	20 4%	9 2%	21 4%	20 5% C	54 4%	92 4% H	32 3%	10 2%	45 4%	56 4%	9 3%	4 3%	55 4%	56 4%	13 3%	105 4%	19 3%	78 4%	93 4%	68 5% V	56 3%
Sites credibility/Being legitimate/trustworthy	117 3%	18 4%	10 3%	19 4%	13 3%	57 4%	76 4%	41 3%	13 3%	40 4%	53 4%	8 3%	3 2%	53 4%	53 4%	11 3%	88 3%	29 4%	68 4%	82 3%	39 3%	78 4%
If it's verified/Can be verified	48 1% D	5 1%	10 3% D	1	8 2% D	24 2% D	28 1%	20 2%	5 1%	19 2%	20 1%	4 1%	- -	24 2%	20 1%	4 1%	27 1%	21 3% Q	26 1%	36 1%	17 1%	31 2%
Other research mentions	59 2%	8 2%	7 2%	7 1%	6 1%	31 2%	43 2%	16 1%	4 1%	19 2%	28 2%	7 2%	1 1%	23 2%	28 2%	8 2%	47 2%	12 2%	40 2%	40 2%	27 2%	32 2%
SAFETY PROTOCOLS (NET)	517 15% F	106 22% ACDF	68 17% F	92 17% F	86 21% AF	165 11%	322 15%	195 15%	67 15%	157 15%	230 16%	48 16%	15 12%	224 15%	230 16%	63 15%	412 16%	105 15%	298 16%	390 16%	203 15%	314 16%
INTERNET SAFETY (SUB-NET)	161 5% F	30 6% F	24 6% F	33 6% F	23 6% F	51 3%	107 5%	54 4%	18 4%	49 5%	76 5%	15 5%	3 2%	67 4%	76 5%	18 4%	127 5%	34 5%	95 5%	124 5%	66 5%	95 5%
Security certificate	97 3% F	19 4% F	19 5% AF	24 5% AF	11 3%	24 2%	75 4% H	22 2%	9 2%	35 3%	46 3%	5 2%	2 2%	44 3%	46 3%	7 2%	74 3%	23 3%	55 3%	75 3%	39 3%	58 3%
Security (Unspec.)	47 1%	6 1%	4 1%	9 2%	9 2%	19 1%	25 1%	22 2%	4 1%	11 1%	23 2%	8 3% J	1 1%	15 1%	23 2%	9 2%	40 2%	7 1%	30 2%	36 1%	18 1%	29 1%
Other internet safety mentions	24 1%	7 1% AD	2 1%	1	4 1%	10 1%	11 1%	13 1%	5 1%	6 1%	10 1%	3 1%	-	11 1%	10 1%	3 1%	19 1%	5 1%	13 1%	18 1%	11 1%	13 1%
HARDWARE/SOFTWAR E (SUB-NET)	153 5% F	37 8% ACDF	13 3%	25 5%	26 6% CF	52 3%	95 5%	58 5%	17 4%	37 4%	78 5% J	15 5%	6 5%	54 4%	78 5% N	21 5%	123 5%	30 4%	91 5%	104 4%	54 4%	99 5%
Use of anti-virus software/virus protection	71 2% F	18 4% AF	9 2%	15 3% F	9 2%	20 1%	42 2%	29 2%	9 2%	23 2%	29 2%	9 3%	1 1%	32 2%	29 2%	10 2%	55 2%	16 2%	40 2%	50 2%	25 2%	46 2%
Malware/Spyware/Spa m software	52 2% F	14 3% ACDF	3 1%	6 1% ACDF	14 3% ACDF	15 1%	38 2%	14 1%	6 1%	9 1%	27 2% J	5 2%	5 4% J	15 1%	27 2% N	10 2% N	42 2%	10 1%	30 2%	43 2%	18 1%	34 2%
Use of protection software/filter/program	26 1%	4 1%	-	4 1%	3 1%	15 1% C	15 1%	11 1%	1	4	20 1% IJ	1	-	5	20 1% NP	1	22 1%	4 1%	16 1% T	12	11 1%	15 1%
Other hardware/software mentions	8	2	1	-	2	3	4	4	1	3	4	-	-	4	4	-	7	1	8 T	3	2	6
ALERTS/FLAGS/POP-U PS (SUB-NET)	85 3% F	32 7% ACDEF	7 2%	15 3% F	9 2%	22 1%	49 2%	36 3%	9 2%	28 3%	32 2%	10 3%	6 5%	37 2%	32 2%	16 4%	68 3%	17 2%	53 3%	67 3%	31 2%	54 3%
If site has pop-ups/unwanted offers	40 1% F	16 3% ACDEF	4 1%	7 1%	3 1%	10 1%	22 1%	18 1%	6 1%	16 2%	11 1%	5 2%	2 2%	22 1%	11 1%	7 2%	32 1%	8 1%	24 1%	30 1%	12 1%	28 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  
Overlap formulae used.



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

28 Aug 2015  
Table 342

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Browser flags/Alerts if site is unsafe	32 1% F	13 3% ACEF	2 1%	6 1%	3 1%	8 1%	19 1%	13 1%	1	10 1%	14 1%	4 1%	3 2% I	11 1%	14 1%	7 2%	24 1%	8 1%	19 1%	28 1%	10 1%	22 1%
Warnings/Warning tabs	9	3 1%	-	1	1	4	6	3	1	2	6	-	-	3	6	-	9	-	7	6	6	3
Other alerts/flags/pop-up mentions	8 F	2	1	2	2	1	4	4	1	3	2	1	1 1%	4	2	2	7	1	5	7	4	4
SITE SECURITY (SUB-NET)	83 2% F	10 2%	9 2%	17 3% F	21 5% ABCF	26 2%	56 3%	27 2%	20 5% JKM	24 2%	31 2%	7 2%	1 1%	44 3%	31 2%	8 2%	61 2%	22 3%	46 2%	64 3%	32 2%	51 3%
Terms and conditions	30 1%	3 1%	2 1%	10 2% AF	4 1%	11 1%	18 1%	12 1%	9 2% JK	7 1%	10 1%	3 1%	1 1%	16 1%	10 1%	4 1%	22 1%	8 1%	17 1%	22 1%	11 1%	19 1%
Trademarks/Copyright	13	1	1	1	5 1% AF	5	7	6	3 1%	5	5	-	-	8 1%	5	-	8	5 1%	9	8	9 1% V	4
Other site security mentions	42 1% F	6 1%	6 2%	7 1%	13 3% AF	10 1%	33 2% H	9 1%	8 2%	13 1%	17 1%	4 1%	-	21 1%	17 1%	4 1%	32 1%	10 1%	21 1%	35 1%	13 1%	29 1%
SYMBOLS/LOGOS (SUB-NET)	74 2% F	10 2%	19 5% ABDF	12 2%	14 3% F	19 1%	39 2%	35 3%	6 1%	32 3%	29 2%	6 2%	1 1%	38 3%	29 2%	7 2%	60 2%	14 2%	37 2%	60 2%	32 2%	42 2%
Padlock symbol	37 1% F	3 1%	11 3% ABF	8 2% F	9 2% ABF	6	20 1%	17 1%	3 1%	16 2%	15 1%	3 1%	-	19 1%	15 1%	3 1%	30 1%	7 1%	18 1%	31 1%	18 1%	19 1%
Security logos/symbols (Unspec.)	31 1%	6 1%	7 2% D	2	4 1%	12 1%	13 1%	18 1% G	1	16 2% I	11 1%	2 1%	1 1%	17 1%	11 1%	3 1%	27 1%	4 1%	17 1%	24 1%	14 1%	17 1%
Other symbols/logos mentions	7	1	2 1% F	2	1	1	6	1	2	1	3	1	-	3	3	1	4	3	2	6	-	7 U
DOMAIN/NAME/EXTENSI ON (NET)	514 15% DF	81 17% DF	91 23% ABDEF	66 12%	69 17%	207 13%	363 17% H	151 12%	74 17% LM	189 18% KLM	214 15% LM	29 10%	8 6%	263 18% OP	214 15% P	37 9%	405 15%	109 15%	302 16%	409 16%	213 16%	301 15%
Domain/Domain name/Name	204 6% D	22 5%	30 8% D	22 4%	24 6%	106 7% D	150 7% H	54 4%	29 7% L	85 8% KLM	79 5% L	8 3%	3 2%	114 8% OP	79 5% P	11 3%	167 6%	37 5%	125 7%	156 6%	94 7%	110 5%
If it has "https"/Make sure the "S" is in the "https" link	126 4% F	21 4% F	29 7% ADF	19 4%	20 5% F	37 2%	92 4% H	34 3%	21 5%	44 4%	51 4%	8 3%	2 2%	65 4%	51 4%	10 2%	104 4%	22 3%	77 4%	103 4%	47 4%	79 4%
Web address (Unspec.)	76 2%	12 3%	10 3%	8 2%	10 2%	36 2%	45 2%	31 2%	8 2%	24 2%	38 3%	3 1%	3 2%	32 2%	38 3%	6 1%	59 2%	17 2%	42 2%	60 2%	26 2%	50 2%
By it's extension	65 2% F	13 3% F	14 4% AF	12 2%	7 2%	19 1%	40 2%	25 2%	10 2%	23 2%	27 2%	4 1%	1 1%	33 2%	27 2%	5 1%	42 2%	23 3% Q	33 2%	55 2%	21 2%	44 2%
Through URL	44 1% F	16 3% ADEF	8 2% F	7 1%	4 1%	9 1%	28 1%	16 1%	4 1%	14 1%	18 1%	8 3%	-	18 1%	18 1%	8 2%	34 1%	10 1%	26 1%	37 1%	19 1%	25 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  
Overlap formulae used.

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

28 Aug 2015  
Table 342

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
SSL/SSL certificate	28 1%	5 1%	4 1%	3 1%	8 2% AF	8 1%	22 1%	6	4 1%	9 1%	15 1%	-	-	13 1%	15 1% P	-	22 1%	6 1%	20 1%	24 1%	21 2% V	7
Other domain/name/extension mentions	33 1%	4 1%	5 1%	4 1%	6 1%	14 1%	26 1%	7 1%	4 1%	11 1%	14 1%	3 1%	1 1%	15 1%	14 1%	4 1%	27 1%	6 1%	16 1%	27 1%	13 1%	20 1%
MISCELLANEOUS	389 12% F	65 14% F	41 10%	80 15% ACEF	43 10%	160 10%	245 12%	144 11%	46 11%	104 10%	171 12%	47 16% IJ	21 17% J	150 10%	171 12%	68 16% NO	296 11%	93 13%	232 12% T	267 11%	158 12%	231 11%
Common sense/Gut feeling	103 3% C	30 6% ACDEF	4 1%	13 2%	7 2%	49 3% C	76 4% H	27 2%	9 2%	24 2%	49 3%	14 5% IJ	7 6% IJ	33 2%	49 3%	21 5% N	77 3%	26 4%	69 4% T	68 3%	38 3%	65 3%
Don't/Cannot determine if a website is legitimate	91 3% B	5 1%	8 2%	29 5% ABCEF	11 3%	38 2%	53 3%	38 3%	7 2%	23 2%	38 3%	18 6% IJK	5 4%	30 2%	38 3%	23 5% NO	70 3%	21 3%	50 3%	60 2%	39 3%	52 3%
Through ads/advertisement	50 1% F	12 3% F	11 3% AF	8 2%	6 1%	13 1%	30 1%	20 2%	19 4% JKL	10 1%	18 1%	2 1%	1 1%	29 2%	18 1%	3 1%	31 1%	19 3% Q	28 1%	38 2%	15 1%	35 2%
Quality/Reliability of site	32 1% F	7 1% F	10 3% AEF	6 1%	1	8 1%	22 1%	10 1%	4 1%	7 1%	16 1%	2 1%	3 2% J	11 1%	16 1%	5 1%	28 1%	4 1%	19 1%	22 1%	14 1%	18 1%
Other mentions	119 4%	12 3%	11 3%	26 5%	18 4%	52 3%	68 3%	51 4%	8 2%	41 4% I	54 4%	11 4%	5 4%	49 3%	54 4%	16 4%	95 4%	24 3%	68 4%	84 3%	56 4%	63 3%
PUBLIC AWARENESS/R ECOMMENDATIONS (NET)	298 9%	54 11% AF	32 8%	45 8%	45 11%	122 8%	158 8%	140 11% G	45 10% L	92 9%	133 9%	18 6%	10 8%	137 9%	133 9%	28 7%	233 9%	65 9%	174 9%	208 8%	114 9%	184 9%
Reviews/Comments/Complaints/Compliments	174 5% F	32 7% CF	14 4%	32 6%	29 7% CF	67 4%	84 4%	90 7% G	34 8% KL	58 6%	67 5%	10 3%	5 4%	92 6% P	67 5%	15 4%	136 5%	38 5%	102 5%	116 5%	53 4%	121 6% U
How well known site is/Reputation	71 2% D	12 3% D	12 3% D	5 1%	12 3% D	30 2%	40 2%	31 2%	8 2% L	21 2% L	42 3% L	-	-	29 2% P	42 3% P	-	59 2%	12 2%	41 2%	53 2%	36 3%	35 2%
Family/Friends referral/recommendations	28 1%	8 2% AF	4 1%	3 1%	4 1%	9 1%	13 1%	15 1%	3 1%	9 1%	8 1%	4 1%	4 3% IJK	12 1%	8 1%	8 2% O	16 1%	12 2% Q	14 1%	20 1%	9 1%	19 1%
Through forums/blogs/articles	23 1%	1	3 1%	4 1%	2	13 1%	21 1% H	2	-	7 1%	14 1% I	2 1%	-	7	14 1%	2	19 1%	4 1%	12 1%	18 1%	10 1%	13 1%
Other public awareness/recommendations mentions	16	4 1%	1	3 1%	-	8 1%	7	9 1%	3 1%	3	7	2 1%	1 1%	6	7	3 1%	13	3	14 1%	11	9 1%	7
USAGE (NET)	265 8% F	49 10% ADF	33 8%	33 6%	48 12% ADF	102 7%	172 8%	93 7%	32 7%	81 8%	104 7%	35 12% IJK	13 10%	113 8%	104 7%	48 11% NO	186 7%	79 11% Q	151 8%	215 9%	110 8%	155 8%
By trying it out/visiting it	78 2%	10 2%	10 3%	8 2%	8 2%	42 3%	46 2%	32 3%	10 2%	22 2%	32 2%	11 4%	3 2%	32 2%	32 2%	14 3%	57 2%	21 3%	45 2%	60 2%	30 2%	48 2%
Prior use/experience with it	62 2%	13 3%	9 2%	8 2%	9 2%	23 1%	44 2%	18 1%	7 2%	11 1%	28 2%	11 4% J	5 4% J	18 1%	28 2%	16 4% NO	46 2%	16 2%	34 2%	53 2%	32 2%	30 1%

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

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

Base: All Qualified Respondents

	Demographics																Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	Region					Gender		Age					Age			Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+						
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Through site usage/Activity through users	59 2% D	4 1%	3 1%	4 1%	23 6% ABCD	25 2%	36 2%	23 2%	8 2%	26 2% K	20 1%	5 2%	-	34 2%	20 1%	5 1%	33 1%	26 4% Q	36 2%	49 2%	20 2%	39 2%
Problems with links/broken links	35 1% F	11 2% AF	5 1% F	9 2% F	4 1%	6 *	25 1%	10 1%	4 1%	12 1%	14 1%	4 1%	1 1%	16 1%	14 1%	5 1%	30 1%	5 1%	21 1%	27 1%	19 1%	16 1%
Other usage mentions	38 1% F	13 3% ADF	7 2% F	4 1%	8 2% F	6 *	26 1%	12 1%	5 1%	11 1%	12 1%	6 2%	4 3% JK	16 1%	12 1%	10 2% NO	26 1%	12 2%	20 1%	31 1%	14 1%	24 1%
None	57 2% CE	6 1%	1 *	6 1%	1 *	43 3% ACDE	31 1%	26 2%	9 2% L	17 2%	30 2% L	1 *	-	26 2% P	30 2% P	1 *	46 2%	11 2%	25 1%	48 2% S	28 2%	29 1%
Don't know	300 9%	36 8%	34 9%	67 13% ABCEF	34 8%	129 8%	170 8%	130 10% G	37 9%	63 6%	129 9% J	48 16% IJK	23 18% IJK	100 7%	129 9% N	71 17% NO	229 9%	71 10%	144 8%	200 8%	94 7%	206 10% U
Declined to answer	175 5% E	19 4% E	13 3% E	41 8% ABCE	3 1%	99 6% ACE	111 5%	64 5%	30 7% K	63 6%	62 4%	13 4%	7 6%	93 6% O	62 4%	20 5%	151 6% R	24 3%	82 4%	140 6% S	104 8% V	71 4%
Sigma	4743 141%	790 167%	593 148%	748 140%	662 160%	1950 127%	3009 144%	1734 138%	629 145%	1545 147%	2001 138%	417 140%	151 120%	2174 146%	2001 138%	568 134%	3677 140%	1066 147%	2762 146%	3547 143%	1929 145%	2814 139%

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

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

Base: All Qualified Respondents

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Yes	1832 55% DF	299 63% ACDF	217 54%	264 50%	253 61% ACDF	799 52%	1256 60% H	576 46%	238 55% LM	635 60% IKLM	769 53% LM	139 47%	51 40%	873 59% OP	769 53% P	190 45%	1488 57% R	344 48%	1076 57%	1459 59%	934 70% V	898 44%
No	1503 45% BE	171 36%	182 46% BE	259 49% BE	160 39%	731 48% ABE	832 40%	671 53% G	194 45%	414 39%	663 46% J	157 53% IJK	75 60% IJK	608 41%	663 46% N	232 55% NO	1132 43%	371 51% Q	796 42%	1015 41%	389 29%	1114 55% U
Not Sure	22 1%	3 1%	1 *	10 2% ACEF	1 *	7 *	8 *	14 1% G	3 1%	5 *	13 1%	1 *	- *	8 1%	13 1%	1 *	13 *	9 1% Q	16 1% T	10 *	9 1%	13 1%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

28 Aug 2015  
Table 344

Base: Tried To Identify

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1832	299	217	264	253	799	1256	576	238	635	769	139	51*	873	769	190	1488	344	1076	1459	934	898
ONLINE ACTIVITY (NET)	1144 62% F	220 74% ADEF	160 74% ADEF	158 60% F	164 65% F	442 55% F	818 65% H	326 57% H	136 57% F	385 61% I	497 65% I	92 66% I	34 67% I	521 60% I	497 65% N	126 66% N	938 63% N	206 60% N	732 68% T	915 63% T	593 63% U	551 61% V
SPECIFIC SITE SEARCH (SUB-NET)	626 34% F	154 52% ACDEF	90 41% AF	91 34% F	100 40% F	191 24% F	482 38% H	144 25% H	56 24% F	202 32% I	290 38% I	58 42% I	20 39% I	258 30% I	290 38% N	78 41% N	529 36% R	97 28% N	429 40% T	513 35% T	367 39% V	259 29% V
Whois search	409 22% F	127 42% ACDEF	57 26% F	71 27% F	65 26% F	89 11% F	339 27% H	70 12% H	22 9% F	128 20% I	199 26% I	44 32% I	16 31% I	150 17% I	199 26% N	60 32% N	355 24% R	54 16% N	287 27% T	356 24% T	265 28% V	144 16% V
Google	143 8% F	23 8% F	30 14% ABDF	15 6% F	32 13% ADF	43 5% F	94 7% H	49 9% H	23 10% F	52 8% F	53 7% F	13 9% F	2 4% F	75 9% F	53 7% F	15 8% F	111 7% F	32 9% F	95 9% T	103 7% T	68 7% U	75 8% V
Baidu search	39 2% BCDE	- - F	- - F	- - F	- - F	39 5% ABCDE	21 2% H	18 3% G	9 4% F	13 2% F	15 2% F	1 1% F	1 2% F	22 3% F	15 2% F	2 1% F	36 2% F	3 1% F	29 3% T	26 2% T	20 2% U	19 2% V
Go Daddy	11 1% F	6 2% ACDF	- - F	- - F	5 2% ACDF	- - F	9 1% H	2 - F	1 - F	2 - F	5 1% F	2 1% F	1 2% F	3 - F	5 1% F	3 2% N	9 1% F	2 1% F	4 - F	11 1% T	5 1% U	6 1% V
DNS records	11 1% F	2 1% F	2 1% F	3 1% F	1 - F	3 - F	11 1% H	- - F	- - F	3 - F	7 1% F	- - F	1 2% F	3 - F	7 1% F	1 1% F	8 1% F	3 1% F	8 1% T	11 1% T	9 1% V	2 - F
Other specific site search mentions	72 4% F	15 5% F	7 3% F	12 5% F	9 4% F	29 4% F	62 5% H	10 2% H	5 2% F	22 3% F	38 5% F	4 3% F	3 6% F	27 3% F	38 5% F	7 4% F	57 4% F	15 4% F	49 5% T	56 4% T	40 4% U	32 4% V
GENERAL ONLINE ACTIVITY (SUB-NET)	369 20% F	48 16% F	49 23% F	43 16% F	42 17% F	187 23% ABDE	232 18% H	137 24% G	56 24% F	135 21% F	144 19% F	25 18% F	9 18% F	191 22% F	144 19% F	34 18% F	287 19% F	82 24% F	238 22% T	270 19% T	170 18% U	199 22% U
Internet search/ Search engine (Unspec.)	294 16% B	34 11% F	31 14% F	37 14% F	39 15% F	153 19% AB	184 15% H	110 19% G	46 19% F	107 17% F	111 14% F	22 16% F	8 16% F	153 18% F	111 14% F	30 16% F	230 15% F	64 19% F	187 17% T	215 15% T	133 14% U	161 18% U
Email	35 2% F	10 3% EF	15 7% ADEF	3 1% F	2 1% F	5 1% F	22 2% H	13 2% H	3 1% F	10 2% F	20 3% F	2 1% F	- - F	13 1% F	20 3% F	2 1% F	26 2% F	9 3% F	21 2% T	28 2% T	17 2% U	18 2% V
Online/Internet tools (Unspec.)	20 1% F	- - F	2 1% F	- - F	1 - F	17 2% ABD	10 1% H	10 2% H	3 1% F	10 2% F	7 1% F	- - F	- - F	13 1% F	7 1% F	- - F	16 1% F	4 1% F	17 2% T	12 1% T	9 1% U	11 1% V
Wikipedia/ Web Encyclopedia	7 - F	2 1% F	- - F	1 - F	1 - F	3 - F	5 - F	2 - F	2 1% F	3 - F	1 - F	- - F	1 2% K	5 1% F	1 - F	1 1% F	3 - F	4 1% Q	4 - F	6 - F	4 - F	3 - F
Other general online activity mentions	16 1% F	3 1% F	1 - F	2 1% F	- - F	10 1% F	12 1% H	4 1% H	2 1% F	7 1% F	6 1% F	1 1% F	- - F	9 1% F	6 1% F	1 1% F	14 1% F	2 1% F	12 1% T	11 1% T	9 1% U	7 1% V
SOURCE OF SEARCH (SUB-NET)	279 15% F	54 18% F	39 18% F	44 17% F	47 19% F	95 12% F	206 16% H	73 13% H	33 14% F	86 14% F	124 16% F	25 18% F	11 22% F	119 14% F	124 16% F	36 19% F	230 15% F	49 14% F	156 14% T	239 16% T	135 14% U	144 16% V
Domain/ IP Address Search	98 5% C	17 6% F	5 2% F	13 5% F	23 9% ACF	40 5% F	67 5% H	31 5% H	13 5% F	35 6% F	40 5% F	7 5% F	3 6% F	48 5% F	40 5% F	10 5% F	82 6% F	16 5% F	53 5% T	83 6% T	47 5% U	51 6% V

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

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

28 Aug 2015  
Table 344

Base: Tried To Identify

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1832	299	217	264	253	799	1256	576	238	635	769	139	51*	873	769	190	1488	344	1076	1459	934	898
HTML/ Source Code	66 4% EF	26 9% AEF	13 6% EF	14 5% EF	3 1%	10 1%	49 4%	17 3%	5 2%	18 3%	32 4%	7 5%	4 8% I	23 3%	32 4%	11 6% N	55 4%	11 3%	45 4%	58 4%	39 4%	27 3%
Check website itself	48 3%	6 2%	10 5%	8 3%	6 2%	18 2%	32 3%	16 3%	8 3%	13 2%	19 2%	5 4%	3 6%	21 2%	19 2%	8 4%	40 3%	8 2%	23 2%	41 3%	20 2%	28 3%
Using specific sites that classify/ provide information on sites	28 2%	2 1%	2 1%	5 2%	9 4% ABF	10 1%	23 2%	5 1%	4 2%	8 1%	11 1%	4 3%	1 2%	12 1%	11 1%	5 3%	24 2%	4 1%	16 1%	25 2%	14 1%	14 2%
Social media/ blogs	19 1%	1 *	6 3% ABF	4 2%	2 1%	6 1%	15 1%	4 1%	1 *	7 1%	9 1%	2 1%	-	8 1%	9 1%	2 1%	13 1%	6 2%	9 1%	17 1%	9 1%	10 1%
Online forums	13 1%	2 1%	1 *	4 2%	-	6 1%	10 1%	3 1%	2 1%	3 *	5 1%	3 2% J	-	5 1%	5 1%	3 2%	12 1%	1 *	7 1%	11 1%	5 1%	8 1%
Hosting options	10 1%	3 1%	-	-	2 1%	5 1%	10 1% H	-	1 *	2 *	7 1%	-	-	3 *	7 1%	-	8 1%	2 1%	6 1%	10 1%	5 1%	5 1%
Other source of search mentions	16 1% F	6 2% AF	3 1%	2 1%	2 1%	3 *	13 1%	3 1%	2 1%	3 *	8 1%	2 1%	1 2%	5 1%	8 1%	3 2%	13 1%	3 1%	12 1%	13 1%	9 1%	7 1%
SITE ATTRIBUTES/ TRADEMARKS (NET)	454 25% F	98 33% ACF	48 22%	87 33% ACF	75 30% F	146 18%	305 24%	149 26%	70 29% J	140 22%	188 24%	39 28%	17 33%	210 24%	188 24%	56 29%	348 23%	106 31% Q	264 25%	355 24%	203 22%	251 28% U
Owner of site/ Who programmed/ developed the website	95 5% D	29 10% ACDF	8 4%	6 2%	15 6% D	37 5%	56 4%	39 7% G	18 8% J	22 3%	42 5%	8 6%	5 10% J	40 5%	42 5%	13 7%	69 5%	26 8% Q	51 5%	79 5%	40 4%	55 6%
Company details/ information	85 5% B	6 2%	7 3% ABCE	35 13% F	6 2%	31 4%	54 4%	31 5%	15 6%	28 4%	32 4%	8 6%	2 4%	43 5%	32 4%	10 5%	69 5%	16 5%	56 5% T	60 4%	26 3%	59 7% U
Through the footer/Bottom of page	84 5% F	23 8% AF	14 6% F	11 4%	19 8% AF	17 2%	47 4%	37 6% G	13 5%	28 4%	33 4%	8 6%	2 4%	41 5%	33 4%	10 5%	66 4%	18 5%	41 4%	75 5% S	40 4%	44 5%
Site contact information	71 4% F	23 8% ACDF	6 3%	6 2%	21 8% ACDF	15 2%	52 4%	19 3%	16 7% K	26 4%	23 3%	6 4%	-	42 5%	23 3%	6 3%	48 3%	23 7% Q	36 3%	57 4%	34 4%	37 4%
Check registration/ if it's registered/ certificate	57 3% F	18 6% AEF	8 4%	14 5% AEF	4 2%	13 2%	45 4%	12 2%	2 1%	12 2%	31 4% IJ	8 6% IJ	4 8% IJ	14 2%	31 4% N	12 6% N	49 3%	8 2%	38 4%	45 3%	36 4%	21 2%
Sites credibility/ being legitimate/ trustworthy	30 2%	3 1%	2 1%	1 *	8 3% D	16 2%	20 2%	10 2%	3 1%	11 2%	13 2%	3 2%	-	14 2%	13 2%	3 2%	19 1%	11 3% Q	14 1%	22 2%	8 1%	22 2% U
Trademarks/ Copyright	16 1% F	3 1%	2 1%	3 1%	5 2% F	3 1%	10 1%	6 1%	4 2% K	8 1% K	2 *	2 1%	-	12 1% O	2 *	2 1%	10 1%	6 2%	13 1%	12 1%	8 1%	8 1%
Website's administrator	15 1%	3 1%	4 2%	1 *	1 *	6 1%	12 1%	3 1%	3 1%	5 1%	6 1%	1 1%	-	8 1%	6 1%	1 1%	14 1%	1 *	8 1%	11 1%	4 *	11 1%
Credits for the page/ website	12 1% F	3 1%	2 1%	3 1%	2 1%	2 *	10 1%	2 *	-	7 1%	3 *	1 1%	1 2% I	7 1%	3 *	2 1%	9 1%	3 1%	6 1%	10 1%	7 1%	5 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  
Overlap formulae used. \* small base

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

Base: Tried To Identify

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1832	299	217	264	253	799	1256	576	238	635	769	139	51*	873	769	190	1488	344	1076	1459	934	898
Site's legal conditions	11 1% F	-	-	10 4% ABCEF	-	1	6	5 1%	1	5 1%	5 1%	-	-	6 1%	5 1%	-	6	5 1% Q	6 1%	9 1%	8 1%	3
Security/ Security certificate	8	-	1	1	2 1%	4 1%	6	2	2 1%	5 1%	1	-	-	7 1%	1	-	8 1%	-	6 1%	7	4	4
Privacy information link	3	3 1% AF	-	-	-	-	2	1	-	-	2	1 % J	-	-	2	1 % N	3	-	3	3	3	-
Other site attributes/ trademarks mentions	44 2%	9 3%	7 3%	7 3%	4 2%	17 2%	29 2%	15 3%	3 1%	10 2%	25 3% J	2 1%	4 8% IJL	13 1%	25 3% N	6 3%	36 2%	8 2%	27 3%	31 2%	19 2%	25 3%
MISCELLANEOUS (NET)	220 12% D	26 9%	19 9%	12 5%	23 9% D	140 18% ABCDE	130 10%	90 16% G	21 9%	80 13%	101 13%	14 10%	4 8%	101 12%	101 13%	18 9%	182 12%	38 11%	126 12%	177 12%	113 12%	107 12%
Good/ Positive response mentions	34 2%	5 2%	2 1%	5 2%	1	21 3% AE	16 1%	18 3% G	3 1%	8 1%	20 3%	2 1%	1 2%	11 1%	20 3% N	3 2%	32 2%	2 1%	14 1%	26 2%	19 2%	15 2%
Use of software/ filter/ program	23 1%	2 1%	3 1%	-	2 1%	16 2% AD	13 1%	10 2%	3 1%	15 2% K	5 1%	-	-	18 2% OP	5 1%	-	18 1%	5 1%	16 1%	18 1%	12 1%	11 1%
Reviews/ Comments/ Complaints/ Compliments	17 1%	6 2% ACF	-	1	5 2% C	5 1%	13 1%	4 1%	1	6 1%	8 1%	1 1%	1 2%	7 1%	8 1%	2 1%	14 1%	3 1%	9 1%	12 1%	5 1%	12 1%
Records/Record information	17 1%	1	-	-	-	16 2% ABCDE	10 1%	7 1%	4 2%	8 1%	5 1%	-	-	12 1%	5 1%	-	16 1%	1	15 1%	13 1%	12 1%	5 1%
Information (Unspec.)	15 1%	-	1	1	2 1%	11 1% AB	9 1%	6 1%	2 1%	5 1%	7 1%	1 1%	-	7 1%	7 1%	1 1%	12 1%	3 1%	11 1%	12 1%	5 1%	10 1%
Friend/ Family Help	14 1%	2 1%	1	-	4 2% D	7 1%	5	9 2% G	1	7 1%	4 1%	2 1%	-	8 1%	4 1%	2 1%	9 1%	5 1%	9 1%	10 1%	8 1%	6 1%
Tools/Development tools (Unspec.)	11 1%	3 1%	2 1%	-	1	5 1%	9 1%	2	1	2	7 1%	-	1 2%	3	7 1%	1 1%	10 1%	1	8 1%	10 1%	6 1%	5 1%
Curiosity/ I just wanted to know	10 1%	2 1%	-	-	-	8 1% A	5	5 1%	1	2	6 1%	1 1%	-	3	6 1%	1 1%	10 1%	-	9 1% T	5	4	6 1%
Various means/ ways	10 1%	1	1	-	-	8 1% A	7 1%	3 1%	-	1	5 1%	4 3% IJK	-	1	5 1%	4 2% N	7	3 1%	6 1%	10 1%	5 1%	5 1%
Other	73 4% B	6 2%	9 4%	5 2%	8 3%	45 6% ABD	44 4%	29 5%	5 2%	28 4%	35 5%	4 3%	1 2%	33 4%	35 5%	5 3%	56 4%	17 5%	32 3%	63 4% S	39 4%	34 4%
RESEARCH (NET)	29 2% B	1	3 1%	7 3% B	4 2%	14 2%	14 1%	15 3% G	3 1%	11 2%	13 2%	1 1%	1 2%	14 2%	13 2%	2 1%	26 2%	3 1%	13 1%	26 2%	10 1%	19 2%
Research (Unspec.)	26 1%	1	3 1%	6 2% B	4 2%	12 2%	11 1%	15 3% G	3 1%	10 2%	11 1%	1 1%	1 2%	13 1%	11 1%	2 1%	24 2%	2 1%	10 1%	23 2% S	9 1%	17 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  
Overlap formulae used. \* small base

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

Base: Tried To Identify

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1832	299	217	264	253	799	1256	576	238	635	769	139	51*	873	769	190	1488	344	1076	1459	934	898
Other research mentions	3	-	-	1	-	2	3	-	-	1	2	-	-	1	2	-	2	1	3	3	1	2
OFFLINE ACTIVITY (NET)	26 1%	4 1%	5 2%	5 2%	3 1%	9 1%	16 1%	10 2%	6 3%	6 1%	11 1%	3 2%	-	12 1%	11 1%	3 2%	21 1%	5 1%	15 1%	22 2%	14 1%	12 1%
Telephone	16 1%	2 1%	5 2% AF	3 1%	1	5 1%	10 1%	6 1%	3 1%	2	9 1%	2 1%	-	5 1%	9 1%	2 1%	13 1%	3 1%	9 1%	15 1%	9 1%	7 1%
Other offline activity mentions	10 1%	2 1%	-	2 1%	2 1%	4 1%	6	4 1%	3 1%	4 1%	2	1 1%	-	7 1%	2	1 1%	8 1%	2 1%	6 1%	7	5 1%	5 1%
None	46 3% C	4 1%	1	3 1%	4 2%	34 4% ABCDE	35 3%	11 2%	6 3%	16 3%	21 3%	2 1%	1 2%	22 3%	21 3%	3 2%	42 3%	4 1%	15 1%	39 3% S	29 3%	17 2%
Don't know	33 2%	5 2%	3 1%	11 4% AEF	3 1%	11 1%	19 2%	14 2%	6 3%	11 2%	11 1%	3 2%	2 4%	17 2%	11 1%	5 3%	28 2%	5 1%	12 1%	24 2%	17 2%	16 2%
Declined to answer	103 6% CE	10 3% E	4 2%	19 7% BCE	2 1%	68 9% ABCE	74 6%	29 5%	18 8% L	47 7% KL	34 4%	3 2%	1 2%	65 7% OP	34 4%	4 2%	81 5%	22 6%	46 4%	84 6% S	74 8% V	29 3%
Sigma	2347 128%	460 154%	281 129%	349 132%	328 130%	929 116%	1626 129%	721 125%	292 123%	786 124%	1003 130%	194 140%	72 141%	1078 123%	1003 130%	266 140%	1900 128%	447 130%	1419 132%	1888 129%	1223 131%	1124 125%

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



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

28 Aug 2015  
Table 345

Base: All Qualified Respondents

	Total Regi- strants  (A)	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America  (B)	South America  (C)	Europe  (D)	Africa  (E)	Asia  (F)	Male  (G)	Female  (H)	18-24  (I)	25-34  (J)	35-54  (K)	55-64  (L)	65+  (M)	18-34  (N)	35-54  (O)	55+  (P)	Primary decision maker  (Q)	Shared decision maker  (R)	Consumer  (S)	Commer- cial  (T)	Yes  (U)	No  (V)
		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
.email	1269 38% BE	156 33%	166 42% BE	188 35%	136 33%	623 41% ABDE	778 37%	491 39%	193 44% KLM	421 40% LM	535 37% L	84 28%	36 29%	614 41% OP	535 37% P	120 28%	999 38%	270 37%	774 41%	968 39%	598 45% V	671 33%
.link	1121 33% BD	102 22%	173 43% ABDEF	130 24%	145 35% BD	571 37% ABD	687 33%	434 34%	174 40% KLM	383 36% LM	473 33% LM	69 23%	22 17%	557 37% OP	473 33% P	91 22%	869 33%	252 35%	694 37% T	846 34%	499 37% V	622 31%
.club	861 26% DE	112 24% E	101 25% E	115 22%	71 17%	462 30% ABDE	562 27% H	299 24%	99 23% M	291 28% LM	403 28% ILM	50 17%	18 14%	390 26% P	403 28% P	68 16%	714 27% R	147 20%	575 30% T	677 27%	484 36% V	377 19%
.guru	720 21% D	137 29% ACDF	88 22% D	81 15%	101 24% D	313 20% D	482 23% H	238 19%	75 17%	250 24% ILM	327 23% ILM	51 17%	17 13%	325 22% P	327 23% P	68 16%	596 23% R	124 17%	457 24%	606 24%	416 31% V	304 15%
.photography	638 19% E	107 23% ADE	77 19%	90 17%	60 14%	304 17% E	424 20% H	214 17%	77 18% M	217 21% M	285 20% M	47 16%	12 10%	294 20% P	285 20% P	59 14%	535 20% R	103 14%	414 22%	513 21%	360 27% V	278 14%
.xyz	464 14% CE	57 12%	38 10%	67 13%	38 9%	264 17% ABCDE	305 15%	159 13%	55 13% L	170 16% LM	209 14% LM	21 7%	9 7%	225 13% P	209 14% P	30 7%	404 15% R	60 8%	319 17% T	357 14%	268 20% V	196 10%
.realtor	399 12% CDE	134 28% ACDEF	20 5%	38 7%	23 6%	184 12% CDE	252 12%	147 12%	25 6%	127 12% I	188 13% I	45 15%	14 11%	152 10%	188 13% N	59 14% N	350 13% R	49 7%	270 14%	333 13%	252 19% V	147 7%
.wang	124 4% BCDE	-	-	-	-	124 8% ABCDE	63 3%	61 5% G	10 2% L	67 6% IKLM	46 3% LM	1 -	-	77 5% OP	46 3% P	1 -	116 4% R	8 1%	93 5% T	91 4%	71 5% V	53 3%
.xn-55qx5d (Chinese for company)	115 3% BCDE	-	-	-	-	115 7% ABCDE	57 3%	58 5% G	10 2%	58 6% IKLM	45 3% LM	2 1%	-	68 5% OP	45 3% P	2 -	105 4% R	10 1%	87 5% T	84 3%	52 4%	63 3%
.xn-ses554g (Chinese for network address)	114 3% BCDE	-	-	-	-	114 7% ABCDE	58 3%	56 4% G	10 2%	57 5% IKLM	45 3% LM	2 1%	-	67 4% P	45 3% P	2 -	106 4% R	8 1%	85 5% T	87 4%	56 4% V	58 3%
.london	96 3% BCEF	-	-	96 18% ABCEF	-	-	64 3%	32 3%	9 2%	17 2%	52 4% J	13 4% J	5 4%	26 2%	52 4% N	18 4% N	84 3% R	12 2%	54 3%	78 3%	62 5% V	34 2%
.nyc	71 2% CDEF	71 15% ACDEF	-	-	-	-	48 2%	23 2%	1 -	14 1%	39 3% IJ	13 4% IJ	4 3% I	15 1%	39 3% N	17 4% N	64 2% R	7 1%	54 3%	63 3%	54 4% V	17 1%
.berlin	41 1% BCEF	-	-	41 8% ABCEF	-	-	33 2% H	8 1%	3 1%	6 1%	21 1% J	7 2% J	4 3% IJ	9 1%	21 1% N	11 3% N	36 1%	5 1%	24 1%	30 1%	19 1%	22 1%
.ovh	9 3% F	-	-	9 2% ABCEF	-	-	5 -	4 -	-	4 -	3 -	1 -	1 1%	4 -	3 -	2 -	8 -	1 -	7 -	5 -	4 -	5 -
I am not aware of any of these	1182 35% F	195 41% ACF	135 34%	223 42% ACF	174 42% ACF	455 30%	764 36%	418 33%	119 27%	332 31%	514 36% IJ	147 49% IJK	70 56% IJK	451 30%	514 36% N	217 51% NO	897 34%	285 39% Q	601 32%	839 34%	332 25%	850 42% U
Not Sure	13 -	-	2 1%	1 -	-	10 1% A	6 -	7 1%	1 -	2 -	6 -	4 1% J	-	3 -	6 -	4 1% N	10 -	3 -	10 1%	7 -	2 -	11 1%

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

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

28 Aug 2015  
Table 345

Base: All Qualified Respondents

	Demographics																Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	Region					Gender		Age					Age			Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+						
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	7237 216%	1071 226%	800 200%	1079 202%	748 181%	3539 230%	4588 219%	2649 210%	861 198%	2416 229%	3191 221%	557 188%	212 168%	3277 220%	3191 221%	769 182%	5893 224%	1344 186%	4518 239%	5584 225%	3529 265%	3708 183%

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

Q805. Which of the following new gTLDs have you personally visited when going to websites?

28 Aug 2015  
Table 346

Base: Has Heard Of New gTLDs

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2162	278	263	309	240	1072	1326	836	315	720	925	146	56*	1035	925	202	1726	436	1277	1638	998	1164
.email	679 31% BD	39 14%	91 35% BD	77 25% B	64 27% B	408 38% ABDE	376 28%	303 36% G	119 38% KLM	245 34% LM	273 30% L	31 21%	11 20%	364 35% OP	273 30% P	42 21%	531 31%	148 34%	401 31%	508 31%	312 31%	367 32%
.link	541 25% BD	33 12%	83 32% ABD	48 16%	67 28% BD	310 29% ABD	306 23%	235 28% G	91 28% LM	201 28% KLM	218 24% M	26 18%	5 9%	292 28% OP	218 24% P	31 15%	436 25%	105 24%	314 25%	430 26%	257 26%	284 24%
.club	343 16% BE	23 8%	31 12%	40 13%	25 10% ABCDE	224 21% A	209 16%	134 16% LM	50 16% LM	131 18% LM	149 16% LM	12 8%	1 2%	181 17% P	149 16% P	13 6%	296 17% R	47 11%	225 18%	274 17%	203 20% V	140 12%
.guru	268 12% BD	21 8%	36 14% BD	25 8%	38 16% BD	148 14% BD	176 13%	92 11%	28 9%	107 15% I	113 12%	16 11%	4 7%	135 13%	113 12%	20 10%	221 13%	47 11%	176 14%	223 14%	159 16% V	109 9%
.photography	258 12%	28 10%	27 10%	34 11%	24 10%	145 14% A	156 12%	102 12%	35 11%	85 12%	123 13% M	13 9%	2 4%	120 12%	123 13% P	15 7%	214 12%	44 10%	173 14%	208 13%	147 15% V	111 10%
.xyz	197 9% BCE	10 4%	14 5%	26 8% BE	8 3%	139 13% ABCDE	112 8%	85 10%	18 6%	80 11% ILM	90 10% IM	8 5%	1 2%	98 9% P	90 10% P	9 4%	178 10% R	19 4%	143 11% T	157 10%	124 12% V	73 6%
.realtor	145 7% CE	24 9% CE	7 3%	17 6% E	5 2%	92 9% ACE	85 6%	60 7%	8 3%	57 8% I	65 7% I	11 8%	4 7%	65 6%	65 7%	15 7%	131 8% R	14 3%	104 8%	117 7%	97 10% V	48 4%
.xn-ses554g (Chinese for network address)	82 4% BCDE	-	-	-	-	82 8% ABCDE	42 3%	40 5%	8 3%	41 6% IKL	32 3%	1 1%	-	49 5% P	32 3% P	1	77 4% R	5 1%	62 5% T	61 4%	45 5%	37 3%
.xn-55qx5d (Chinese for company)	80 4% BCDE	-	-	-	-	80 7% ABCDE	41 3%	39 5%	5 2%	42 6% IKL	31 3%	2 1%	-	47 5% P	31 3%	2 1%	73 4% R	7 2%	61 5% T	58 4%	41 4%	39 3%
.wang	73 3% BCDE	-	-	-	-	73 7% ABCDE	32 2%	41 5% G	3 1%	41 6% IKL	28 3% I	1 1%	-	44 4% P	28 3% P	1	69 4% R	4 1%	56 4% T	54 3%	42 4% V	31 3%
.london	19 1% F	-	-	19 6% ABCEF	-	-	11 1%	8 1%	5 2%	4 1%	8 1%	1 1%	2 2%	9 1%	8 1%	2 1%	18 1%	1	9 1%	18 1%	12 1%	7 1%
.nyc	13 1% F	13 5% ACDEF	-	-	-	-	9 1%	4	-	5 1%	6 1%	1 1%	1 2%	5	6 1%	2 1%	11 1%	2	9 1%	11 1%	9 1%	4
.berlin	9 1% F	-	-	9 3% ABCEF	-	-	7 1%	2	-	2	5 1%	1 1%	1 2%	2	5 1%	2 1%	8	1	5	9 1%	5 1%	4
.ovh	6 1% F	-	-	6 2% ABCEF	-	-	4	2	-	3	2	1 1%	-	3	2	1	5	1	6	4	4	2
None of the above	778 36% F	171 62% ACDEF	95 36% F	165 53% ACEF	98 41% F	249 23% H	536 40% H	242 29%	87 28%	223 31%	350 38% IJ	83 57% IJK	35 63% IJK	310 30%	350 38% N	118 58% NO	623 36%	155 36%	468 37%	581 35%	331 33%	447 38% U
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q805. Which of the following new gTLDs have you personally visited when going to websites?

Base: Has Heard Of New gTLDs

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2162	278	263	309	240	1072	1326	836	315	720	925	146	56*	1035	925	202	1726	436	1277	1638	998	1164
Sigma	3491 161%	362 130%	384 146%	466 151%	329 137%	1950 182%	2102 159%	1389 166%	457 145%	1267 176%	1493 161%	208 142%	66 118%	1724 167%	1493 161%	274 136%	2891 167%	600 138%	2212 173%	2713 166%	1788 179%	1703 146%

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

Q811. How likely are you to visit the following new gTLDs in the future?

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Total Regi- strants  (A)	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America  (B)	South America  (C)	Europe  (D)	Africa  (E)	Asia  (F)	Male  (G)	Female  (H)	18-24  (I)	25-34  (J)	35-54  (K)	55-64  (L)	65+  (M)	18-34  (N)	35-54  (O)	55+  (P)	Primary decision maker  (Q)	Shared decision maker  (R)	Consumer  (S)	Commer- cial  (T)	Yes  (U)	No  (V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
.xn-ses554g (Chinese for network address)	373 68%	-	-	-	-	373 68%	167 59%	206 77% G	48 73%	159 67%	161 70%	4 31%	1 20%	207 68%	161 70%	5 28%	345 70% R	28 52%	262 69%	262 74%	183 73% V	190 64%
.xn-55qx5d (Chinese for company)	372 68%	-	-	-	-	372 68%	167 59%	205 77% G	47 71%	160 68%	160 70%	4 31%	1 20%	207 68%	160 70%	5 28%	343 69% R	29 54%	271 72%	257 72%	183 73% V	189 63%
.wang	350 64%	-	-	-	-	350 64%	159 56%	191 72% G	43 65%	150 63%	153 67%	4 31%	-	193 64%	153 67%	4 22%	323 65% R	27 50%	243 64%	257 72% S	183 73% V	167 56%
.email	1820 54% BD	191 40%	229 57% BD	201 38%	248 60% ABD	951 62% ABD	1052 50%	768 61% G	263 60% KLM	602 57% LM	796 55% LM	118 40%	41 33%	865 58% P	796 55% P	159 38%	1420 54%	400 55%	1049 56%	1372 55%	757 57% V	1063 52%
.link	1652 49% BD	136 29%	211 53% BD	173 32%	235 57% ABD	897 58% ABCD	950 45%	702 56% G	230 53% LM	571 54% LM	734 51% LM	97 33%	20 16%	801 54% P	734 51% P	117 28%	1295 49%	357 49%	958 51%	1265 51%	701 53% V	951 47%
.photography	1649 49% BD	190 40%	210 53% BD	184 35%	224 54% ABD	841 55% ABD	961 46%	688 55% G	222 51% LM	560 53% LM	731 51% LM	106 36% M	30 24%	782 53% P	731 51% P	136 32%	1307 50%	342 47%	954 51%	1278 51%	721 54% V	928 46%
.club	1537 46% BD	161 34%	175 44% BD	160 30%	190 46% BD	851 55% ABCDE	902 43%	635 50% G	183 42% LM	520 49% ILM	716 50% ILM	94 32% M	24 19%	703 47% P	716 50% P	118 28%	1234 47% R	303 42%	905 48%	1172 47%	683 51% V	854 42%
.guru	1384 41% BD	136 29%	157 39% BD	132 25%	192 46% ABCD	767 50% ABCDE	805 38%	579 46% G	180 41% LM	466 44% LM	639 44% LM	83 28% M	16 13%	646 43% P	639 44% P	99 23%	1112 42% R	272 38%	800 42%	1082 44%	629 47% V	755 37%
.berlin	50 40%	-	-	50 40%	-	-	31 41%	19 38%	7 47%	9 31%	23 39%	7 47%	4 57%	16 36%	23 39%	11 50%	42 41%	8 36%	32 39%	33 48%	22 52% V	28 34%
.realtor	1304 39% CD	168 36% D	129 32% D	114 21%	168 41% CD	725 47% ABCDE	723 34%	581 46% G	160 37% LM	425 40% LM	610 42% ILM	86 29% M	23 18%	585 39% P	610 42% P	109 26%	1065 40% R	239 33%	738 39%	1016 41%	590 44% V	714 35%
.london	186 35%	-	-	186 35%	-	-	108 33%	78 38%	22 34%	48 40% M	90 36% M	21 31%	5 17%	70 38%	90 36%	26 27%	152 35%	34 33%	96 34%	138 38%	94 42% V	92 30%
.xyz	1166 35% BCD	75 16%	121 30% BD	121 23% B	133 32% BD	716 47% ABCDE	656 31%	510 40% G	163 37% LM	404 38% LM	527 36% LM	61 21% M	11 9%	567 38% P	527 36% P	72 17%	961 36% R	205 28%	684 36%	879 35%	519 39% V	647 32%
.nyc	75 28%	75 28%	-	-	-	-	49 27%	26 30%	3 60%	16 41% M	34 28%	14 25%	8 17%	19 43% P	34 28%	22 21%	69 29%	6 18%	48 32%	63 27%	39 26% V	36 30%
.ovh	20 16%	-	-	20 16%	-	-	12 16%	8 16%	3 20%	6 21%	8 14%	1 7%	2 29%	9 20%	8 14%	3 14%	18 17%	2 9%	12 15%	13 19%	11 26% V	9 11%

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

Q811. How likely are you to visit the following new gTLDs in the future?

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi-straits	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer-cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
.ovh	77 62%	-	-	77 62%	-	-	51 68%	26 52%	10 67%	18 62%	36 61%	10 67%	3 43%	28 64%	36 61%	13 59%	64 62%	13 59%	52 63%	44 64%	26 62%	51 61%
.nyc	148 55%	148 55%	-	-	-	-	101 56%	47 54%	2 40%	18 46%	69 57%	29 51%	30 65%	20 45%	69 57%	59 57%	125 53%	23 68%	80 53%	133 57%	84 57%	64 53%
.xyz	1522 45% F	303 64% ACDEF	207 52% AF	277 52% AEF	187 45% F	548 36%	1019 49% H	503 40%	206 47%	449 43%	630 44%	150 51% JK	87 69% IJKL	655 44%	630 44%	237 56% NO	1148 44%	374 52% Q	821 43%	1133 46%	601 45%	921 45%
.london	228 43%	-	-	228 43%	-	-	148 45%	80 39%	35 55% L	50 42%	103 41%	25 37%	15 50%	85 46%	103 41%	40 41%	181 42%	47 46%	126 45%	143 40%	90 40%	138 45%
.realtor	1419 42% F	229 48% AEF	200 50% AEF	289 54% AEF	162 39%	539 35%	972 46% H	447 35%	207 48% JK	442 42%	565 39%	130 44%	75 60% IJKL	649 44% O	565 39%	205 48% O	1075 41%	344 48% Q	792 42%	1023 41%	543 41%	876 43%
.guru	1348 40% EF	255 54% ACEF	176 44% EF	269 50% AEF	145 35%	503 33%	903 43% H	445 35%	191 44% K	407 39%	535 37%	134 45% JK	81 64% IJKL	598 40%	535 37%	215 51% NO	1031 39%	317 44% Q	738 39%	970 39%	508 38%	840 41%
.berlin	50 40%	-	-	50 40%	-	-	32 43%	18 36%	6 40%	16 55%	22 37%	5 33%	1 14%	22 50%	22 37%	6 27%	40 39%	10 45%	33 40%	27 39%	17 40%	33 40%
.club	1227 37% F	228 48% ACEF	161 40% F	248 47% AEF	143 35% F	447 29%	820 39% H	407 32%	185 43% JK	359 34%	483 33%	127 43% JK	73 58% IJKL	544 37%	483 33%	200 47% NO	941 36%	286 40%	663 35%	891 36%	455 34%	772 38% U
.link	1136 34% EF	248 52% ACDEF	133 33% EF	235 44% ACEF	110 27%	410 27%	786 38% H	350 28%	144 33%	323 31%	467 32%	125 42% IJK	77 61% IJKL	467 31%	467 32%	202 48% NO	890 34%	246 34%	621 33%	821 33%	448 34%	688 34%
.photography	1131 34% EF	201 42% ACEF	135 34%	223 42% ACEF	121 29%	451 29%	774 37% H	357 28%	152 35%	333 32%	467 32%	112 38% J	67 53% IJKL	485 33%	467 32%	179 42% NO	865 33%	266 37%	618 33%	808 33%	427 32%	704 35%
.email	1020 30% EF	211 45% ACEF	121 30% F	215 40% ACEF	103 25%	370 24%	714 34% H	306 24%	124 29%	309 29%	417 29%	111 37% IJK	59 47% IJK	433 29%	417 29%	170 40% NO	805 31%	215 30%	553 29%	749 30%	409 31%	611 30%
.wang	127 23%	-	-	-	-	127 23%	84 30% H	43 16%	22 33% K	59 25%	40 17%	2 15%	4 80%	81 27% O	40 17%	6 33%	111 22%	16 30%	81 21%	67 19%	47 19%	80 27% U
.xn-ses554g (Chinese for network address)	112 20%	-	-	-	-	112 20%	75 26% H	37 14%	15 23%	55 23% K	36 16%	3 23%	3 60%	70 23% O	36 16%	6 33%	97 20%	15 28%	73 19%	59 17%	48 19%	64 21%
.xn-55qx5d (Chinese for company)	111 20%	-	-	-	-	111 20%	78 27% H	33 12%	17 26%	53 22%	35 15%	3 23%	3 60%	70 23% O	35 15%	6 33%	96 19%	15 28%	62 16%	65 18%	47 19%	64 21%

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

Q811. How likely are you to visit the following new gTLDs in the future?  
SUMMARY TABLE OF VERY/SOMEWHAT LIKELY FOR ALL DOMAIN NAMES

Base: All Qualified Respondents

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Respondent 3 or 4	2324 69% BD	283 60% D	285 71% BD	280 53%	319 77% ABD	1157 75% ABD	1390 66%	934 74% G	328 75% KLM	784 74% KLM	989 68% LM	165 56%	58 46%	1112 75% OP	989 68% P	223 53%	1812 69%	512 71%	1330 70%	1752 71%	975 73% V	1349 67%

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

Q811\_1. How likely are you to visit the following new gTLDs in the future?

28 Aug 2015  
Table 350

1. .email

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	1820 54% BD	191 40%	229 57% BD	201 38%	248 60% ABD	951 62% ABD	1052 50%	768 61% G	263 60% KLM	602 57% LM	796 55% LM	118 40%	41 33%	865 58% P	796 55% P	159 38%	1420 54%	400 55%	1049 56%	1372 55%	757 57% V	1063 52%
Very likely	883 26% BD	61 13%	125 31% ABD	73 14%	108 26% BD	516 34% ABDE	475 23%	408 32% G	130 30% LM	296 28% LM	387 27% LM	55 19%	15 12%	426 29% P	387 27% P	70 17%	713 27%	170 23%	530 28%	657 26%	385 29% V	498 25%
Somewhat likely	937 28% D	130 27%	104 26%	128 24%	140 34% ABCD	435 28%	577 28%	360 29%	133 31% LM	306 29% LM	409 28% L	63 21%	26 21%	439 29% P	409 28% P	89 21%	707 27%	230 32% Q	519 27%	715 29%	372 28%	565 28%
BOTTOM 2 BOX (NET)	1020 30% EF	211 45% ACEF	121 30% F	215 40% ACEF	103 25%	370 24%	714 34% H	306 24%	124 29%	309 29%	417 29%	111 37% IJK	59 47% IJK	433 29%	417 29%	170 40% NO	805 31%	215 30%	553 29%	749 30%	409 31%	611 30%
Somewhat unlikely	488 15% EF	80 17% EF	49 12%	114 21% ACEF	42 10%	203 13%	335 16% H	153 12%	66 15%	140 13%	193 13%	63 21% IJK	26 21% JK	206 14%	193 13%	89 21% NO	381 14%	107 15%	275 15%	344 14%	176 13%	312 15%
Very unlikely	532 16% F	131 28% ACDEF	72 18% F	101 19% AF	61 15% F	167 11% F	379 18% H	153 12%	58 13%	169 16%	224 16%	48 16%	33 26% IJKL	227 15%	224 16%	81 19%	424 16%	108 15%	278 15%	405 16% S	233 17% V	299 15%
Not sure	515 15% F	71 15%	50 13%	116 22% ABCE	63 15%	215 14%	329 16%	186 15%	47 11%	143 14%	231 16% I	68 23% IJK	26 21% IJ	190 13%	231 16% N	94 22% NO	406 15%	109 15%	286 15%	361 15%	166 12%	349 17% U
Decline to Answer	2	-	-	1	-	1	1	1	1	-	1	-	-	1	1	-	2	-	-	2	-	2
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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



Q811\_2. How likely are you to visit the following new gTLDs in the future?  
2. .photography

28 Aug 2015  
Table 351

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	1649 49% BD	190 40%	210 53% BD	184 35%	224 54% ABD	841 55% ABD	961 46%	688 55% G	222 51% LM	560 53% LM	731 51% LM	106 36% M	30 24%	782 53% P	731 51% P	136 32%	1307 50%	342 47%	954 51%	1278 51%	721 54% V	928 46%
Very likely	647 19% BD	60 13%	91 23% BD	61 11%	96 23% ABD	339 22% ABD	354 17%	293 23% G	90 21% LM	213 20% LM	299 21% LM	40 13% M	5 4%	303 20% P	299 21% P	45 11%	538 20% R	109 15%	386 20%	505 20%	310 23% V	337 17%
Somewhat likely	1002 30% D	130 27%	119 30% D	123 23%	128 31% D	502 33% ABD	607 29%	395 31%	132 30% LM	347 33% LM	432 30% LM	66 22%	25 20%	479 32% P	432 30% P	91 22%	769 29%	233 32%	568 30%	773 31%	411 31%	591 29%
BOTTOM 2 BOX (NET)	1131 34% EF	201 42% ACEF	135 34%	223 42% ACEF	121 29%	451 29% ABD	774 37% H	357 28%	152 35%	333 32%	467 32%	112 38% J	67 53% IJKL	485 33%	467 32%	179 42% NO	865 33%	266 37%	618 33%	808 33%	427 32%	704 35%
Somewhat unlikely	550 16%	76 16%	55 14%	108 20% ACE	57 14%	254 17%	366 17% H	184 15%	81 19%	167 16%	218 15%	54 18%	30 24% JK	248 17%	218 15%	84 20% O	417 16%	133 18%	304 16%	394 16%	197 15%	353 17% U
Very unlikely	581 17% F	125 26% ACEF	80 20% F	115 22% AEF	64 15%	197 13% ABCE	408 19% H	173 14%	71 16%	166 16%	249 17%	58 20%	37 29% IJKL	237 16%	249 17%	95 22% NO	448 17%	133 18%	314 17%	414 17%	230 17%	351 17%
Not sure	575 17%	82 17%	55 14%	125 23% ABCE	69 17%	244 16%	360 17%	215 17%	60 14%	161 15%	246 17%	79 27% IJK	29 23% IJ	221 15%	246 17%	108 26% NO	459 17%	116 16%	316 17%	396 16%	184 14%	391 19% U
Decline to Answer	2	-	-	1	-	1	1	1	1	-	1	-	-	1	1	-	2	-	-	2	-	2
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

Q811\_3. How likely are you to visit the following new gTLDs in the future?

3. .link

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	1652 49% BD	136 29%	211 53% BD	173 32%	235 57% ABD	897 58% ABCD	950 45%	702 56% G	230 53% LM	571 54% LM	734 51% LM	97 33% M	20 16%	801 54% P	734 51% P	117 28%	1295 49%	357 49%	958 51%	1265 51%	701 53% V	951 47%
Very likely	711 21% BD	46 10%	101 25% ABD	68 13%	91 22% BD	405 26% ABD	372 18%	339 27% G	102 23% LM	246 23% LM	318 22% LM	38 13% M	7 6%	348 23% P	318 22% P	45 11%	570 22%	141 19%	426 23%	553 22%	323 24% V	388 19%
Somewhat likely	941 28% BD	90 19%	110 28% BD	105 20%	144 35% ABCD	492 32% ABD	578 28%	363 29%	128 29% LM	325 31% LM	416 29% LM	59 20% M	13 10%	453 30% P	416 29% P	72 17%	725 28%	216 30%	532 28%	712 29%	378 28%	563 28%
BOTTOM 2 BOX (NET)	1136 34% EF	248 52% ACDEF	133 33% EF	235 44% ACEF	110 27%	410 27%	786 38% H	350 28%	144 33%	323 31%	467 32%	125 42% IJK	77 61% IJKL	467 31%	467 32%	202 48% NO	890 34%	246 34%	621 33%	821 33%	448 34%	688 34%
Somewhat unlikely	534 16%	93 20% ACEF	52 13%	110 21% ACEF	54 13%	225 15%	362 17% H	172 14%	85 20% JK	148 14%	211 15%	59 20% JK	31 25% JK	233 16%	211 15%	90 21% NO	418 16%	116 16%	287 15%	384 15%	190 14%	344 17% U
Very unlikely	602 18% EF	155 33% ACDEF	81 20% EF	125 23% AEF	56 14%	185 12%	424 20% H	178 14%	59 14%	175 17%	256 18% I	66 22% IJ	46 37% IJKL	234 16%	256 18%	112 26% NO	472 18%	130 18%	334 18%	437 18%	258 19%	344 17%
Not sure	567 17% F	89 19% F	56 14%	124 23% ACEF	69 17%	229 15%	359 17%	208 16%	60 14%	160 15%	243 17%	75 25% IJK	29 23% IJ	220 15%	243 17%	104 25% NO	446 17%	121 17%	309 16%	396 16%	183 14%	384 19% U
Decline to Answer	2	-	-	1	-	1	1	1	1	-	1	-	-	1	1	-	2	-	-	2	-	2
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

Q811\_4. How likely are you to visit the following new gTLDs in the future?

28 Aug 2015  
Table 353

4. .guru

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	1384 41% BD	136 29%	157 39% BD	132 25% ABCD	192 46% ABCD	767 50% ABCD	805 38%	579 46% G	180 41% LM	466 44% LM	639 44% LM	83 28% M	16 13%	646 43% P	639 44% P	99 23%	1112 42% R	272 38%	800 42%	1082 44%	629 47% V	755 37%
Very likely	541 16% BD	51 11%	57 14% D	52 10% BD	64 15% BD	317 21% ABCDE	297 14%	244 19% G	66 15% LM	187 18% LM	254 18% LM	30 10% M	4 3%	253 17% P	254 18% P	34 8%	456 17% R	85 12%	333 18%	430 17%	276 21% V	265 13%
Somewhat likely	843 25% BD	85 18%	100 25% BD	80 15% BD	128 31% ABD	450 29% ABD	508 24%	335 27%	114 26% LM	279 26% LM	385 27% LM	53 18% M	12 10%	393 26% P	385 27% P	65 15%	656 25%	187 26%	467 25%	652 26%	353 27%	490 24%
BOTTOM 2 BOX (NET)	1348 40% EF	255 54% ACEF	176 44% EF	269 50% AEF	145 35% AEF	503 33% ABD	903 43% H	445 35%	191 44% K	407 39% LM	535 37% LM	134 45% JK	81 64% IJKL	598 40% LM	535 37% P	215 51% NO	1031 39% Q	317 44% Q	738 39% Q	970 39% Q	508 38% Q	840 41% Q
Somewhat unlikely	652 19% E	98 21%	76 19%	123 23% AEF	65 16% AEF	290 19% AEF	422 20%	230 18%	102 23% K	208 20% K	248 17% K	63 21% K	31 25% K	310 21% O	248 17% O	94 22% O	493 19% O	159 22% O	370 20% O	465 19% O	238 18% O	414 20% O
Very unlikely	696 21% F	157 33% ACDEF	100 25% AF	146 27% AEF	80 19% F	213 14% F	481 23% H	215 17%	89 20% F	199 19% F	287 20% F	71 24% F	50 40% IJKL	288 19% F	287 20% F	121 29% NO	538 20% F	158 22% F	368 19% F	505 20% F	270 20% F	426 21% F
Not sure	623 19%	82 17%	67 17%	131 25% ABCEF	77 19% ABCEF	266 17% ABCEF	387 18%	236 19%	63 14%	181 17% I	270 19% I	80 27% IJK	29 23% I	244 16% I	270 19% I	109 26% NO	488 19% I	135 19% I	350 19% I	430 17% I	195 15% I	428 21% U
Decline to Answer	2	-	-	1	-	1	1	1	1	-	1	-	-	1	1	-	2	-	-	2	-	2
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

Q811\_5. How likely are you to visit the following new gTLDs in the future?  
5. .realtor

28 Aug 2015  
Table 354

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	1304 39% CD	168 36% D	129 32% D	114 21%	168 41% CD	725 47% ABCDE	723 34%	581 46% G	160 37% LM	425 40% LM	610 42% ILM	86 29% M	23 18%	585 39% P	610 42% P	109 26%	1065 40% R	239 33%	738 39%	1016 41%	590 44% V	714 35%
Very likely	446 13% D	50 11% D	43 11% D	37 7%	55 13% D	261 17% ABCD	241 11%	205 16% G	57 13% L	151 14% LM	205 14% LM	24 8%	9 7%	208 14% P	205 14% P	33 8%	372 14% R	74 10%	264 14%	350 14%	215 16% V	231 11%
Somewhat likely	858 26% CD	118 25% D	86 22% D	77 14%	113 27% D	464 30% ABCD	482 23%	376 30% G	103 24% M	274 26% M	405 28% LM	62 21% M	14 11%	377 25% P	405 28% P	76 18%	693 26%	165 23%	474 25%	666 27%	375 28% V	483 24%
BOTTOM 2 BOX (NET)	1419 42% F	229 48% AEF	200 50% AEF	289 54% AEF	162 39%	539 35%	972 46% H	447 35%	207 48% JK	442 42%	565 39%	130 44%	75 60% IJKL	649 44% O	565 39%	205 48% O	1075 41%	344 48% Q	792 42%	1023 41%	543 41%	876 43%
Somewhat unlikely	643 19%	91 19%	75 19%	124 23% AEF	69 17%	284 18%	428 20% H	215 17%	96 22% K	213 20%	250 17%	56 19%	28 22%	309 21% O	250 17%	84 20%	485 18%	158 22% Q	379 20% T	453 18%	224 17%	419 21% U
Very unlikely	776 23% F	138 29% AEF	125 31% AEF	165 31% AEF	93 22% F	255 17%	544 26% H	232 18%	111 26%	229 22%	315 22%	74 25%	47 37% IJKL	340 23%	315 22%	121 29% NO	590 22%	186 26%	413 22%	570 23%	319 24%	457 23%
Not sure	632 19%	76 16%	71 18%	129 24% ABCF	84 20%	272 18%	400 19%	232 18%	67 15%	187 18%	269 19%	81 27% IJK	28 22%	254 17%	269 19%	109 26% NO	491 19%	141 19%	358 19%	443 18%	199 15%	433 21% U
Decline to Answer	2	-	-	1	-	1	1	1	1	-	1	-	-	1	1	-	2	-	-	2	-	2
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

Q811\_6. How likely are you to visit the following new gTLDs in the future?  
6. .club

28 Aug 2015  
Table 355

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	1537 46% BD	161 34%	175 44% BD	160 30%	190 46% BD	851 55% ABCDE	902 43%	635 50% G	183 42% LM	520 49% ILM	716 50% ILM	94 32% M	24 19%	703 47% P	716 50% P	118 28%	1234 47% R	303 42%	905 48%	1172 47%	683 51% V	854 42%
Very likely	575 17% BD	48 10%	62 16% BD	54 10%	63 15% BD	348 23% ABCDE	319 15%	256 20% G	60 14% M	212 20% ILM	264 18% ILM	33 11% M	6 5%	272 18% P	264 18% P	39 9%	492 19% R	83 11%	348 18%	459 18%	297 22% V	278 14%
Somewhat likely	962 29% BD	113 24%	113 28% D	106 20%	127 31% BD	503 33% ABD	583 28%	379 30%	123 28% LM	308 29% LM	452 31% LM	61 21%	18 14%	431 29% P	452 31% P	79 19%	742 28%	220 30%	557 30%	713 29%	386 29%	576 28%
BOTTOM 2 BOX (NET)	1227 37% F	228 48% ACEF	161 40% F	248 47% AEF	143 35% F	447 29% F	820 39% H	407 32% JK	185 43% JK	359 34%	483 33%	127 43% JK	73 58% IJKL	544 37%	483 33%	200 47% NO	941 36%	286 40%	663 35%	891 36%	455 34%	772 38% U
Somewhat unlikely	595 18%	81 17%	76 19%	116 22% AEF	61 15%	261 17%	390 19%	205 16%	104 24% JK	173 16%	226 16%	64 22% JK	28 22% JK	277 19% O	226 16%	92 22% O	455 17%	140 19%	324 17%	432 17%	205 15%	390 19% U
Very unlikely	632 19% F	147 31% ACDEF	85 21% F	132 25% AF	82 20% F	186 12% F	430 21% H	202 16%	81 19%	186 18%	257 18%	63 21% IJKL	45 36% IJKL	267 18%	257 18%	108 26% NO	486 18%	146 20%	339 18%	459 18%	250 19%	382 19%
Not sure	591 18% F	84 18%	64 16%	124 23% ABCF	81 20% F	238 15%	373 18%	218 17%	66 15%	175 17%	245 17%	76 26% IJK	29 23% I	241 16%	245 17%	105 25% NO	456 17%	135 19%	320 17%	419 17%	194 15%	397 20% U
Decline to Answer	2	-	-	1	-	1	1	1	1	-	1	-	-	1	1	-	2	-	-	2	-	2
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

Q811\_7. How likely are you to visit the following new gTLDs in the future?

28 Aug 2015  
Table 356

7. .xyz

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	1166 35% BCD	75 16%	121 30% BD	121 23% B	133 32% BD	716 47% ABCDE	656 31%	510 40% G	163 37% LM	404 38% LM	527 36% LM	61 21% M	11 9%	567 38% P	527 36% P	72 17%	961 36% R	205 28%	684 36%	879 35%	519 39% V	647 32%
Very likely	432 13% BCDE	24 5%	39 10% B	41 8%	35 8% B	293 19% ABCDE	225 11%	207 16% G	54 12% LM	152 14% LM	209 14% LM	15 5%	2 2%	206 14% P	209 14% P	17 4%	370 14% R	62 9%	269 14%	330 13%	222 17% V	210 10%
Somewhat likely	734 22% BD	51 11%	82 21% BD	80 15% B	98 24% BD	423 28% ABCD	431 21%	303 24% G	109 25% LM	252 24% LM	318 22% LM	46 15% M	9 7%	361 24% P	318 22% P	55 13%	591 22%	143 20%	415 22%	549 22%	297 22%	437 22%
BOTTOM 2 BOX (NET)	1522 45% F	303 64% ACDEF	207 52% AF	277 52% AEF	187 45% F	548 36% ABCD	1019 49% H	503 40%	206 47%	449 43%	630 44%	150 51% JK	87 69% IJKL	655 44%	630 44%	237 56% NO	1148 44%	374 52% Q	821 43%	1133 46%	601 45%	921 45%
Somewhat unlikely	636 19%	100 21%	71 18%	115 22%	74 18%	276 18%	403 19%	233 18%	93 21%	207 20%	251 17%	58 20%	27 21%	300 20%	251 17%	85 20%	475 18%	161 22% Q	349 18%	464 19%	228 17%	408 20% U
Very unlikely	886 26% F	203 43% ACDEF	136 34% AEF	162 30% AF	113 27% F	272 18% F	616 29% H	270 21%	113 26%	242 23%	379 26%	92 31% J	60 48% IJKL	355 24%	379 26%	152 36% NO	673 26%	213 29% Q	472 25%	669 27% S	373 28%	513 25%
Not sure	667 20% F	95 20%	72 18%	134 25% ACF	94 23% F	272 18% F	420 20%	247 20%	65 15%	201 19%	287 20% I	86 29% IJK	28 22%	266 18%	287 20%	114 27% NO	522 20%	145 20%	383 20%	470 19%	212 16%	455 22% U
Decline to Answer	2	-	-	1	-	1	1	1	1	-	1	-	-	1	1	-	2	-	-	2	-	2
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

Q811\_8. How likely are you to visit the following new gTLDs in the future?  
8. .berlin

28 Aug 2015  
Table 357

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	125	-**	-**	125	-**	-**	75*	50*	15**	29**	59*	15**	7**	44*	59*	22**	103	22**	82*	69*	42*	83*
TOP 2 BOX (NET)	50 40%	-	-	50 40%	-	-	31 41%	19 38%	7 47%	9 31%	23 39%	7 47%	4 57%	16 36%	23 39%	11 50%	42 41%	8 36%	32 39%	33 48%	22 52% V	28 34%
Very likely	23 18%	-	-	23 18%	-	-	17 23%	6 12%	3 20%	6 21%	8 14%	4 27%	2 29%	9 20%	8 14%	6 27%	19 18%	4 18%	13 16%	17 25%	11 26%	12 14%
Somewhat likely	27 22%	-	-	27 22%	-	-	14 19%	13 26%	4 27%	3 10%	15 25%	3 20%	2 29%	7 16%	15 25%	5 23%	23 22%	4 18%	19 23%	16 23%	11 26%	16 19%
BOTTOM 2 BOX (NET)	50 40%	-	-	50 40%	-	-	32 43%	18 36%	6 40%	16 55%	22 37%	5 33%	1 14%	22 50%	22 37%	6 27%	40 39%	10 45%	33 40%	27 39%	17 40%	33 40%
Somewhat unlikely	28 22%	-	-	28 22%	-	-	19 25%	9 18%	3 20%	11 38%	13 22%	1 7%	-	14 32%	13 22%	1 5%	21 20%	7 32%	20 24%	14 20%	10 24%	18 22%
Very unlikely	22 18%	-	-	22 18%	-	-	13 17%	9 18%	3 20%	5 17%	9 15%	4 27%	1 14%	8 18%	9 15%	5 23%	19 18%	3 14%	13 16%	13 19%	7 17%	15 18%
Not sure	25 20%	-	-	25 20%	-	-	12 16%	13 26%	2 13%	4 14%	14 24%	3 20%	2 29%	6 14%	14 24%	5 23%	21 20%	4 18%	17 21%	9 13%	3 7%	22 27% U
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	125 100%	-	-	125 100%	-	-	75 100%	50 100%	15 100%	29 100%	59 100%	15 100%	7 100%	44 100%	59 100%	22 100%	103 100%	22 100%	82 100%	69 100%	42 100%	83 100%

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

Q811\_9. How likely are you to visit the following new gTLDs in the future?

28 Aug 2015  
Table 358

9. .ovh

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	125	-**	-**	125	-**	-**	75*	50*	15**	29**	59*	15**	7**	44*	59*	22**	103	22**	82*	69*	42*	83*
TOP 2 BOX (NET)	20 16%	-	-	20 16%	-	-	12 16%	8 16%	3 20%	6 21%	8 14%	1 7%	2 29%	9 20%	8 14%	3 14%	18 17%	2 9%	12 15%	13 19%	11 26% V	9 11%
Very likely	9 7%	-	-	9 7%	-	-	6 8%	3 6%	1 7%	4 14%	3 5%	-	1 14%	5 11%	3 5%	1 5%	8 8%	1 5%	5 6%	7 10%	5 12%	4 5%
Somewhat likely	11 9%	-	-	11 9%	-	-	6 8%	5 10%	2 13%	2 7%	5 8%	1 7%	1 14%	4 9%	5 8%	2 9%	10 10%	1 5%	7 9%	6 9%	6 14%	5 6%
BOTTOM 2 BOX (NET)	77 62%	-	-	77 62%	-	-	51 68%	26 52%	10 67%	18 62%	36 61%	10 67%	3 43%	28 64%	36 61%	13 59%	64 62%	13 59%	52 63%	44 64%	26 62%	51 61%
Somewhat unlikely	35 28%	-	-	35 28%	-	-	22 29%	13 26%	5 33%	10 34%	15 25%	4 27%	1 14%	15 34%	15 25%	5 23%	28 27%	7 32%	25 30%	18 26%	8 19%	27 33%
Very unlikely	42 34%	-	-	42 34%	-	-	29 39%	13 26%	5 33%	8 28%	21 36%	6 40%	2 29%	13 30%	21 36%	8 36%	36 35%	6 27%	27 33%	26 38%	18 43%	24 29%
Not sure	28 22%	-	-	28 22%	-	-	12 16%	16 32% G	2 13%	5 17%	15 25%	4 27%	2 29%	7 16%	15 25%	6 27%	21 20%	7 32%	18 22%	12 17%	5 12%	23 28% U
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	125 100%	-	-	125 100%	-	-	75 100%	50 100%	15 100%	29 100%	59 100%	15 100%	7 100%	44 100%	59 100%	22 100%	103 100%	22 100%	82 100%	69 100%	42 100%	83 100%

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



Q811\_10. How likely are you to visit the following new gTLDs in the future?

28 Aug 2015  
Table 359

10. .london

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	533	-**	-**	533	-**	-**	328	205	64*	120	251	68*	30*	184	251	98*	430	103	282	359	224	309
TOP 2 BOX (NET)	186 35%	-	-	186 35%	-	-	108 33%	78 38%	22 34%	48 40% M	90 36% M	21 31%	5 17%	70 38%	90 36%	26 27%	152 35%	34 33%	96 34%	138 38%	94 42% V	92 30%
Very likely	59 11%	-	-	59 11%	-	-	33 10%	26 13%	8 13%	18 15% L	29 12%	3 4%	1 3%	26 14% P	29 12% P	4 4%	52 12%	7 7%	26 9%	50 14% S	31 14%	28 9%
Somewhat likely	127 24%	-	-	127 24%	-	-	75 23%	52 25%	14 22%	30 25%	61 24%	18 26%	4 13%	44 24%	61 24%	22 22%	100 23%	27 26%	70 25%	88 25%	63 28% V	64 21%
BOTTOM 2 BOX (NET)	228 43%	-	-	228 43%	-	-	148 45%	80 39%	35 55% L	50 42%	103 41%	25 37%	15 50%	85 46%	103 41%	40 41%	181 42%	47 46%	126 45%	143 40%	90 40%	138 45%
Somewhat unlikely	109 20%	-	-	109 20%	-	-	67 20%	42 20%	17 27%	25 21%	47 19%	11 16%	9 30%	42 23%	47 19%	20 20%	87 20%	22 21%	62 22%	64 18%	39 17%	70 23%
Very unlikely	119 22%	-	-	119 22%	-	-	81 25%	38 19%	18 28%	25 21%	56 22%	14 21%	6 20%	43 23%	56 22%	20 20%	94 22%	25 24%	64 23%	79 22%	51 23%	68 22%
Not sure	118 22%	-	-	118 22%	-	-	72 22%	46 22%	7 11%	22 18%	57 23% J	22 32% J	10 33% J	29 16%	57 23%	32 33% N	96 22%	22 21%	60 21%	77 21%	40 18%	78 25% U
Decline to Answer	1	-	-	1	-	-	-	1	-	-	1	-	-	-	1	-	1	-	-	1	-	1
Sigma	533 100%	-	-	533 100%	-	-	328 100%	205 100%	64 100%	120 100%	251 100%	68 100%	30 100%	184 100%	251 100%	98 100%	430 100%	103 100%	282 100%	359 100%	224 100%	309 100%

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

Q811\_11. How likely are you to visit the following new gTLDs in the future?

28 Aug 2015  
Table 360

11. .nyc

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	268	268	-**	-**	-**	-**	181	87*	5**	39*	121	57*	46*	44*	121	103	234	34*	152	234	148	120
TOP 2 BOX (NET)	75 28%	75 28%	-	-	-	-	49 27%	26 30%	3 60%	16 41% M	34 28%	14 25%	8 17%	19 43% P	34 28%	22 21%	69 29%	6 18%	48 32%	63 27%	39 26%	36 30%
Very likely	25 9%	25 9%	-	-	-	-	16 9%	9 10%	1 20%	8 21% M	11 9%	4 7%	1 2%	9 20% P	11 9%	5 5%	23 10%	2 6%	16 11%	20 9%	17 11%	8 7%
Somewhat likely	50 19%	50 19%	-	-	-	-	33 18%	17 20%	2 40%	8 21%	23 19%	10 18%	7 15%	10 23%	23 19%	17 17%	46 20%	4 12%	32 21%	43 18%	22 15%	28 23%
BOTTOM 2 BOX (NET)	148 55%	148 55%	-	-	-	-	101 56%	47 54%	2 40%	18 46%	69 57%	29 51%	30 65%	20 45%	69 57%	59 57%	125 53%	23 68%	80 53%	133 57%	84 57%	64 53%
Somewhat unlikely	52 19%	52 19%	-	-	-	-	34 19%	18 21%	1 20%	6 15%	27 22%	12 21%	6 13%	7 16%	27 22%	18 17%	44 19%	8 24%	31 20%	45 19%	29 20%	23 19%
Very unlikely	96 36%	96 36%	-	-	-	-	67 37%	29 33%	1 20%	12 31%	42 35%	17 30%	24 52% KL	13 30%	42 35%	41 40%	81 35%	15 44%	49 32%	88 38%	55 37%	41 34%
Not sure	45 17%	45 17%	-	-	-	-	31 17%	14 16%	-	5 13%	18 15%	14 25%	8 17%	5 11%	18 15%	22 21%	40 17%	5 15%	24 16%	38 16%	25 17%	20 17%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	268 100%	268 100%	-	-	-	-	181 100%	87 100%	5 100%	39 100%	121 100%	57 100%	46 100%	44 100%	121 100%	103 100%	234 100%	34 100%	152 100%	234 100%	148 100%	120 100%

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

Q811\_12. How likely are you to visit the following new gTLDs in the future?  
12. .wang

28 Aug 2015  
Table 361

Base: All Qualified Respondents

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi-stra-nts	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	550	**	**	**	**	550	284	266	66*	237	229	13**	5**	303	229	18**	496	54*	378	356	252	298
TOP 2 BOX (NET)	350 64%	-	-	-	-	350 64%	159 56%	191 72% G	43 65%	150 63%	153 67%	4 31%	-	193 64%	153 67%	4 22%	323 65% R	27 50%	243 64%	257 72% S	183 73% V	167 56%
Very likely	134 24%	-	-	-	-	134 24%	51 18%	83 31% G	15 23%	57 24%	61 27%	1 8%	-	72 24%	61 27%	1 6%	130 26% R	4 7%	95 25%	103 29%	83 33% V	51 17%
Somewhat likely	216 39%	-	-	-	-	216 39%	108 38%	108 41%	28 42%	93 39%	92 40%	3 23%	-	121 40%	92 40%	3 17%	193 39%	23 43%	148 39%	154 43%	100 40%	116 39%
BOTTOM 2 BOX (NET)	127 23%	-	-	-	-	127 23%	84 30% H	43 16%	22 33% K	59 25%	40 17%	2 15%	4 80%	81 27% O	40 17%	6 33%	111 22%	16 30%	81 21%	67 19%	47 19%	80 27% U
Somewhat unlikely	86 16%	-	-	-	-	86 16%	57 20% H	29 11%	20 30% JK	36 15%	28 12%	-	2 40%	56 18%	28 12%	2 11%	81 16%	5 9%	53 14%	49 14%	37 15%	49 16%
Very unlikely	41 7%	-	-	-	-	41 7%	27 10%	14 5%	2 3%	23 10%	12 5%	2 15%	2 40%	25 8%	12 5%	4 22%	30 6%	11 20% Q	28 7%	18 5%	10 4%	31 10% U
Not sure	72 13%	-	-	-	-	72 13%	40 14%	32 12%	1 2%	28 12% I	35 15% I	7 54%	1 20%	29 10%	35 15% N	8 44%	62 13%	10 19%	53 14% T	32 9%	22 9%	50 17% U
Decline to Answer	1	-	-	-	-	1	1	-	-	-	1	-	-	-	1	-	-	1 2% Q	1	-	-	1
Sigma	550 100%	-	-	-	-	550 100%	284 100%	266 100%	66 100%	237 100%	229 100%	13 100%	5 100%	303 100%	229 100%	18 100%	496 100%	54 100%	378 100%	356 100%	252 100%	298 100%

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

Q811\_13. How likely are you to visit the following new gTLDs in the future?  
13. .xn-ses554g (Chinese for network address)

28 Aug 2015  
Table 362

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	550	..	..	..	..	550	284	266	66*	237	229	13**	5**	303	229	18**	496	54*	378	356	252	298
TOP 2 BOX (NET)	373 68%	-	-	-	-	373 68%	167 59%	206 77% G	48 73%	159 67%	161 70%	4 31%	1 20%	207 68%	161 70%	5 28%	345 70% R	28 52%	262 69%	262 74%	183 73% V	190 64%
Very likely	163 30%	-	-	-	-	163 30%	78 27%	85 32%	19 29%	70 30%	71 31%	3 23%	-	89 29%	71 31%	3 17%	153 31%	10 19%	125 33%	118 33%	89 35% V	74 25%
Somewhat likely	210 38%	-	-	-	-	210 38%	89 31%	121 45% G	29 44%	89 38%	90 39%	1 8%	1 20%	118 39%	90 39%	2 11%	192 39%	18 33%	137 36%	144 40%	94 37%	116 39%
BOTTOM 2 BOX (NET)	112 20%	-	-	-	-	112 20%	75 26% H	37 14%	15 23%	55 23% K	36 16%	3 23%	3 60%	70 23% O	36 16%	6 33%	97 20%	15 28%	73 19%	59 17%	48 19%	64 21%
Somewhat unlikely	76 14%	-	-	-	-	76 14%	48 17% H	28 11%	10 15%	40 17% K	24 10%	1 8%	1 20%	50 17% O	24 10%	2 11%	70 14%	6 11%	47 12%	46 13%	36 14%	40 13%
Very unlikely	36 7%	-	-	-	-	36 7%	27 10% H	9 3%	5 8%	15 6%	12 5%	2 15%	2 40%	20 7%	12 5%	4 22%	27 5%	9 17% Q	26 7% T	13 4%	12 5%	24 8%
Not sure	65 12%	-	-	-	-	65 12%	42 15% H	23 9%	3 5%	23 10%	32 14% I	6 46%	1 20%	26 9%	32 14% N	7 39%	54 11%	11 20% Q	43 11%	35 10%	21 8%	44 15% U
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	550 100%	-	-	-	-	550 100%	284 100%	266 100%	66 100%	237 100%	229 100%	13 100%	5 100%	303 100%	229 100%	18 100%	496 100%	54 100%	378 100%	356 100%	252 100%	298 100%

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

Q811\_14. How likely are you to visit the following new gTLDs in the future?  
14. .xn-55qx5d (Chinese for company)

28 Aug 2015  
Table 363

Base: All Qualified Respondents

	Total Regi- strants (A)	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	Primary decision maker (Q)	Shared decision maker (R)	Consumer (S)	Commer- cial (T)	Yes (U)	No (V)
Unweighted Base	550	..	..	..	..	550	284	266	66*	237	229	13**	5**	303	229	18**	496	54*	378	356	252	298
TOP 2 BOX (NET)	372 68%	-	-	-	-	372 68%	167 59%	205 77% G	47 71%	160 68%	160 70%	4 31%	1 20%	207 68%	160 70%	5 28%	343 69% R	29 54%	271 72%	257 72%	183 73% V	189 63%
Very likely	175 32%	-	-	-	-	175 32%	75 26%	100 38% G	16 24%	79 33%	77 34%	3 23%	-	95 31%	77 34%	3 17%	163 33%	12 22%	133 35%	131 37%	95 38% V	80 27%
Somewhat likely	197 36%	-	-	-	-	197 36%	92 32%	105 39%	31 47%	81 34%	83 36%	1 8%	1 20%	112 37%	83 36%	2 11%	180 36%	17 31%	138 37%	126 35%	88 35%	109 37%
BOTTOM 2 BOX (NET)	111 20%	-	-	-	-	111 20%	78 27% H	33 12%	17 26%	53 22%	35 15%	3 23%	3 60%	70 23% O	35 15%	6 33%	96 19%	15 28%	62 16%	65 18%	47 19%	64 21%
Somewhat unlikely	73 13%	-	-	-	-	73 13%	48 17% H	25 9%	15 23% K	35 15% K	20 9%	1 8%	2 40%	50 17% O	20 9%	3 17%	66 13%	7 13%	33 9%	51 14% S	34 13%	39 13%
Very unlikely	38 7%	-	-	-	-	38 7%	30 11% H	8 3%	2 3%	18 8%	15 7%	2 15%	1 20%	20 7%	15 7%	3 17%	30 6%	8 15% Q	29 8% T	14 4%	13 5%	25 8%
Not sure	67 12%	-	-	-	-	67 12%	39 14%	28 11%	2 3%	24 10%	34 15% I	6 46%	1 20%	26 9%	34 15% N	7 39%	57 11%	10 19%	45 12%	34 10%	22 9%	45 15% U
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	550 100%	-	-	-	-	550 100%	284 100%	266 100%	66 100%	237 100%	229 100%	13 100%	5 100%	303 100%	229 100%	18 100%	496 100%	54 100%	378 100%	356 100%	252 100%	298 100%

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

Q815\_1. Why are you very likely to visit a website with each of these gTLDs in the future?

28 Aug 2015  
Table 364

1. .email

Base: Very Likely To Visit New gTLD

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	883	61*	125	73*	108	516	475	408	130	296	387	55*	15**	426	387	70*	713	170	530	657	385	498
It seems legitimate	334 38%	24 39%	58 46% AEF	30 41%	34 31%	188 36%	190 40%	144 35%	54 42%	112 38%	139 36%	22 40%	7 47%	166 39%	139 36%	29 41%	268 38%	66 39%	206 39%	242 37%	134 35%	200 40%
I trust this extension	282 32% E	20 33% E	37 30%	20 27%	20 19%	185 36% AE	147 31%	135 33%	47 36%	93 31%	122 32%	16 29%	4 27%	140 33%	122 32%	20 29%	226 32%	56 33%	170 32%	218 33%	124 32%	158 32%
It has information I'm seeking	275 31%	26 43% AC	33 26%	21 29%	34 31%	161 31%	149 31%	126 31%	34 26%	93 31%	119 31%	21 38%	8 53%	127 30%	119 31%	29 41%	220 31%	55 32%	171 32%	207 32%	126 33%	149 30%
I've been to this type of website before	238 27% E	16 26%	35 28%	18 25%	19 18%	150 29% E	123 26%	115 28%	43 33% K	83 28%	93 24%	13 24%	6 40%	126 30%	93 24%	19 27%	201 28%	37 22%	153 29%	176 27%	110 29%	128 26%
It's where you go for specific information	235 27% C	25 41% ACEF	20 16%	21 29% C	27 25%	142 28% C	132 28%	103 25%	41 32%	79 27%	90 23%	19 35%	6 40%	120 28%	90 23%	25 36% O	196 27%	39 23%	152 29%	177 27%	104 27%	131 26%
I'm not afraid of my information being stolen if I go here	169 19% C	10 16%	16 13%	13 18%	16 15%	114 22% AC	90 19%	79 19%	23 18%	60 20%	77 20%	6 11%	3 20%	83 19%	77 20%	9 13%	145 20%	24 14%	107 20%	125 19%	82 21%	87 17%
Curiosity	5 1%	-	1 1%	-	1 1%	3 1%	3 1%	2	2 2%	1	2 1%	-	-	3 1%	2 1%	-	4 1%	1 1%	4 1%	4 1%	1	4 1%
For email use	5 1%	1 2% F	1 1% F	2 3% AF	1 1% F	-	5 1% H	-	1 1%	2 1%	2 1%	-	-	3 1%	2 1%	-	3	2 1%	3 1%	4 1%	2 1%	3 1%
Search engine provides this domain	2	-	-	-	-	2	2	-	-	-	2 1%	-	-	-	2 1%	-	1	1 1%	1	1	1	1
Good/Like it	1	-	-	-	-	1	-	1	-	-	1	-	-	-	1	-	1	-	1	1	-	1
Interesting	1	-	-	-	1 1% AF	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1	1	-
New/Different search results	1	-	-	-	1 1% AF	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1	1	-
Reliable	1	-	-	-	-	1	1	-	-	-	1	-	-	-	1	-	-	1 1% Q	-	1	-	1
Safe/Secure	1	-	-	-	-	1	-	1	-	-	1	-	-	-	1	-	1	-	1	1	-	1
Won't visit/Negative mentions	1	-	-	-	1 1% AF	-	1	-	1 1%	-	-	-	-	1	-	-	-	1 1% Q	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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q815\_1. Why are you very likely to visit a website with each of these gTLDs in the future?

28 Aug 2015  
Table 364

1. .email

Base: Very Likely To Visit New gTLD

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	883	61*	125	73*	108	516	475	408	130	296	387	55*	15**	426	387	70*	713	170	530	657	385	498
Descriptive	1	1 2% AF	-	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1	1	-
Innovative/Cutting edge	1	1 2% AF	-	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1	1	-
Own website with them	1	1 2% AF	-	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	-	1	-
Progressive	1	1 2% AF	-	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1	1	-
Business use	1	-	-	-	-	1	1	-	-	-	1	-	-	-	1	-	1	-	-	1	-	1
Heard of it/Know someone who has it	1	-	-	-	-	1	1	-	-	-	-	1 2% JK	-	-	-	1 1% NO	1	-	1	-	1	-
Popular/Well known	1	-	-	-	-	1	1	-	-	-	1	-	-	-	1	-	1	-	1	-	1	-
Respected	1	-	1 1% F	-	-	-	1	-	1 1%	-	-	-	-	1	-	-	1	-	-	1	1	-
By coincidence	1	1 2% AF	-	-	-	-	1	-	-	-	-	1 2% JK	-	-	-	1 1% NO	1	-	-	1	-	1
Other	3	1 2%	-	-	-	2	2	1	-	1	2 1%	-	-	1	2 1%	-	3	-	2	3	3 1% V	-
None of the above	12 1% F	-	2 2%	2 3%	5 5% AF	3 1%	7 1%	5 1%	5 4% JK	3 1%	2 1%	2 4% K	-	8 2%	2 1%	2 3%	8 1%	4 2%	10 2%	7 1%	6 2%	6 1%
Don't know	1	-	-	-	-	1	1	-	-	-	1	-	-	-	1	-	1	-	-	1	-	1
Sigma	1576 178%	128 210%	204 163%	127 174%	160 148%	957 185%	864 182%	712 175%	252 194%	527 178%	662 171%	101 184%	34 227%	779 183%	662 171%	135 193%	1289 181%	287 169%	990 187%	1177 179%	702 182%	874 176%

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

Q815\_2. Why are you very likely to visit a website with each of these gTLDs in the future?

28 Aug 2015  
Table 365

2. .photography

Base: Very Likely To Visit New gTLD

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	647	60*	91*	61*	96*	339	354	293	90*	213	299	40*	5**	303	299	45*	538	109	386	505	310	337
It has information I'm seeking	242 37% F	28 47%	32 35%	23 38%	45 47% AF	114 34%	148 42% H	94 32%	32 36%	87 41%	100 33%	19 48%	4 80%	119 39%	100 33%	23 51% O	204 38%	38 35%	156 40%	186 37%	115 37%	127 38%
It's where you go for specific information	211 33% C	27 45% AC	20 22%	20 33%	30 31%	114 34% C	126 36%	85 29%	22 24%	83 39% IK	87 29%	16 40%	3 60%	105 35%	87 29%	19 42%	184 34%	27 25%	144 37% T	164 32%	120 39% V	91 27%
It seems legitimate	206 32%	19 32%	32 35%	21 34%	25 26%	109 32%	117 33%	89 30%	26 29%	67 31%	94 31%	18 45%	1 20%	93 31%	94 31%	19 42%	174 32%	32 29%	126 33%	156 31%	93 30%	113 34%
I trust this extension	151 23% E	17 28% E	17 19% E	15 25% E	8 8%	94 28% AE	83 23%	68 23%	15 17%	54 25%	72 24%	8 20%	2 40%	69 23%	72 24%	10 22%	128 24%	23 21%	107 28%	123 24%	78 25%	73 22%
I'm not afraid of my information being stolen if I go here	112 17% E	8 13%	15 16%	12 20%	10 10%	67 20% E	62 18%	50 17%	21 23% L	39 18%	48 16%	3 8%	1 20%	60 20%	48 16%	4 9%	102 19% R	10 9%	81 21% T	83 16%	61 20%	51 15%
I've been to this type of website before	108 17% E	10 17%	12 13%	10 16%	7 7%	69 20% AE	56 16%	52 18%	17 19%	36 17%	49 16%	5 13%	1 20%	53 17%	49 16%	6 13%	97 18% R	11 10%	73 19%	84 17%	68 22% V	40 12%
Photography use	10 2%	4 7% ACDF	-	-	3 3%	3 1%	4 1%	6 2%	1 1%	4 2%	4 1%	1 3%	-	5 2%	4 1%	1 2%	6 1%	4 4% Q	6 2%	7 1%	5 2%	5 1%
Interesting	2	-	-	-	1 1%	1	1	1	-	-	2 1%	-	-	-	2 1%	-	2	-	2 1%	2	2 1%	-
Curiosity	2	-	1 1%	-	1 1%	-	2 1%	-	1 1%	1	-	-	-	2 1%	-	-	2	-	2 1%	1	-	2 1%
Good/Like it	1	-	-	-	-	1	1	-	-	1	-	-	-	1	-	-	1	-	1	1	1	-
By coincidence	1	1 2% AF	-	-	-	-	1	-	-	-	-	1 3% JK	-	-	-	1 2% NO	1	-	-	1	-	1
New/Different search results	1	-	-	-	1 1%	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1	1	-
Education/To learn	1	-	-	-	1 1%	-	1	-	-	-	1	-	-	-	1	-	-	1 1% Q	1	-	-	1
Descriptive	1	1 2% AF	-	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1	1	-
Innovative/Cutting edge	1	1 2% AF	-	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1	1	-

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



Q815\_2. Why are you very likely to visit a website with each of these gTLDs in the future?

28 Aug 2015  
Table 365

2. .photography

Base: Very Likely To Visit New gTLD

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	647	60*	91*	61*	96*	339	354	293	90*	213	299	40*	5**	303	299	45*	538	109	386	505	310	337
Progressive	1	1 AF	-	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1	1	-
Benefit	1	-	-	-	1%	-	1	-	-	-	1	-	-	-	1	-	-	1 Q	1	-	-	1
Popular/Well known	1	-	-	-	-	1	1	-	-	1	-	-	-	1	-	-	-	1 Q	1	1	-	1
Search engine provides this domain	1	-	-	-	-	1	1	-	-	-	1	-	-	-	1	-	-	1 Q	-	1	1	-
Top level domain	1	-	-	-	-	1	-	1	-	1	-	-	-	1	-	-	1	-	1	1	1	-
Other	5 1%	-	-	1 2%	2 2%	2 1%	2 1%	3 1%	1 1%	4 2% K	-	-	-	5 2% O	-	-	3 1%	2 2%	3 1%	5 1%	3 1%	2 1%
None of the above	14 2% F	-	3 3%	1 2%	7 7% ABF	3 1%	9 3%	5 2%	5 6% K	5 2%	3 1%	1 3%	-	10 3%	3 1%	1 2%	3 1%	11 10% Q	6 2%	12 2%	2 1%	12 4% U
Don't know	1	-	-	-	1 1%	-	1	-	-	-	1	-	-	-	1	-	-	1 Q	-	1	-	1
Sigma	1075 166%	117 195%	132 145%	103 169%	143 149%	580 171%	621 175%	454 155%	141 157%	383 180%	467 156%	72 180%	12 240%	524 173%	467 156%	84 187%	912 170%	163 150%	715 185%	833 165%	554 179%	521 155%

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

Q815\_3. Why are you very likely to visit a website with each of these gTLDs in the future?

28 Aug 2015  
Table 366

3. .link

Base: Very Likely To Visit New gTLD

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	711	46*	101	68*	91*	405	372	339	102	246	318	38*	7**	348	318	45*	570	141	426	553	323	388
It seems legitimate	221 31%	17 37%	34 34%	18 26%	25 27%	127 31%	120 32%	101 30%	32 31%	86 35%	91 29%	11 29%	1 14%	118 34%	91 29%	12 27%	172 30%	49 35%	138 32%	169 31%	91 28%	130 34%
It has information I'm seeking	215 30%	10 22%	31 31%	24 35%	31 34%	119 29%	109 29%	106 31%	27 26%	83 34%	93 29%	11 29%	1 14%	110 32%	93 29%	12 27%	173 30%	42 30%	141 33%	165 30%	96 30%	119 31%
I trust this extension	191 27% E	9 20%	32 32% E	13 19%	11 12%	126 31% ADE	89 24%	102 30%	23 23%	70 28%	85 27%	12 32%	1 14%	93 27%	85 27%	13 29%	164 29% R	27 19%	119 28%	154 28%	86 27%	105 27%
I've been to this type of website before	172 24%	12 26%	25 25%	12 18%	18 20%	105 26%	85 23%	87 26%	34 33% K	59 24%	68 21%	9 24%	2 29%	93 27%	68 21%	11 24%	146 26%	26 18%	115 27%	133 24%	87 27%	85 22%
It's where you go for specific information	170 24% C	14 30% C	13 13%	13 19%	22 24% C	108 27% C	93 25%	77 23%	23 23%	66 27%	70 22%	10 26%	1 14%	89 26%	70 22%	11 24%	145 25%	25 18%	112 26%	133 24%	89 28% V	81 21%
I'm not afraid of my information being stolen if I go here	114 16%	8 17%	12 12%	10 15%	12 13%	72 18%	56 15%	58 17%	13 13%	42 17%	55 17%	4 11%	-	55 16%	55 17%	4 9%	102 18% R	12 9%	77 18%	94 17%	65 20% V	49 13%
Curiosity	6 1%	1 2%	1 1%	-	2 2%	2 1%	4 1%	2 1%	2 2%	1 1%	3 1%	-	-	3 1%	3 1%	-	4 1%	2 1%	6 1%	4 1%	2 1%	4 1%
Interesting	3 1%	-	-	-	1 1%	2 1%	2 1%	1 1%	1 1%	-	2 1%	-	-	1 1%	2 1%	-	3 1%	-	3 1%	2 1%	2 1%	1 1%
Good/Like it	2 1%	-	-	-	-	2 1%	1 1%	1 1%	-	1 1%	1 1%	-	-	1 1%	1 1%	-	2 1%	-	2 1%	1 1%	1 1%	1 1%
Education/To learn	2 1%	-	-	-	1 1%	1 1%	1 1%	1 1%	-	-	2 1%	-	-	-	2 1%	-	1 1%	1 1%	2 1%	1 1%	1 1%	1 1%
Won't visit/Negative mentions	2 1%	-	-	-	1 1%	1 1%	1 1%	1 1%	1 1%	-	1 1%	-	-	1 1%	1 1%	-	1 1%	1 1%	2 1%	1 1%	1 1%	1 1%
Innovative/Cutting edge	2 1%	1 2% AF	1 1% F	-	-	-	1 1%	1 1%	1 1%	-	1 1%	-	-	1 1%	1 1%	-	2 1%	-	2 1%	2 1%	2 1%	-
Popular/Well known	2 1%	-	1 1%	-	-	1 1%	2 1%	-	-	1 1%	1 1%	-	-	1 1%	1 1%	-	-	2 1% Q	1 1%	2 1%	1 1%	1 1%
Search engine provides this domain	2 1%	-	-	-	-	2 1%	2 1%	-	-	-	2 1%	-	-	-	2 1%	-	1 1%	1 1%	1 1%	1 1%	1 1%	1 1%
Sounds like technology	2 1%	1 2% AF	1 1% F	-	-	-	1 1%	1 1%	1 1%	1 1%	-	-	-	2 1%	-	-	2 1%	-	2 1%	2 1%	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 - U/V  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q815\_3. Why are you very likely to visit a website with each of these gTLDs in the future?

3. .link

Base: Very Likely To Visit New gTLD

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	711	46*	101	68*	91*	405	372	339	102	246	318	38*	7**	348	318	45*	570	141	426	553	323	388
New/Different search results	1	-	-	-	1 F	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1	1	-
Progressive	1	1 AF	-	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1	1	-
Benefit	1	-	-	-	1 F	-	1	-	-	-	1	-	-	-	1	-	-	1 Q	1	-	-	1
Heard of it/Know someone who has it	1	1 AF	-	-	-	-	-	1	-	-	1	-	-	-	1	-	1	-	-	1	-	1
Safe/Secure	1	-	-	-	-	1	1	-	-	-	1	-	-	-	1	-	1	-	1	-	1	-
Respected	1	-	1 F	-	-	-	1	-	1 %	-	-	-	-	1	-	-	1	-	-	1	1	-
By coincidence	1	1 AF	-	-	-	-	1	-	-	-	-	1 JK	-	-	-	1 NO	1	-	-	1	-	1
Descriptive	1	1 AF	-	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1	1	-
Unique/Unusual	1	-	-	-	1 F	-	1	-	1 %	-	-	-	-	1	-	-	1	-	1	1	-	1
Other	1	-	-	-	-	1	1	-	1 %	-	-	-	-	1	-	-	-	1 Q	1	1	-	1
None of the above	25 4%	3 7%	4 4%	3 4%	4 4%	11 3%	16 4%	9 3%	7 7% K	7 3%	8 3%	3 8%	-	14 4%	8 3%	3 7%	17 3%	8 6%	15 4%	20 4%	9 3%	16 4%
Don't know	4 1%	2 4% AEF	1 1%	-	-	1	2 1%	2 1%	-	-	4 1%	-	-	-	4 1% N	-	2	2 1%	4 1% T	1	1	3 1%
Declined to answer	2	-	1 1%	-	-	1	1	1	-	1	-	-	1 14%	1	-	1 2% O	1	1 1%	1	2	1	1
Sigma	1147 161%	82 178%	158 156%	93 137%	131 144%	683 169%	595 160%	552 163%	168 165%	418 170%	493 155%	61 161%	7 100%	586 168%	493 155%	68 151%	946 166%	201 143%	750 176%	895 162%	543 168%	604 156%

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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q815\_4. Why are you very likely to visit a website with each of these gTLDs in the future?

28 Aug 2015  
Table 367

4. .guru

Base: Very Likely To Visit New gTLD

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	541	51*	57*	52*	64*	317	297	244	66*	187	254	30*	4**	253	254	34*	456	85*	333	430	276	265
It seems legitimate	161 30%	15 29%	16 28%	15 29%	18 28%	97 31%	91 31%	70 29%	18 27%	63 34%	70 28%	9 30%	1 25%	81 32%	70 28%	10 29%	139 30%	22 26%	111 33% T	122 28%	77 28%	84 32%
It has information I'm seeking	159 29%	14 27%	16 28%	16 31%	24 38%	89 28%	96 32%	63 26%	22 33%	55 29%	70 28%	9 30%	3 75%	77 30%	70 28%	12 35%	132 29%	27 32%	111 33% T	121 28%	84 30%	75 28%
I trust this extension	146 27% E	15 29% E	14 25% E	12 23% E	6 9%	99 31% AE	74 25%	72 30%	14 21%	51 27%	72 28%	7 23%	2 50%	65 26%	72 28%	9 26%	129 28%	17 20%	98 29%	114 27%	72 26%	74 28%
It's where you go for specific information	146 27% CF	23 45% ACF	8 14%	19 37% CF	24 38% ACF	72 23%	96 32% H	50 20%	13 20%	54 29%	63 25%	13 43% IK	3 75%	67 26%	63 25%	16 47% NO	127 28%	19 22%	101 30%	121 28%	87 32% V	59 22%
I've been to this type of website before	120 22% E	12 24% E	12 21%	13 25% E	6 9%	77 24% E	62 21%	58 24%	16 24%	44 24%	51 20%	7 23%	2 50%	60 24%	51 20%	9 26%	106 23%	14 16%	80 24%	94 22%	70 25%	50 19%
I'm not afraid of my information being stolen if I go here	84 16%	8 16%	6 11%	7 13%	9 14%	54 17%	48 16%	36 15%	8 12%	25 13%	46 18%	4 13%	1 25%	33 13%	46 18%	5 15%	73 16%	11 13%	60 18%	65 15%	44 16%	40 15%
Curiosity	3 1%	1 2% F	1 2% F	-	1 2% F	-	3 1%	-	1 2%	1 1%	1 1%	-	-	2 1%	1 1%	-	3 1%	-	3 1%	2 1%	1 1%	2 1%
Interesting	2 1%	-	-	-	1 2%	1 1%	1 1%	1 1%	-	-	2 1%	-	-	-	2 1%	-	2 1%	-	2 1%	2 1%	2 1%	-
New/Different search results	2 1%	-	-	-	1 2%	1 1%	2 1%	-	-	1 1%	1 1%	-	-	1 1%	1 1%	-	2 1%	-	2 1%	2 1%	1 1%	1 1%
Popular/Well known	2 1%	-	-	-	-	2 1%	1 1%	1 1%	-	2 1%	-	-	-	2 1%	-	-	1 1%	1 1%	2 1%	2 1%	1 1%	1 1%
Education/To learn	1 1%	-	-	-	1 2% AF	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	-	1 1% Q	-	1 1%	-	1 1%
Safe/Secure	1 1%	-	-	-	-	1 1%	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	1 1%	1 1%	-	1 1%
Won't visit/Negative mentions	1 1%	-	-	-	-	1 1%	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	1 1%	-	1 1%	-
Descriptive	1 1%	1 2% AF	-	-	-	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	1 1%	1 1%	1 1%	-
Innovative/Cutting edge	1 1%	1 2% AF	-	-	-	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	1 1%	1 1%	1 1%	-

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

Q815\_4. Why are you very likely to visit a website with each of these gTLDs in the future?

28 Aug 2015  
Table 367

4. .guru

Base: Very Likely To Visit New gTLD

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name	Registered duplicate domain names			
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	541	51*	57*	52*	64*	317	297	244	66*	187	254	30*	4**	253	254	34*	456	85*	333	430	276	265
Own website with them	1	1 AF	-	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1	1	-
Progressive	1	1 AF	-	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1	1	-
Sex clubs	1	-	-	1 AF	-	-	-	1	-	-	-	-	1 25%	-	-	1 NO	1	-	1	1	1	-
By coincidence	1	1 AF	-	-	-	-	1	-	-	-	-	1 3% JK	-	-	-	1 3% NO	1	-	-	1	-	1
Search engine provides this domain	1	-	-	-	-	1	1	-	-	-	1	-	-	-	1	-	-	1 Q	-	1	1	-
Special	1	-	-	-	-	1	1	-	-	1 1%	-	-	-	1	-	-	1	-	1	1	-	1
Top level domain	1	-	-	-	-	1	-	1	-	1 1%	-	-	-	1	-	-	1	-	1	1	1	-
Unique/Unusual	1	-	-	-	1 2% AF	-	1	-	1 2%	-	-	-	-	1	-	-	1	-	1	1	-	1
Other	3 1%	-	-	-	1 2%	2 1%	2 1%	1	-	2 1%	1	-	-	2 1%	1	-	3 1%	-	2 1%	3 1%	2 1%	1
None of the above	11 2%	-	-	2 4%	4 6% AF	5 2%	7 2%	4 2%	3 5%	4 2%	3 1%	1 3%	-	7 3%	3 1%	1 3%	5 1%	6 7% Q	4 1%	9 2%	3 1%	8 3%
Don't know	3 1%	2 4% AF	-	1 2% F	-	-	1	2 1%	-	1 1%	2 1%	-	-	1	2 1%	-	3 1%	-	2 1%	2	-	3 1%
Declined to answer	1	-	-	1 2% AF	-	-	-	1	1 2%	-	-	-	-	1	-	-	1	-	1	-	1	-
Sigma	856 158%	95 186%	73 128%	87 167%	97 152%	504 159%	493 166%	363 149%	97 147%	305 163%	390 154%	51 170%	13 325%	402 159%	390 154%	64 188%	737 162%	119 140%	589 177%	671 156%	453 164%	403 152%

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

Q815\_5. Why are you very likely to visit a website with each of these gTLDs in the future?

28 Aug 2015  
Table 368

5. .realtor

Base: Very Likely To Visit New gTLD

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	446	50*	43*	37*	55*	261	241	205	57*	151	205	24**	9**	208	205	33*	372	74*	264	350	215	231
It seems legitimate	142 32%	20 40%	14 33%	10 27%	19 35%	79 30%	78 32%	64 31%	15 26%	50 33%	62 30%	12 50%	3 33%	65 31%	62 30%	15 45%	116 31%	26 35%	85 32%	110 31%	65 30%	77 33%
It has information I'm seeking	135 30%	24 48% ACF	8 19%	11 30%	20 36%	72 28%	81 34%	54 26%	14 25%	40 26%	64 31%	11 46%	6 67%	54 26%	64 31%	17 52% NO	111 30%	24 32%	90 34%	106 30%	71 33%	64 28%
It's where you go for specific information	130 29% C	22 44% ACDF	5 12%	8 22%	20 36% C	75 29% C	79 33%	51 25%	14 25%	46 30%	55 27%	12 50%	3 33%	60 29%	55 27%	15 45% O	115 31%	15 20%	89 34% T	93 27%	61 28%	69 30%
I trust this extension	114 26% E	13 26% E	12 28% E	5 14%	6 11%	78 30% ADE	56 23%	58 28%	16 28%	44 29%	47 23%	6 25%	1 11%	60 29%	47 23%	7 21%	102 27% R	12 16%	70 27%	98 28%	62 29%	52 23%
I'm not afraid of my information being stolen if I go here	77 17%	7 14%	4 9%	4 11%	6 11%	56 21% A	39 16%	38 19%	12 21%	28 19%	34 17%	3 13%	-	40 19%	34 17%	3 9%	70 19%	7 9%	51 19%	62 18%	42 20%	35 15%
I've been to this type of website before	72 16%	10 20%	5 12%	7 19%	4 7%	46 18%	38 16%	34 17%	8 14%	29 19%	34 17%	1 4%	-	37 18% P	34 17% P	1 3%	63 17%	9 12%	48 18%	58 17%	44 20% V	28 12%
Real-estate use	6 1%	4 8% AEF	-	-	-	2 1%	3 1%	3 1%	-	2 1%	1 1%	3 13%	-	2 1%	1 1%	3 9% NO	6 2%	-	4 2%	5 1%	5 2%	1
Curiosity	4 1%	-	1 2%	1 3%	1 2%	1 1%	2 1%	2 1%	1 2%	1 1%	2 1%	-	-	2 1%	2 1%	-	3 1%	1 1%	3 1%	3 1%	1 1%	3 1%
Good/Like it	3 1%	-	-	-	-	3 1%	1 1%	2 1%	-	1 1%	2 1%	-	-	1 1%	2 1%	-	3 1%	-	3 1%	1 1%	3 1%	-
New/Different search results	2 1%	-	1 2% F	-	1 2% F	-	2 1%	-	-	-	2 1%	-	-	-	2 1%	-	2 1%	-	1 1%	2 1%	2 1%	-
Won't visit/Negative mentions	2 1%	-	-	-	-	2 1%	1 1%	1 1%	-	1 1%	1 1%	-	-	1 1%	1 1%	-	2 1%	-	1 1%	1 1%	-	2 1%
Interesting	2 1%	-	-	-	1 2%	1 1%	1 1%	1 1%	-	-	2 1%	-	-	-	2 1%	-	2 1%	-	2 1%	2 1%	2 1%	-
Popular/Well known	2 1%	-	1 2%	-	-	1 1%	2 1%	-	-	1 1%	1 1%	-	-	1 1%	1 1%	-	-	2 3% Q	1 1%	2 1%	1 1%	1 1%
Search engine provides this domain	2 1%	-	-	-	-	2 1%	2 1%	-	-	-	2 1%	-	-	-	2 1%	-	1 1%	1 1%	1 1%	1 1%	1 1%	1 1%
Progressive	1 1%	1 2% AF	-	-	-	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	1 1%	1 1%	1 1%	-

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

Q815\_5. Why are you very likely to visit a website with each of these gTLDs in the future?  
5. .realtor

28 Aug 2015  
Table 368

Base: Very Likely To Visit New gTLD

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	446	50*	43*	37*	55*	261	241	205	57*	151	205	24**	9**	208	205	33*	372	74*	264	350	215	231
Descriptive	1	1 2% AF	-	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1	1	-
Business use	1	1 2% AF	-	-	-	-	1	-	-	-	-	1 4%	-	-	-	1 3% NO	1	-	1	1	1	-
Innovative/Cutting edge	1	1 2% AF	-	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1	1	-
Own website with them	1	1 2% AF	-	-	-	-	-	1	-	-	-	1 4%	-	-	-	1 3% NO	1	-	-	1	-	1
Top level domain	1	-	-	-	-	1	-	1	-	1 1%	-	-	-	1	-	-	1	-	1	1	1	-
Unique/Unusual	1	-	-	-	1 2% AF	-	1	-	1 2%	-	-	-	-	1	-	-	-	1 1% Q	1	1	-	1
None of the above	10 2%	1 2%	1 2%	2 5%	2 4%	4 2%	7 3%	3 1%	1 2%	4 3%	3 1%	1 4%	1 11%	5 2%	3 1%	2 6%	6 2%	4 5% Q	4 2%	8 2%	4 2%	6 3%
Don't know	3 1%	-	1 2% F	1 3% F	1 2% F	-	2 1%	1	-	-	3 1%	-	-	-	3 1%	-	1	2 3% Q	1	2 1%	-	3 1%
Declined to answer	2	1 2% F	1 2% F	-	-	-	2 1%	-	-	1 1%	-	-	1 11%	1	-	1 3% O	1	1 1%	-	2 1%	1	1
Sigma	715 160%	107 214%	54 126%	49 132%	82 149%	423 162%	401 166%	314 153%	82 144%	249 165%	318 155%	51 213%	15 167%	331 159%	318 155%	66 200%	610 164%	105 142%	460 174%	563 161%	370 172%	345 149%

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

Q815\_6. Why are you very likely to visit a website with each of these gTLDs in the future?

28 Aug 2015  
Table 369

6. .club

Base: Very Likely To Visit New gTLD

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	575	48*	62*	54*	63*	348	319	256	60*	212	264	33*	6**	272	264	39*	492	83*	348	459	297	278
It seems legitimate	191 33%	14 29%	21 34%	20 37%	17 27%	119 34%	116 36%	75 29%	17 28%	78 37%	80 30%	14 42%	2 33%	95 35%	80 30%	16 41%	162 33%	29 35%	118 34%	150 33%	96 32%	95 34%
It's where you go for specific information	173 30% C	20 42% C	10 16%	18 33% C	24 38% C	101 29% C	109 34% H	64 25%	17 28%	69 33%	70 27%	14 42%	3 50%	86 32%	70 27%	17 44% O	150 30%	23 28%	120 34% T	132 29%	95 32%	78 28%
It has information I'm seeking	161 28% F	20 42% AF	18 29%	15 28%	29 46% ADF	79 23%	106 33% H	55 21%	16 27%	62 29%	66 25%	13 39%	4 67%	78 29%	66 25%	17 44% O	140 28%	21 25%	101 29%	129 28%	84 28%	77 28%
I trust this extension	160 28% E	15 31% E	14 23%	13 24%	7 11%	111 32% AE	76 24%	84 33% G	17 28%	61 29%	71 27%	9 27%	2 33%	78 29%	71 27%	11 28%	140 28%	20 24%	102 29%	130 28%	85 29%	75 27%
I've been to this type of website before	139 24% CE	12 25%	8 13%	16 30% CE	8 13%	95 27% ACE	76 24%	63 25%	13 22%	67 32% K	53 20%	5 15%	1 17%	80 29% O	53 20%	6 15%	127 26% R	12 14%	96 28% T	103 22%	85 29% V	54 19%
I'm not afraid of my information being 'stolen' if I go here	90 16%	4 8%	9 15%	8 15%	8 13%	61 18%	41 13%	49 19% G	7 12%	34 16%	43 16%	5 15%	1 17%	41 15%	43 16%	6 15%	80 16%	10 12%	66 19% T	67 15%	56 19% V	34 12%
Curiosity	6 1% F	1 2%	1 2%	2 4% F	1 2%	1 2%	3 1%	3 1%	1 2%	1 2%	4 2%	-	-	2 1%	4 2%	-	5 1%	1 1%	4 1%	5 1%	2 1%	4 1%
Clubs sites	5 1%	-	2 3%	1 2%	-	2 1%	3 1%	2 1%	1 2%	-	4 2%	-	-	1 2%	4 2%	-	4 1%	1 1%	2 1%	4 1%	4 1%	1 2%
Innovative/Cutting edge	2 1%	1 2%	-	-	-	1 2%	1 2%	1 2%	-	-	2 1%	-	-	-	2 1%	-	2 1%	-	2 1%	2 1%	2 1%	-
Interesting	2 1%	-	-	-	1 2%	1 2%	1 2%	1 2%	-	-	2 1%	-	-	-	2 1%	-	2 1%	-	2 1%	2 1%	2 1%	-
Search engine provides this domain	2 1%	-	-	-	-	2 1%	2 1%	-	-	-	2 1%	-	-	-	2 1%	-	1 2%	1 1%	1 2%	1 2%	1 2%	1 2%
New/Different search results	1 2%	-	-	-	1 2% AF	-	1 2%	-	-	-	1 2%	-	-	-	1 2%	-	1 2%	-	1 2%	1 2%	1 2%	-
Reliable	1 2%	-	-	-	-	1 2%	1 2%	-	-	-	1 2%	-	-	-	1 2%	-	-	1 1% Q	-	1 2%	-	1 2%
Descriptive	1 2% AF	1 2% AF	-	-	-	-	1 2%	-	-	-	1 2%	-	-	-	1 2%	-	1 2%	-	1 2%	1 2%	1 2%	-
Education/To learn	1 2% AF	-	-	-	1 2% AF	-	1 2%	-	-	-	1 2%	-	-	-	1 2%	-	-	1 1% Q	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 - U/V  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q815\_6. Why are you very likely to visit a website with each of these gTLDs in the future?

28 Aug 2015  
Table 369

6. .club

Base: Very Likely To Visit New gTLD

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	575	48*	62*	54*	63*	348	319	256	60*	212	264	33*	6**	272	264	39*	492	83*	348	459	297	278
Progressive	1	1 2% AF	-	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1	1	-
Sex clubs	1	-	-	1 2% AF	-	-	-	1	-	-	-	-	1 17%	-	-	1 3% NO	1	-	1	1	1	-
Benefit	1	-	-	-	1 2% AF	-	1	-	-	-	1	-	-	-	1	-	-	1 1% Q	1	-	-	1
Helpful/useful	1	-	-	-	-	1	1	-	-	1	-	-	-	1	-	-	1	-	1	1	1	-
Popular/Well known	1	-	-	-	-	1	1	-	-	1	-	-	-	1	-	-	-	1 1% Q	1	1	-	1
By coincidence	1	1 2% AF	-	-	-	-	1	-	-	-	-	1 3% JK	-	-	-	1 3% NO	1	-	-	1	-	1
Unique/Unusual	1	-	-	-	1 2% AF	-	1	-	1 2% K	-	-	-	-	1	-	-	-	1 1% Q	1	1	-	1
Other	3 1%	-	2 3% AF	-	-	1	2 1%	1	1 2%	-	2 1%	-	-	1	2 1%	-	3 1%	-	1	3 1%	2 1%	1
None of the above	8 1%	1 2%	-	1 2%	2 3%	4 1%	5 2%	3 1%	1 2%	3 1%	2 1%	2 6% K	-	4 1%	2 1%	2 5% O	6 1%	2 2%	5 1%	6 1%	5 2%	3 1%
Don't know	2	1 2% F	-	1 2% F	-	-	1	1	-	1	1	-	-	1	1	-	2	-	1	1	-	2 1%
Declined to answer	2	-	1 2%	-	-	1	1	1	-	1	-	-	1 17%	1	-	1 3% O	1	1 1%	1	2	-	2 1%
Sigma	957 166%	92 192%	86 139%	96 178%	101 160%	582 167%	553 173%	404 158%	92 153%	379 179%	408 155%	63 191%	15 250%	471 173%	408 155%	78 200%	831 169%	126 152%	631 181%	746 163%	524 176%	433 156%

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  
Overlap formulae used. \* small base, \*\* very small base (under 30) ineligible for sig testing

Q815\_7. Why are you very likely to visit a website with each of these gTLDs in the future?

7. .xyz

Base: Very Likely To Visit New gTLD

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	432	24**	39*	41*	35*	293	225	207	54*	152	209	15**	2**	206	209	17**	370	62*	269	330	222	210
It has information I'm seeking	128 30% C	9 38%	6 15%	12 29%	14 40% C	87 30%	65 29%	63 30%	18 33%	49 32%	56 27%	4 27%	1 50%	67 33%	56 27%	5 29%	107 29%	21 34%	88 33%	95 29%	72 32%	56 27%
It seems legitimate	123 28%	7 29%	15 38%	13 32%	7 20%	81 28%	68 30%	55 27%	7 13%	49 32% I	61 29% I	5 33%	1 50%	56 27%	61 29%	6 35%	102 28%	21 34%	79 29%	96 29%	62 28%	61 29%
I trust this extension	115 27% E	7 29%	11 28% E	9 22%	3 9%	85 29% E	52 23%	63 30%	14 26%	41 27%	57 27%	3 20%	-	55 27%	57 27%	3 18%	103 28%	12 19%	72 27%	93 28%	60 27%	55 26%
I've been to this type of website before	92 21%	4 17%	4 10%	9 22%	5 14%	70 24%	48 21%	44 21%	11 20%	42 28% K	36 17%	3 20%	-	53 26% O	36 17%	3 18%	86 23% R	6 10%	59 22%	69 21%	46 21%	46 22%
I'm not afraid of my information being stolen if I go here	87 20%	4 17%	5 13%	7 17%	7 20%	64 22%	46 20%	41 20%	14 26%	33 22%	39 19%	1 7%	-	47 23%	39 19%	1 6%	78 21%	9 15%	60 22%	67 20%	49 22%	38 18%
It's where you go for specific information	85 20% C	8 33%	2 5%	12 29% C	6 17%	57 19% C	51 23%	34 16%	6 11%	33 22%	40 19%	6 40%	-	39 19%	40 19%	6 35%	82 22% R	3 5%	59 22%	61 18%	48 22%	37 18%
Curiosity	4 1% F	-	1 3%	1 2%	1 3%	1 *	2 1%	2 1%	1 2%	1 1%	2 1%	-	-	2 1%	2 1%	-	3 1%	1 2%	3 1%	3 1%	1 *	3 1%
Interesting	2 *	-	-	-	1 3%	1 *	1 *	1 *	-	-	2 1%	-	-	-	2 1%	-	2 1%	-	2 1%	2 1%	2 1%	-
Won't visit/Negative mentions	2 *	-	-	-	-	2 1%	1 *	1 *	1 2%	-	1 *	-	-	1 *	1 *	-	2 1%	-	2 1%	1 *	1 *	1 *
Own website with them	2 *	1 4%	-	1 2% F	-	-	2 1%	-	-	1 1%	1 *	-	-	1 *	1 *	-	2 1%	-	2 1%	2 1%	2 1%	-
Search engine provides this domain	2 *	-	-	-	-	2 1%	2 1%	-	-	-	2 1%	-	-	-	2 1%	-	1 *	1 2%	1 *	1 *	1 *	1 *
Good/Like it	1 *	-	-	-	-	1 *	1 *	-	-	-	1 *	-	-	-	1 *	-	1 *	-	1 *	-	1 *	-
Descriptive	1 *	1 4%	-	-	-	-	1 *	-	-	-	1 *	-	-	-	1 *	-	1 *	-	1 *	1 *	1 *	-
Innovative/Cutting edge	1 *	1 4%	-	-	-	-	1 *	-	-	-	1 *	-	-	-	1 *	-	1 *	-	1 *	1 *	1 *	-
By coincidence	1 *	1 4%	-	-	-	-	1 *	-	-	-	-	1 7%	-	-	-	1 6%	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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q815\_7. Why are you very likely to visit a website with each of these gTLDs in the future?

28 Aug 2015  
Table 370

7. .xyz

Base: Very Likely To Visit New gTLD

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	432	24**	39*	41*	35*	293	225	207	54*	152	209	15**	2**	206	209	17**	370	62*	269	330	222	210
Progressive	1	1 4%	-	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1	1	-
Popular/Well known	1	-	-	-	-	1	1	-	-	1%	-	-	-	1	-	-	-	1 2% Q	1	1	-	1
New/Different search results	1	-	-	-	1 3% AF	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1	1	-
Top level domain	1	-	-	-	-	1	1	-	-	-	1	-	-	-	1	-	1	-	1	-	-	1
Other	1	-	-	-	-	1	-	1	-	1%	-	-	-	1	-	-	1	-	-	1	-	1
None of the above	11 3%	-	1 3%	2 5%	2 6%	6 2%	8 4%	3 1%	3 6%	4 3%	3 1%	1 7%	-	7 3%	3 1%	1 6%	5 1%	6 10% Q	8 3%	8 2%	6 3%	5 2%
Don't know	1	-	1 3% AF	-	-	-	1	-	-	-	1	-	-	-	1	-	-	1 2% Q	1	-	-	1
Declined to answer	1	-	-	1 2% AF	-	-	-	1	1 2%	-	-	-	-	1	-	-	1	-	1	-	1	-
Sigma	664 154%	44 183%	46 118%	67 163%	47 134%	460 157%	355 158%	309 149%	76 141%	255 168%	307 147%	24 160%	2 100%	331 161%	307 147%	26 153%	582 157%	82 132%	444 165%	505 153%	356 160%	308 147%

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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q815\_8. Why are you very likely to visit a website with each of these gTLDs in the future?  
8. .berlin

28 Aug 2015  
Table 371

Base: Very Likely To Visit New gTLD

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	23**	..	..	23**	..	..	17**	6**	3**	6**	8**	4**	2**	9**	8**	6**	19**	4**	13**	17**	11**	12**
It has information I'm seeking	13 57%	-	-	13 57%	-	-	11 65%	2 33%	2 67%	3 50%	4 50%	3 75%	1 50%	5 56%	4 50%	4 67%	9 47%	4 100%	9 69%	9 53%	6 55%	7 58%
It seems legitimate	9 39%	-	-	9 39%	-	-	8 47%	1 17%	1 33%	1 17%	4 50%	2 50%	1 50%	2 22%	4 50%	3 50%	8 42%	1 25%	6 46%	7 41%	5 45%	4 33%
I trust this extension	8 35%	-	-	8 35%	-	-	8 47%	-	2 67%	-	3 38%	3 75%	-	2 22%	3 38%	3 50%	6 32%	2 50%	6 46%	6 35%	5 45%	3 25%
I've been to this type of website before	5 22%	-	-	5 22%	-	-	4 24%	1 17%	-	1 17%	2 25%	2 50%	-	1 11%	2 25%	2 33%	5 26%	-	3 23%	5 29%	4 36%	1 8%
I'm not afraid of my information being stolen if I go here	4 17%	-	-	4 17%	-	-	4 24%	-	2 67%	-	1 13%	1 25%	-	2 22%	1 13%	1 17%	4 21%	-	4 31%	3 18%	3 27%	1 8%
It's where you go for specific information	4 17%	-	-	4 17%	-	-	4 24%	-	1 33%	1 17%	2 25%	-	-	2 22%	2 25%	-	3 16%	1 25%	2 15%	3 18%	3 27%	1 8%
Interesting	1 4%	-	-	1 4%	-	-	-	1 17%	-	-	1 13%	-	-	-	1 13%	-	1 5%	-	-	1 6%	-	1 8%
Heard of it/Know someone who has it	1 4%	-	-	1 4%	-	-	1 6%	-	-	-	1 13%	-	-	-	1 13%	-	1 5%	-	1 8%	1 6%	-	1 8%
None of the above	1 4%	-	-	1 4%	-	-	-	1 17%	1 33%	-	-	-	-	1 11%	-	-	1 5%	-	1 8%	-	-	1 8%
Sigma	46 200%	-	-	46 200%	-	-	40 235%	6 100%	9 300%	6 100%	18 225%	11 275%	2 100%	15 167%	18 225%	13 217%	38 200%	8 200%	32 246%	35 206%	26 236%	20 167%

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

Q815\_9. Why are you very likely to visit a website with each of these gTLDs in the future?

28 Aug 2015  
Table 372

9. .ovh

Base: Very Likely To Visit New gTLD

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	9**	..**	..**	9**	..**	..**	6**	3**	1**	4**	3**	..**	1**	5**	3**	1**	8**	1**	5**	7**	5**	4**
It's where you go for specific information	4 44%	-	-	4 44%	-	-	3 50%	1 33%	1 100%	3 75%	-	-	-	4 80%	-	-	4 50%	-	3 60%	3 43%	2 40%	2 50%
I've been to this type of website before	2 22%	-	-	2 22%	-	-	2 33%	-	1 100%	-	1 33%	-	-	1 20%	1 33%	-	2 25%	-	2 40%	2 29%	2 40%	-
I'm not afraid of my information being stolen if I go here	2 22%	-	-	2 22%	-	-	2 33%	-	1 100%	1 25%	-	-	-	2 40%	-	-	2 25%	-	2 40%	1 14%	1 20%	1 25%
It has information I'm seeking	2 22%	-	-	2 22%	-	-	1 17%	1 33%	-	-	1 33%	-	1 100%	-	1 33%	1 100%	2 25%	-	1 20%	1 14%	1 20%	1 25%
It seems legitimate	1 11%	-	-	1 11%	-	-	-	1 33%	-	-	1 33%	-	-	-	1 33%	-	1 13%	-	-	1 14%	1 20%	-
None of the above	1 11%	-	-	1 11%	-	-	1 17%	-	-	1 25%	-	-	-	1 20%	-	-	-	1 100%	-	1 14%	-	1 25%
Sigma	12 133%	-	-	12 133%	-	-	9 150%	3 100%	3 300%	5 125%	3 100%	-	1 100%	8 160%	3 100%	1 100%	11 138%	1 100%	8 160%	9 129%	7 140%	5 125%

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

Q815\_10. Why are you very likely to visit a website with each of these gTLDs in the future?

28 Aug 2015  
Table 373

10. .london

Base: Very Likely To Visit New gTLD

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	59*	..	..	59*	..	..	33*	26**	8**	18**	29**	3**	1**	26**	29**	4**	52*	7**	26**	50*	31*	28**
It has information I'm seeking	22 37%	-	-	22 37%	-	-	13 39%	9 35%	2 25%	6 33%	11 38%	2 67%	1 100%	8 31%	11 38%	3 75%	20 38%	2 29%	11 42%	18 36%	10 32%	12 43%
It's where you go for specific information	19 32%	-	-	19 32%	-	-	10 30%	9 35%	4 50%	4 22%	10 34%	1 33%	-	8 31%	10 34%	1 25%	14 27%	5 71%	9 35%	14 28%	8 26%	11 39%
It seems legitimate	15 25%	-	-	15 25%	-	-	12 36%	3 12%	3 38%	3 17%	9 31%	-	-	6 23%	9 31%	-	13 25%	2 29%	7 27%	11 22%	6 19%	9 32%
I've been to this type of website before	9 15%	-	-	9 15%	-	-	8 24%	1 4%	-	3 17%	5 17%	1 33%	-	3 12%	5 17%	1 25%	9 17%	-	5 19%	6 12%	5 16%	4 14%
I trust this extension	9 15%	-	-	9 15%	-	-	5 15%	4 15%	2 25%	2 11%	4 14%	1 33%	-	4 15%	4 14%	1 25%	9 17%	-	6 23%	8 16%	3 10%	6 21%
I'm not afraid of my information being stolen if I go here	8 14%	-	-	8 14%	-	-	3 9%	5 19%	-	3 17%	5 17%	-	-	3 12%	5 17%	-	7 13%	1 14%	3 12%	8 16%	5 16%	3 11%
Curiosity	1 2%	-	-	1 2%	-	-	-	1 4%	-	-	1 3%	-	-	-	1 3%	-	1 2%	-	-	1 2%	-	1 4%
Sigma	83 141%	-	-	83 141%	-	-	51 155%	32 123%	11 138%	21 117%	45 155%	5 167%	1 100%	32 123%	45 155%	6 150%	73 140%	10 143%	41 158%	66 132%	37 119%	46 164%

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

Q815\_11. Why are you very likely to visit a website with each of these gTLDs in the future?

28 Aug 2015  
Table 374

11. .nyc

Base: Very Likely To Visit New gTLD

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	25**	25**	-**	-**	-**	-**	16**	9**	1**	8**	11**	4**	1**	9**	11**	5**	23**	2**	16**	20**	17**	8**
It has information I'm seeking	13 52%	13 52%	-	-	-	-	9 56%	4 44%	1 100%	5 63%	4 36%	2 50%	1 100%	6 67%	4 36%	3 60%	12 52%	1 50%	8 50%	11 55%	11 65%	2 25%
It seems legitimate	10 40%	10 40%	-	-	-	-	7 44%	3 33%	-	5 63%	2 18%	2 50%	1 100%	5 56%	2 18%	3 60%	8 35%	2 100%	5 31%	8 40%	7 41%	3 38%
I trust this extension	8 32%	8 32%	-	-	-	-	5 31%	3 33%	-	5 63%	1 9%	2 50%	-	5 56%	1 9%	2 40%	7 30%	1 50%	6 38%	5 25%	5 29%	3 38%
I've been to this type of website before	7 28%	7 28%	-	-	-	-	6 38%	1 11%	-	2 25%	4 36%	1 25%	-	2 22%	4 36%	1 20%	6 26%	1 50%	5 31%	6 30%	7 41%	-
It's where you go for specific information	7 28%	7 28%	-	-	-	-	7 44%	-	-	4 50%	-	2 50%	1 100%	4 44%	-	3 60%	6 26%	1 50%	4 25%	7 35%	7 41%	-
I'm not afraid of my information being 'stolen if I go here	6 24%	6 24%	-	-	-	-	5 31%	1 11%	-	3 38%	1 9%	2 50%	-	3 33%	1 9%	2 40%	5 22%	1 50%	3 19%	5 25%	5 29%	1 13%
By coincidence	1 4%	1 4%	-	-	-	-	1 6%	-	-	-	-	1 25%	-	-	-	1 20%	1 4%	-	-	1 5%	-	1 13%
Descriptive	1 4%	1 4%	-	-	-	-	1 6%	-	-	-	1 9%	-	-	-	1 9%	-	1 4%	-	1 6%	1 5%	1 6%	-
Innovative/Cutting edge	1 4%	1 4%	-	-	-	-	1 6%	-	-	-	1 9%	-	-	-	1 9%	-	1 4%	-	1 6%	1 5%	1 6%	-
Progressive	1 4%	1 4%	-	-	-	-	1 6%	-	-	-	1 9%	-	-	-	1 9%	-	1 4%	-	1 6%	1 5%	1 6%	-
Other	1 4%	1 4%	-	-	-	-	1 6%	-	-	1 13%	-	-	-	1 11%	-	-	1 4%	-	1 6%	1 5%	1 6%	-
Don't know	1 4%	1 4%	-	-	-	-	-	1 11%	-	-	1 9%	-	-	-	1 9%	-	1 4%	-	1 6%	1 5%	-	1 13%
Sigma	57 228%	57 228%	-	-	-	-	44 275%	13 144%	1 100%	25 313%	16 145%	12 300%	3 300%	26 289%	16 145%	15 300%	50 217%	7 350%	36 225%	48 240%	46 271%	11 138%

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

Q815\_12. Why are you very likely to visit a website with each of these gTLDs in the future?

28 Aug 2015  
Table 375

12. .wang

Base: Very Likely To Visit New gTLD

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	134	-**	-**	-**	-**	134	51*	83*	15**	57*	61*	1**	-**	72*	61*	1**	130	4**	95*	103	83*	51*
I trust this extension	45 34%	-	-	-	-	45 34%	18 35%	27 33%	4 27%	22 39%	19 31%	-	-	26 36%	19 31%	-	45 35%	-	31 33%	36 35%	25 30%	20 39%
It seems legitimate	44 33%	-	-	-	-	44 33%	17 33%	27 33%	5 33%	21 37%	17 28%	1 100%	-	26 36%	17 28%	1 100%	42 32%	2 50%	30 32%	33 32%	26 31%	18 35%
It's where you go for specific information	43 32%	-	-	-	-	43 32%	17 33%	26 31%	2 13%	20 35%	20 33%	1 100%	-	22 31%	20 33%	1 100%	41 32%	2 50%	31 33%	31 30%	27 33%	16 31%
It has information I'm seeking	40 30%	-	-	-	-	40 30%	10 20%	30 36% G	3 20%	18 32%	19 31%	-	-	21 29%	19 31%	-	40 31%	-	28 29%	30 29%	25 30%	15 29%
I'm not afraid of my information being stolen if I go here	32 24%	-	-	-	-	32 24%	15 29%	17 20%	5 33%	16 28%	11 18%	-	-	21 29%	11 18%	-	31 24%	1 25%	25 26%	23 22%	19 23%	13 25%
I've been to this type of website before	31 23%	-	-	-	-	31 23%	14 27%	17 20%	8 53%	13 23%	10 16%	-	-	21 29%	10 16%	-	31 24%	-	24 25%	23 22%	13 16%	18 35% U
New/Different search results	1 1%	-	-	-	-	1 1%	1 2%	-	-	1 2%	-	-	-	1 1%	-	-	1 1%	-	1 1%	1 1%	-	1 2%
Heard of it/Know someone who has it	1 1%	-	-	-	-	1 1%	1 2%	-	-	1 2%	-	-	-	1 1%	-	-	1 1%	-	1 1%	1 1%	1 1%	-
Special	1 1%	-	-	-	-	1 1%	1 2%	-	-	1 2%	-	-	-	1 1%	-	-	1 1%	-	1 1%	1 1%	-	1 2%
Sigma	238 178%	-	-	-	-	238 178%	94 184%	144 173%	27 180%	113 198%	96 157%	2 200%	-	140 194%	96 157%	2 200%	233 179%	5 125%	172 181%	179 174%	136 164%	102 200%

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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q815\_13. Why are you very likely to visit a website with each of these gTLDs in the future?  
13. .xn-ses554g (Chinese for network address)

28 Aug 2015  
Table 376

Base: Very Likely To Visit New gTLD

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	163	-**	-**	-**	-**	163	78*	85*	19**	70*	71*	3**	-**	89*	71*	3**	153	10**	125	118	89*	74*
I trust this extension	56 34%	-	-	-	-	56 34%	28 36%	28 33%	5 26%	27 39%	23 32%	1 33%	-	32 36%	23 32%	1 33%	54 35%	2 20%	43 34%	39 33%	28 31%	28 38%
It's where you go for specific information	52 32%	-	-	-	-	52 32%	31 40% H	21 25%	3 16%	23 33%	24 34%	2 67%	-	26 29%	24 34%	2 67%	50 33%	2 20%	39 31%	37 31%	26 29%	26 35%
It seems legitimate	50 31%	-	-	-	-	50 31%	25 32%	25 29%	5 26%	23 33%	20 28%	2 67%	-	28 31%	20 28%	2 67%	49 32%	10 1%	41 33% T	27 23%	26 29%	24 32%
It has information I'm seeking	48 29%	-	-	-	-	48 29%	22 28%	26 31%	7 37%	24 34%	17 24%	-	-	31 35%	17 24%	-	46 30%	2 20%	43 34% T	29 25%	23 26%	25 34%
I've been to this type of website before	47 29%	-	-	-	-	47 29%	27 35%	20 24%	8 42%	20 29%	19 27%	-	-	28 31%	19 27%	-	44 29%	3 30%	37 30%	34 29%	28 31%	19 26%
I'm not afraid of my information being 'stolen' if I go here	40 25%	-	-	-	-	40 25%	14 18%	26 31%	4 21%	14 20%	21 30%	1 33%	-	18 20%	21 30%	1 33%	39 25%	10 1%	32 26%	33 28%	22 25%	18 24%
Education/To learn	1 1%	-	-	-	-	1 1%	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	-	10 1%	1 1%	-	-	1 1%
Other	1 1%	-	-	-	-	1 1%	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	1 1%	1 1%	1 1%	-
None of the above	4 2%	-	-	-	-	4 2%	3 4%	1 1%	2 11%	1 1%	1 1%	-	-	3 3%	1 1%	-	3 2%	10 1%	2 2%	4 3%	-	4 5% U
Sigma	299 183%	-	-	-	-	299 183%	152 195%	147 173%	34 179%	133 190%	126 177%	6 200%	-	167 188%	126 177%	6 200%	286 187%	13 130%	239 191%	204 173%	154 173%	145 196%

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

Q815\_14. Why are you very likely to visit a website with each of these gTLDs in the future?  
14. .xn-55qx5d (Chinese for company)

28 Aug 2015  
Table 377

Base: Very Likely To Visit New gTLD

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	175	-**	-**	-**	-**	175	75*	100	16**	79*	77*	3**	-**	95*	77*	3**	163	12**	133	131	95*	80*
It's where you go for specific information	69 39%	-	-	-	-	69 39%	32 43%	37 37%	5 31%	31 39%	30 39%	3 100%	-	36 38%	30 39%	3 100%	67 41%	2 17%	58 44%	52 40%	39 41%	30 38%
I trust this extension	60 34%	-	-	-	-	60 34%	33 44% H	27 27%	5 31%	31 39%	24 31%	-	-	36 38%	24 31%	-	55 34%	5 42%	48 36%	44 34%	30 32%	30 38%
It has information I'm seeking	57 33%	-	-	-	-	57 33%	26 35%	31 31%	4 25%	28 35%	24 31%	1 33%	-	32 34%	24 31%	1 33%	55 34%	2 17%	44 33%	43 33%	30 32%	27 34%
It seems legitimate	52 30%	-	-	-	-	52 30%	22 29%	30 30%	5 31%	29 37% K	17 22%	1 33%	-	34 36%	17 22%	1 33%	49 30%	3 25%	44 33% T	34 26%	27 28%	25 31%
I've been to this type of website before	52 30%	-	-	-	-	52 30%	24 32%	28 28%	6 38%	26 33%	19 25%	1 33%	-	32 34%	19 25%	1 33%	50 31%	2 17%	41 31%	39 30%	30 32%	22 28%
I'm not afraid of my information being 'stolen if I go here	45 26%	-	-	-	-	45 26%	16 21%	29 29%	1 6%	22 28%	22 29%	-	-	23 24%	22 29%	-	45 28%	-	36 27%	32 24%	24 25%	21 26%
Business use	2 1%	-	-	-	-	2 1%	1 1%	1 1%	-	1 1%	1 1%	-	-	1 1%	1 1%	-	2 1%	-	1 1%	2 2%	-	2 3%
Curiosity	1 1%	-	-	-	-	1 1%	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	-	1 8%	-	1 1%	-	1 1%
Popular/Well known	1 1%	-	-	-	-	1 1%	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	1 1%	-	-	1 1%
Unique/Unusual	1 1%	-	-	-	-	1 1%	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	1 1%	-	-	1 1%
None of the above	3 2%	-	-	-	-	3 2%	2 3%	1 1%	1 6%	1 1%	1 1%	-	-	2 2%	1 1%	-	2 1%	1 8%	1 1%	3 2%	-	3 4%
Sigma	343 196%	-	-	-	-	343 196%	157 209%	186 186%	27 169%	169 214%	141 183%	6 200%	-	196 206%	141 183%	6 200%	327 201%	16 133%	275 207%	250 191%	180 189%	163 204%

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

Q817\_1. Why are you very unlikely to visit a website with each of these gTLDs in the future?

28 Aug 2015  
Table 378

1. .email

Base: Very Unlikely To Visit New gTLD

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	532	131	72*	101	61*	167	379	153	58*	169	224	48*	33*	227	224	81*	424	108	278	405	233	299
I have no reason to go there	241 45%	75 57% ACF	25 35%	45 45%	27 44%	69 41%	177 47%	64 42%	25 43%	66 39%	98 44%	27 56% J	25 76% IJK	91 40%	98 44%	52 64% NO	192 45%	49 45%	134 48%	187 46%	107 46%	134 45%
I've never been to this type of website before	189 36%	42 32%	25 35%	30 30%	19 31%	73 44% ABD	130 34%	59 39%	23 40%	64 38%	77 34%	16 33%	9 27%	87 38%	77 34%	25 31%	147 35%	42 39%	107 38%	137 34%	79 34%	110 37%
I don't trust this extension	107 20%	24 18%	21 29% A	20 20%	12 20%	30 18%	71 19%	36 24%	15 26% L	32 19%	51 23%	5 10%	4 12%	47 21%	51 23% P	9 11%	84 20%	23 21%	54 19%	78 19%	43 18%	64 21%
It doesn't seem legitimate	80 15%	28 21% AF	9 13%	17 17%	7 11%	19 11%	51 13%	29 19%	14 24% M	24 14%	35 16%	6 13%	1 3%	38 17%	35 16%	7 9%	58 14%	22 20%	40 14%	65 16%	40 17%	40 13%
I'm afraid of my information being stolen if I go here	68 13%	12 9%	10 14%	12 12%	9 15%	25 15%	45 12%	23 15%	12 21% L	19 11%	31 14%	3 6%	3 9%	31 14%	31 14%	6 7%	51 12%	17 16%	31 11%	52 13%	30 13%	38 13%
Seems like an email domain	2	2 2%	-	-	-	-	1	1 1%	-	-	2 1%	-	-	-	2 1%	-	2	-	1	2	1	1
Likely to visit/Positive mentions	1	1 1%	-	-	-	-	-	1 1%	-	-	1	-	-	-	1	-	1	-	1	1	1	-
Hard to remember	1	-	1 1%	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	-	1	1	-
Dislike name	1	1 1%	-	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1	1	-
Too many generic options	1	-	1 1%	-	-	-	1	-	-	1 1%	-	-	-	1	-	-	1	-	1	1	1	-
Not practical	1	-	1 1%	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	-	1	1	-
Not unique	1	-	1 1%	-	-	-	1	-	-	1 1%	-	-	-	1	-	-	1	-	1	1	1	-
No value	1	-	1 1%	-	-	-	1	-	-	1 1%	-	-	-	1	-	-	1	-	1	1	1	-
None around to visit	1	-	-	1 1%	-	-	-	1 1%	-	-	1	-	-	-	1	-	1	-	1	1	-	1
Other	1	1 1%	-	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1	1	-

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

Q817\_1. Why are you very unlikely to visit a website with each of these gTLDs in the future?  
1. .email

Base: Very Unlikely To Visit New gTLD

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	532	131	72*	101	61*	167	379	153	58*	169	224	48*	33*	227	224	81*	424	108	278	405	233	299
None of the above	31 6%	4 3%	1 1%	11 11% ABC	3 5%	12 7%	26 7%	5 3%	5 9%	14 8%	9 4%	2 4%	1 3%	19 8%	9 4%	3 4%	28 7%	3 3%	14 5%	24 6%	16 7%	15 5%
Don't know	2 %	-	-	1 1%	-	1 1%	2 1%	-	-	1 1%	1 %	-	-	1 %	1 %	-	2 %	-	2 1%	2 %	2 1%	-
Declined to answer	1 %	1 1%	-	-	-	-	1 %	-	-	-	1 %	-	-	-	1 %	-	1 %	-	-	1 %	1 %	-
Sigma	730 137%	191 146%	96 133%	137 136%	77 126%	229 137%	511 135%	219 143%	94 162%	223 132%	311 139%	59 123%	43 130%	317 140%	311 139%	102 126%	574 135%	156 144%	390 140%	557 138%	327 140%	403 135%

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  
Overlap formulae used. \* small base

Q817\_2. Why are you very unlikely to visit a website with each of these gTLDs in the future?

28 Aug 2015  
Table 379

2. .photography

Base: Very Unlikely To Visit New gTLD

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	581	125	80*	115	64*	197	408	173	71*	166	249	58*	37*	237	249	95*	448	133	314	414	230	351
I have no reason to go there	269 46% F	77 62% ACDEF	30 38%	56 49%	26 41%	80 41%	194 48%	75 43%	33 46%	60 36%	117 47% J	33 57% J	26 70% IJK	93 39%	117 47%	59 62% NO	203 45%	66 50%	142 45%	196 47%	104 45%	165 47%
I've never been to this type of website before	227 39%	45 36%	31 39%	40 35%	25 39%	86 44%	153 38%	74 43%	36 51% K	66 40%	89 36%	22 38%	14 38%	102 43%	89 36%	36 38%	169 38%	58 44%	133 42%	154 37%	79 34%	148 42%
I don't trust this extension	105 18%	21 17%	20 25%	18 16%	8 13%	38 19%	66 16%	39 23%	17 24% L	31 19%	47 19%	6 10%	4 11%	48 20% P	47 19%	10 11%	77 17%	28 21%	56 18%	66 16%	43 19%	62 18%
It doesn't seem legitimate	92 16%	21 17%	14 18%	16 14%	9 14%	32 16%	62 15%	30 17%	16 23% LM	28 17% L	43 17% L	3 5%	2 5%	44 19% P	43 17% P	5 5%	66 15%	26 20%	48 15%	69 17%	40 17%	52 15%
I'm afraid of my information being stolen if I go here	69 12% D	13 10%	8 10%	7 6%	8 13%	33 17% AD	50 12%	19 11%	11 15%	18 11%	31 12%	4 7%	5 14%	29 12%	31 12%	9 9%	52 12%	17 13%	33 11%	45 11%	31 13%	38 11%
Name is too long	3 1%	1 1%	1 1%	-	-	1 1%	2 1%	1 1%	1 1%	-	2 1%	-	-	1 1%	2 1%	-	2 1%	1 1%	1 1%	3 1%	2 1%	1 1%
Not practical	2 1%	-	1 1%	1 1%	-	-	2 1%	-	1 1%	-	1 1%	-	-	1 1%	1 1%	-	1 1%	1 1%	-	2 1%	2 1%	-
Likely to visit/Positive mentions	1 1%	1 1%	-	-	-	-	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	1 1%	1 1%	1 1%	-
Hard to remember	1 1%	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	-	1 1%	1 1%	-
Too many generic options	1 1%	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	1 1%	1 1%	1 1%	-
Not interested in content/real-estate	1 1%	-	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	1 1%	1 1%	1 1%	-
Not unique	1 1%	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	1 1%	1 1%	1 1%	-
Not until domain becomes popular	1 1%	1 1%	-	-	-	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	1 1%	1 1%	1 1%	-
No value	1 1%	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	1 1%	1 1%	1 1%	-
None around to visit	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	1 1%	1 1%	-	1 1%

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

Q817\_2. Why are you very unlikely to visit a website with each of these gTLDs in the future?  
2. .photography

Base: Very Unlikely To Visit New gTLD

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	581	125	80*	115	64*	197	408	173	71*	166	249	58*	37*	237	249	95*	448	133	314	414	230	351
Other	2	1	-	-	-	1	2	-	-	1	1	-	-	1	1	-	2	-	2	2	2	-
		1%				1%				1%									1%		1%	
None of the above	29	6	1	13	1	8	24	5	3	14	9	2	1	17	9	3	24	5	15	20	15	14
	5%	5%	1%	11%	2%	4%	6%	3%	4%	8%	4%	3%	3%	7%	4%	3%	5%	4%	5%	5%	7%	4%
			ACEF							K												
Don't know	2	-	1	-	-	1	2	-	1	-	1	-	-	1	1	-	2	-	1	2	1	1
			1%			1%			1%													
Declined to answer	1	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1	1	-
		1%																				
Sigma	809	188	111	153	77	280	564	245	119	221	347	70	52	340	347	122	607	202	439	568	327	482
	139%	150%	139%	133%	120%	142%	138%	142%	168%	133%	139%	121%	141%	143%	139%	128%	135%	152%	140%	137%	142%	137%

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

Q817\_3. Why are you very unlikely to visit a website with each of these gTLDs in the future?

28 Aug 2015  
Table 380

3. .link

Base: Very Unlikely To Visit New gTLD

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	602	155	81*	125	56*	185	424	178	59*	175	256	66*	46*	234	256	112	472	130	334	437	258	344
I have no reason to go there	272 45% C	88 57% ACF	27 33%	57 46%	25 45%	75 41%	200 47%	72 40%	20 34%	69 39%	113 44%	37 56% IJ	33 72% IJK	89 38%	113 44%	70 63% NO	209 44%	63 48%	157 47%	204 47%	120 47%	152 44%
I've never been to this type of website before	219 36%	54 35%	29 36%	40 32%	17 30%	79 43% A	152 36%	67 38%	24 41%	67 38%	90 35%	25 38%	13 28%	91 39%	90 35%	38 34%	167 35%	52 40%	127 38%	151 35%	87 34%	132 38%
I don't trust this extension	127 21%	31 20%	22 27%	27 22%	10 18%	37 20%	87 21%	40 22%	15 25%	37 21%	59 23%	11 17%	5 11%	52 22%	59 23%	16 14%	101 21%	26 20%	73 22%	89 20%	53 21%	74 22%
It doesn't seem legitimate	108 18%	36 23%	12 15%	19 15%	9 16%	32 17%	74 17%	34 19%	13 22% M	34 19%	50 20% M	8 12%	3 7%	47 20% P	50 20% P	11 10%	83 18%	25 19%	65 19%	79 18%	52 20%	56 16%
I'm afraid of my information being stolen if I go here	76 13%	19 12%	13 16%	10 8%	8 14%	26 14%	49 12%	27 15%	14 24% JKL	19 11%	32 13%	6 9%	5 11%	33 14%	32 13%	11 10%	59 13%	17 13%	38 11%	55 13%	38 15%	38 11%
Likely to visit/Positive mentions	2	1 1%	1 1%	-	-	-	1	1 1%	-	-	2 1%	-	-	-	2 1%	-	2	-	1	2	2 1%	-
Not practical	2	-	1 1%	1 1%	-	-	2	-	1 2%	-	1	-	-	1	1	-	1	1 1%	-	2	2 1%	-
Hard to remember	1	-	1 1%	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	-	1	1	-
Too many generic options	1	-	1 1%	-	-	-	1	-	-	1 1%	-	-	-	1	-	-	1	-	1	1	1	-
Confusing/Hard to understand	1	1 1%	-	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1	1	-
Not unique	1	-	1 1%	-	-	-	1	-	-	1 1%	-	-	-	1	-	-	1	-	1	1	1	-
No value	1	-	1 1%	-	-	-	1	-	-	1 1%	-	-	-	1	-	-	1	-	1	1	1	-
None around to visit	1	-	-	1 1%	-	-	-	1 1%	-	-	1	-	-	-	1	-	1	-	1	1	-	1
Other	1	1 1%	-	-	-	-	-	1 1%	-	-	1	-	-	-	1	-	1	-	-	1	-	1
None of the above	27 4%	3 2%	3 4%	11 9% AB	1 2%	9 5%	22 5%	5 3%	3 5%	11 6%	9 4%	3 5%	1 2%	14 6%	9 4%	4 4%	20 4%	7 5%	13 4%	20 5%	14 5%	13 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  
Overlap formulae used. \* small base

Q817\_3. Why are you very unlikely to visit a website with each of these gTLDs in the future?  
3. .link

28 Aug 2015  
Table 380

Base: Very Unlikely To Visit New gTLD

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	602	155	81*	125	56*	185	424	178	59*	175	256	66*	46*	234	256	112	472	130	334	437	258	344
Don't know	1	-	-	-	-	1 1%	1	-	-	-	1	-	-	-	1	-	1	-	1	1	1	-
Sigma	841 140%	234 151%	112 138%	166 133%	70 125%	259 140%	593 140%	248 139%	90 153%	240 137%	361 141%	90 136%	60 130%	330 141%	361 141%	150 134%	650 138%	191 147%	480 144%	610 140%	374 145%	467 136%

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



Q817\_4. Why are you very unlikely to visit a website with each of these gTLDs in the future?

28 Aug 2015  
Table 381

4. .guru

Base: Very Unlikely To Visit New gTLD

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	696	157	100	146	80*	213	481	215	89*	199	287	71*	50*	288	287	121	538	158	368	505	270	426
I have no reason to go there	317 46% F	93 59% ACEF	37 37%	71 49% F	35 44%	81 38%	228 47%	89 41%	38 43%	73 37%	129 45%	42 59% IJK	35 70% IJK	111 39%	129 45%	77 64% NO	247 46%	70 44%	177 48%	233 46%	123 46%	194 46%
I've never been to this type of website before	256 37%	51 32%	33 33%	49 34%	25 31%	98 46% ABCDE	171 36%	85 40%	40 45% M	76 38%	98 34%	29 41%	13 26%	116 40%	98 34%	42 35%	194 36%	62 39%	145 39%	177 35%	91 34%	165 39%
I don't trust this extension	151 22%	35 22%	26 26%	28 19%	18 23%	44 21%	95 20%	56 26%	22 25%	41 21%	70 24%	10 14%	8 16%	63 22%	70 24% P	18 15%	116 22%	35 22%	80 22%	105 21%	61 23%	90 21%
It doesn't seem legitimate	133 19%	38 24% F	20 20%	27 18%	15 19%	33 15%	84 17%	49 23%	25 28% LM	39 20%	55 19%	9 13%	5 10%	64 22% P	55 19%	14 12%	95 18%	38 24%	68 18%	99 20%	51 19%	82 19%
I'm afraid of my information being stolen if I go here	93 13% D	18 11%	14 14%	12 8%	14 18% D	35 16% D	65 14%	28 13%	17 19%	25 13%	38 13%	7 10%	6 12%	42 15%	38 13%	13 11%	71 13%	22 14%	41 11%	71 14%	40 15%	53 12%
Not practical	3	1 1%	1 1%	1 1%	-	-	3 1%	-	1 1%	-	2 1%	-	-	1	2 1%	-	1	2 1%	-	3 1%	3 1% V	-
Not interested in content/real-estate	2	-	1 1%	1 1%	-	-	1	1	-	-	2 1%	-	-	-	2 1%	-	2	-	2 1%	2	1	1
Likely to visit/Positive mentions	1	1 1%	-	-	-	-	-	1	-	-	1	-	-	-	1	-	1	-	1	1	1	-
Hard to remember	1	-	1 1%	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	-	1	1	-
Too many generic options	1	-	1 1%	-	-	-	1	-	-	1 1%	-	-	-	1	-	-	1	-	1	1	1	-
Not familiar with it/Never heard of it before	1	-	-	-	-	1	-	1	-	1 1%	-	-	-	1	-	-	1	-	1	-	-	1
Not unique	1	-	1 1%	-	-	-	1	-	-	1 1%	-	-	-	1	-	-	1	-	1	1	1	-
Not until domain becomes popular	1	-	1 1%	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1	1	-
No value	1	-	1 1%	-	-	-	1	-	-	1 1%	-	-	-	1	-	-	1	-	1	1	1	-
None around to visit	1	-	-	1 1%	-	-	-	1	-	-	1	-	-	-	1	-	1	-	1	1	-	1

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

Q817\_4. Why are you very unlikely to visit a website with each of these gTLDs in the future?  
4. .guru

Base: Very Unlikely To Visit New gTLD

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	696	157	100	146	80*	213	481	215	89*	199	287	71*	50*	288	287	121	538	158	368	505	270	426
Other	1	1%	-	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1	1	-
None of the above	26	4	2	12	-	8	21	5	3	10	10	2	1	13	10	3	22	4	14	19	14	12
	4%	3%	2%	8%		4%	4%	2%	3%	5%	3%	3%	2%	5%	3%	2%	4%	3%	4%	4%	5%	3%
Don't know	2	-	1%	-	-	1	2	-	1%	-	1	-	-	1	1	-	2	-	1	2	1	1
Sigma	992	242	140	202	107	301	676	316	147	268	410	99	68	415	410	167	759	233	536	719	392	600
	143%	154%	140%	138%	134%	141%	141%	147%	165%	135%	143%	139%	136%	144%	143%	138%	141%	147%	146%	142%	145%	141%

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

Q817\_5. Why are you very unlikely to visit a website with each of these gTLDs in the future?

28 Aug 2015  
Table 382

5. .realtor

Base: Very Unlikely To Visit New gTLD

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	776	138	125	165	93*	255	544	232	111	229	315	74*	47*	340	315	121	590	186	413	570	319	457
I have no reason to go there	357 46% CF	ACEF 60%	83 36%	86 52% CF	41 44%	102 40%	258 47%	99 43%	50 45%	87 38%	149 47% J	42 57% J	29 62% J	137 40%	149 47%	71 59% NO	275 47%	82 44%	199 48%	264 46%	148 46%	209 46%
I've never been to this type of website before	298 38%		48 35%	45 36%	55 33%	33 35%	117 46% ABD	202 37%	96 41%	54 49% K	91 40%	111 35%	27 36%	15 32%	145 43%	111 35%	42 35%	218 37%	80 43%	168 41%	211 37%	113 35%
I don't trust this extension	166 21%	29 21%	35 28% E	39 24%	13 14%	50 20%	110 20%	56 24%	29 26%	45 20%	74 23%	11 15%	7 15%	74 22%	74 23% P	18 15%	122 21%	44 24%	87 21%	116 20%	73 23%	93 20%
It doesn't seem legitimate	142 18%	25 18%	28 22%	26 16%	17 18%	46 18%	92 17%	50 22%	29 26% LM	48 21% LM	57 18% LM	6 8%	2 4%	77 23% P	57 18% P	8 7%	100 17%	42 23%	74 18%	108 19%	58 18%	84 18%
I'm afraid of my information being stolen if I go here	101 13%	14 10%	19 15%	15 9%	15 16%	38 15%	70 13%	31 13%	23 21% KL	30 13%	36 11%	5 7%	7 15%	53 16%	36 11%	12 10%	76 13%	25 13%	47 11%	70 12%	43 13%	58 13%
Not interested in content/real-estate	6 1%	3 2% F	1 1%	2 1%	-	-	5 1%	1	-	-	4 1%	1 1%	2 2% J	-	4 1% N	2 2% N	5 1%	1 1%	3 1%	6 1%	4 1%	2
Not familiar with it/Never heard of it before	2	-	-	1 1%	1 1%	-	1	1	1 1%	-	1	-	-	1	1	-	-	2 1% Q	-	2	1	1
Confusing/Hard to understand	2	1 1%	1 1%	-	-	-	1	1	-	-	1	1 1%	-	-	1	1 1%	2	-	2	2	1	1
Not practical	2	-	1 1%	1 1%	-	-	2	-	1 1%	-	1	-	-	1	1	-	1	1 1%	-	2	2 1%	-
Likely to visit/Positive mentions	1	1 1%	-	-	-	-	-	1	-	-	1	-	-	-	1	-	1	-	1	1	1	-
Dislike name	1	-	-	1 1%	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1	1	-
Doesn't tell me anything	1	1 1%	-	-	-	-	-	1	-	-	1	-	-	-	1	-	1	-	-	1	-	1
Hard to remember	1	-	1 1%	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	-	1	1	-
Too many generic options	1	-	1 1%	-	-	-	1	-	-	1	-	-	-	1	-	-	1	-	1	1	1	-
Name is too long	1	-	1 1%	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1	1	-

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

Q817\_5. Why are you very unlikely to visit a website with each of these gTLDs in the future?

28 Aug 2015  
Table 382

5. .realtor

Base: Very Unlikely To Visit New gTLD

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	776	138	125	165	93*	255	544	232	111	229	315	74*	47*	340	315	121	590	186	413	570	319	457
Not unique	1	-	1%	-	-	-	1	-	-	1	-	-	-	1	-	-	1	-	1	1	1	-
Not until domain becomes popular	1	-	1%	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1	1	-
No value	1	-	1%	-	-	-	1	-	-	1	-	-	-	1	-	-	1	-	1	1	1	-
None around to visit	1	-	-	1%	-	-	-	1	-	-	1	-	-	-	1	-	1	-	1	1	-	1
None of the above	26 3%	3 2%	2 2%	12 7% ABCE	1 1%	8 3%	21 4%	5 2%	1 1%	12 5%	10 3%	2 3%	1 2%	13 4%	10 3%	3 2%	21 4%	5 3%	15 4%	20 4%	15 5%	11 2%
Don't know	3	-	1%	-	-	2 1%	3 1%	-	1 1%	-	2 1%	-	-	1	2 1%	-	2	1 1%	2	2	1	2
Declined to answer	1	1 1%	-	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1	1	-
Sigma	1116 144%	209 151%	184 147%	239 145%	121 130%	363 142%	773 142%	343 148%	189 170%	316 138%	454 144%	95 128%	62 132%	505 149%	454 144%	157 130%	833 141%	283 152%	606 147%	814 143%	468 147%	648 142%

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

Q817\_6. Why are you very unlikely to visit a website with each of these gTLDs in the future?

28 Aug 2015  
Table 383

6. .club

Base: Very Unlikely To Visit New gTLD

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	632	147	85*	132	82*	186	430	202	81*	186	257	63*	45*	267	257	108	486	146	339	459	250	382
I have no reason to go there	312 49% F	99 67% ACDEF	36 42%	67 51% F	37 45%	73 39%	216 50%	96 48%	41 51%	75 40%	125 49%	42 67% JK	29 64% J	116 43%	125 49%	71 66% NO	244 50%	68 47%	172 51%	232 51%	126 50%	186 49%
I've never been to this type of website before	224 35%	47 32%	34 40%	41 31%	26 32%	76 41%	148 34%	76 38%	35 43%	67 36%	85 33%	21 33%	16 36%	102 38%	85 33%	37 34%	165 34%	59 40%	124 37%	155 34%	80 32%	144 38%
I don't trust this extension	123 19%	27 18%	21 25%	24 18%	13 16%	38 20%	72 17%	51 25% G	21 26% L	34 18%	55 21% L	6 10%	7 16%	55 21% P	55 21% P	13 12%	94 19%	29 20%	64 19%	86 19%	46 18%	77 20%
It doesn't seem legitimate	104 16%	27 18%	15 18%	20 15%	14 17%	28 15%	65 15%	39 19%	26 32% JKLM	36 19% LM	36 14%	4 6%	2 4%	62 23% OP	36 14% P	6 6%	75 15%	29 20%	55 16%	79 17%	43 17%	61 16%
I'm afraid of my information being stolen if I go here	70 11% D	13 9%	11 13%	8 6%	12 15% D	26 14% D	49 11%	21 10%	10 12%	20 11%	29 11%	4 6%	7 16%	30 11%	29 11%	11 10%	53 11%	17 12%	34 10%	49 11%	30 12%	40 10%
Not practical	2	-	1 1%	1 1%	-	-	2	-	1 1%	-	1	-	-	1	1	-	1	1 1%	-	2	2 1%	-
Confusing/Hard to understand	1	1 1%	-	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1	1	-
Hard to remember	1	-	1 1%	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	-	1	1	-
Too many generic options	1	-	1 1%	-	-	-	1	-	-	1 1%	-	-	-	1	-	-	1	-	1	1	1	-
Likely to visit/Positive mentions	1	1 1%	-	-	-	-	1	-	-	1	-	-	-	-	1	-	1	-	1	1	1	-
Not unique	1	-	1 1%	-	-	-	1	-	-	1 1%	-	-	-	1	-	-	1	-	1	1	1	-
Not until domain becomes popular	1	1 1%	-	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1	1	-
No value	1	-	1 1%	-	-	-	1	-	-	1 1%	-	-	-	1	-	-	1	-	1	1	1	-
None around to visit	1	-	-	1 1%	-	-	-	1	-	-	1	-	-	-	1	-	1	-	1	1	-	1
Other	1	1 1%	-	-	-	-	1	-	-	-	-	-	1 2% JK	-	-	1 1%	1	-	-	1	1	-

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

Q817\_6. Why are you very unlikely to visit a website with each of these gTLDs in the future?  
6. .club

Base: Very Unlikely To Visit New gTLD

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	632	147	85*	132	82*	186	430	202	81*	186	257	63*	45*	267	257	108	486	146	339	459	250	382
None of the above	25 4%	3 2%	1 1%	12 9% ABCE	1 1%	8 4%	22 5% H	3 1%	2 2%	11 6%	9 4%	2 3%	1 2%	13 5%	9 4%	3 3%	20 4%	5 3%	13 4%	19 4%	12 5%	13 3%
Don't know	3 *	-	1 1%	-	-	2 1%	3 1%	-	1 1%	-	2 1%	-	-	1 *	2 1%	-	2 *	1 1%	2 1%	2 *	1 *	2 1%
Sigma	872 138%	220 150%	124 146%	174 132%	103 126%	251 135%	584 136%	288 143%	137 169%	246 132%	347 135%	79 125%	63 140%	383 143%	347 135%	142 131%	663 136%	209 143%	471 139%	633 138%	348 139%	524 137%

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

Q817\_7. Why are you very unlikely to visit a website with each of these gTLDs in the future?

28 Aug 2015  
Table 384

7. .xyz

Base: Very Unlikely To Visit New gTLD

	Total Regi- strants  (A)	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America  (B)	South America  (C)	Europe  (D)	Africa  (E)	Asia  (F)	Male  (G)	Female  (H)	18-24  (I)	25-34  (J)	35-54  (K)	55-64  (L)	65+  (M)	18-34  (N)	35-54  (O)	55+  (P)	Primary decision maker  (Q)	Shared decision maker  (R)	Consumer  (S)	Commer- cial  (T)	Yes  (U)	No  (V)
Unweighted Base	886	203	136	162	113	272	616	270	113	242	379	92*	60*	355	379	152	673	213	472	669	373	513
I have no reason to go there	369 42% CF	116 57% ACDEF	43 32%	73 45% CF	44 39%	93 34%	276 45% H	93 34%	46 41%	86 36%	148 39%	53 58% IJK	36 60% IJK	132 37%	148 39%	89 59% NO	286 42%	83 39%	218 46% T	279 42%	161 43%	208 41%
I've never been to this type of website before	337 38%	77 38%	48 35%	54 33%	40 35%	118 43% AD	229 37%	108 40%	52 46% M	95 39%	138 36%	34 37%	18 30%	147 41%	138 36%	52 34%	247 37%	90 42%	195 41%	251 38%	137 37%	200 39%
I don't trust this extension	240 27%	46 23%	46 34% B	44 27%	34 30%	70 26%	156 25%	84 31%	36 32% L	61 25%	112 30%	18 20%	13 22%	97 27%	112 30% P	31 20%	178 26%	62 29%	122 26%	181 27%	104 28%	136 27%
It doesn't seem legitimate	238 27%	64 32% D	41 30%	35 22%	30 27%	68 25%	155 25%	83 31%	40 35% M	65 27%	100 26%	23 25%	10 17%	105 30%	100 26%	33 22%	180 27%	58 27%	127 27%	186 28%	109 29%	129 25%
I'm afraid of my information being stolen if I go here	127 14%	28 14%	22 16%	17 10%	19 17%	41 15%	90 15%	37 14%	29 26% JKM	31 13%	46 12%	14 15%	7 12%	60 17%	46 12%	21 14%	99 15%	28 13%	63 13%	97 14%	63 17%	64 12%
Doesn't tell me anything	3	2 1%	1 1%	-	-	-	1	2 1%	-	-	2 1%	1 1%	-	-	2 1%	1 1%	2	1	1	3	2 1%	1
Likely to visit/Positive mentions	1	-	-	-	-	1	1	-	-	-	1	-	-	-	1	-	1	-	-	1	-	1
Confusing/Hard to understand	1	-	1 1%	-	-	-	-	1	-	-	1	-	-	-	1	-	1	-	1	1	-	1
Not interested in content/real-estate	1	-	-	1 1%	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1	1	-
Hard to remember	1	-	1 1%	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	-	1	1	-
Too many generic options	1	-	1 1%	-	-	-	1	-	-	1	-	-	-	1	-	-	1	-	1	1	1	-
Not practical	1	-	1 1%	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	-	1	1	-
Not unique	1	-	1 1%	-	-	-	1	-	-	1	-	-	-	1	-	-	1	-	1	1	1	-
No value	1	-	1 1%	-	-	-	1	-	-	1	-	-	-	1	-	-	1	-	1	1	1	-
None around to visit	1	-	-	1 1%	-	-	-	1	-	-	1	-	-	-	1	-	1	-	1	1	-	1

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

Q817\_7. Why are you very unlikely to visit a website with each of these gTLDs in the future?  
7. .xyz

Base: Very Unlikely To Visit New gTLD

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	886	203	136	162	113	272	616	270	113	242	379	92*	60*	355	379	152	673	213	472	669	373	513
Other	3	1	-	1	-	1	2	1	-	-	2	-	1	-	2	1	3	-	1	3	3	-
				1%							1%		2%		1%	1%					1%	
None of the above	30	4	2	13	-	11	24	6	3	13	10	2	2	16	10	4	25	5	15	22	16	14
	3%	2%	1%	8%		4%	4%	2%	3%	5%	3%	2%	3%	5%	3%	3%	4%	2%	3%	3%	4%	3%
Don't know	3	-	1	-	-	2	3	-	1	-	2	-	-	1	2	-	2	1	2	2	1	2
			1%			1%			1%		1%				1%							
Declined to answer	1	-	-	-	1	-	1	-	-	1	-	-	-	1	-	-	1	-	-	1	1	-
					1%																	
Sigma	1360	338	210	239	168	405	944	416	207	355	566	145	87	562	566	232	1032	328	750	1034	603	757
	153%	167%	154%	148%	149%	149%	153%	154%	183%	147%	149%	158%	145%	158%	149%	153%	153%	154%	159%	155%	162%	148%

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



Q817\_8. Why are you very unlikely to visit a website with each of these gTLDs in the future?  
8. .berlin

28 Aug 2015  
Table 385

Base: Very Unlikely To Visit New gTLD

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	22**	..**	..**	22**	..**	..**	13**	9**	3**	5**	9**	4**	1**	8**	9**	5**	19**	3**	13**	13**	7**	15**
I've never been to this type of website before	11 50%	-	-	11 50%	-	-	7 54%	4 44%	1 33%	1 20%	5 56%	3 75%	1 100%	2 25%	5 56%	4 80%	10 53%	1 33%	7 54%	6 46%	3 43%	8 53%
I have no reason to go there	7 32%	-	-	7 32%	-	-	5 38%	2 22%	1 33%	-	4 44%	2 50%	-	1 13%	4 44%	2 40%	7 37%	-	6 46%	4 31%	1 14%	6 40%
It doesn't seem legitimate	5 23%	-	-	5 23%	-	-	4 31%	1 11%	-	2 40%	3 33%	-	-	2 25%	3 33%	-	3 16%	2 67%	2 15%	3 23%	3 43%	2 13%
I don't trust this extension	4 18%	-	-	4 18%	-	-	3 23%	1 11%	1 33%	1 20%	2 22%	-	-	2 25%	2 22%	-	3 16%	1 33%	3 23%	1 8%	1 14%	3 20%
I'm afraid of my information being stolen if I go here	1 5%	-	-	1 5%	-	-	1 8%	-	-	-	1 11%	-	-	-	1 11%	-	1 5%	-	1 8%	-	-	1 7%
None of the above	3 14%	-	-	3 14%	-	-	2 15%	1 11%	1 33%	2 40%	-	-	-	3 38%	-	-	3 16%	-	1 8%	2 15%	-	3 20%
Sigma	31 141%	-	-	31 141%	-	-	22 169%	9 100%	4 133%	6 120%	15 167%	5 125%	1 100%	10 125%	15 167%	6 120%	27 142%	4 133%	20 154%	16 123%	8 114%	23 153%

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

Q817\_9. Why are you very unlikely to visit a website with each of these gTLDs in the future?

28 Aug 2015  
Table 386

9. .ovh

Base: Very Unlikely To Visit New gTLD

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	42*	-**	-**	42*	-**	-**	29**	13**	5**	8**	21**	6**	2**	13**	21**	8**	36*	6**	27**	26**	18**	24**
I've never been to this type of website before	22 52%	-	-	22 52%	-	-	15 52%	7 54%	4 80%	4 50%	10 48%	3 50%	1 50%	8 62%	10 48%	4 50%	19 53%	3 50%	16 59%	13 50%	7 39%	15 63%
I have no reason to go there	19 45%	-	-	19 45%	-	-	16 55%	3 23%	4 80%	1 13%	11 52%	3 50%	-	5 38%	11 52%	3 38%	18 50%	1 17%	15 56%	14 54%	9 50%	10 42%
It doesn't seem legitimate	14 33%	-	-	14 33%	-	-	11 38%	3 23%	3 60%	1 13%	7 33%	2 33%	1 50%	4 31%	7 33%	3 38%	13 36%	1 17%	8 30%	9 35%	7 39%	7 29%
I don't trust this extension	12 29%	-	-	12 29%	-	-	9 31%	3 23%	4 80%	1 13%	7 33%	-	-	5 38%	7 33%	-	10 28%	2 33%	8 30%	6 23%	5 28%	7 29%
I'm afraid of my information being stolen if I go here	7 17%	-	-	7 17%	-	-	5 17%	2 15%	3 60%	-	4 19%	-	-	3 23%	4 19%	-	6 17%	1 17%	4 15%	4 15%	3 17%	4 17%
None of the above	3 7%	-	-	3 7%	-	-	2 7%	1 8%	-	2 25%	-	1 17%	-	2 15%	-	1 13%	3 8%	-	1 4%	2 8%	1 6%	2 8%
Sigma	77 183%	-	-	77 183%	-	-	58 200%	19 146%	18 360%	9 113%	39 186%	9 150%	2 100%	27 208%	39 186%	11 138%	69 192%	8 133%	52 193%	48 185%	32 178%	45 188%

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

Q817\_10. Why are you very unlikely to visit a website with each of these gTLDs in the future?

28 Aug 2015  
Table 387

10. .london

Base: Very Unlikely To Visit New gTLD

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	119	**	**	119	**	**	81*	38*	18**	25**	56*	14**	6**	43*	56*	20**	94*	25**	64*	79*	51*	68*
I have no reason to go there	59 50%	-	-	59 50%	-	-	43 53%	16 42%	12 67%	10 40%	29 52%	6 43%	2 33%	22 51%	29 52%	8 40%	46 49%	13 52%	35 55%	38 48%	25 49%	34 50%
I've never been to this type of website before	38 32%	-	-	38 32%	-	-	24 30%	14 37%	6 33%	7 28%	16 29%	7 50%	2 33%	13 30%	16 29%	9 45%	32 34%	6 24%	23 36%	23 29%	13 25%	25 37%
I don't trust this extension	18 15%	-	-	18 15%	-	-	11 14%	7 18%	3 17%	2 8%	12 21%	1 7%	-	5 12%	12 21%	1 5%	15 16%	3 12%	7 11%	13 16%	5 10%	13 19%
It doesn't seem legitimate	12 10%	-	-	12 10%	-	-	10 12%	2 5%	4 22%	-	6 11%	1 7%	1 17%	4 9%	6 11%	2 10%	9 10%	3 12%	7 11%	9 11%	4 8%	8 12%
I'm afraid of my information being stolen if I go here	7 6%	-	-	7 6%	-	-	6 7%	1 3%	1 6%	2 8%	2 4%	2 14%	-	3 7%	2 4%	2 10%	6 6%	1 4%	4 6%	3 4%	3 6%	4 6%
None around to visit	1 1%	-	-	1 1%	-	-	-	1 3%	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	1 2%	1 1%	-	1 1%
None of the above	12 10%	-	-	12 10%	-	-	9 11%	3 8%	1 6%	6 24%	3 5%	1 7%	1 17%	7 16%	3 5%	2 10%	11 12%	1 4%	5 8%	9 11%	7 14%	5 7%
Declined to answer	1 1%	-	-	1 1%	-	-	1 1%	-	1 6%	-	-	-	-	1 2%	-	-	-	1 4%	-	1 1%	1 2%	-
Sigma	148 124%	-	-	148 124%	-	-	104 128%	44 116%	28 156%	27 108%	69 123%	18 129%	6 100%	55 128%	69 123%	24 120%	120 128%	28 112%	82 128%	97 123%	58 114%	90 132%

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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q817\_11. Why are you very unlikely to visit a website with each of these gTLDs in the future?

28 Aug 2015  
Table 388

11. .nyc

Base: Very Unlikely To Visit New gTLD

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	96*	96*	-**	-**	-**	-**	67*	29**	1**	12**	42*	17**	24**	13**	42*	41*	81*	15**	49*	88*	55*	41*
I have no reason to go there	60 63%	60 63%	-	-	-	-	42 63%	18 62%	-	7 58%	24 57%	12 71%	17 71%	7 54%	24 57%	29 71%	48 59%	12 80%	31 63%	57 65%	36 65%	24 59%
I've never been to this type of website before	29 30%	29 30%	-	-	-	-	22 33%	7 24%	-	5 42%	12 29%	4 24%	8 33%	5 38%	12 29%	12 29%	25 31%	4 27%	15 31%	27 31%	16 29%	13 32%
It doesn't seem legitimate	17 18%	17 18%	-	-	-	-	11 16%	6 21%	-	6 50%	5 12%	4 24%	2 8%	6 46%	5 12%	6 15%	15 19%	2 13%	9 18%	16 18%	11 20%	6 15%
I don't trust this extension	17 18%	17 18%	-	-	-	-	11 16%	6 21%	-	3 25%	6 14%	5 29%	3 13%	3 23%	6 14%	8 20%	15 19%	2 13%	7 14%	17 19%	11 20%	6 15%
I'm afraid of my information being stolen if I go here	8 8%	8 8%	-	-	-	-	8 12%	-	-	-	4 10%	2 12%	2 8%	-	4 10%	4 10%	8 10%	-	4 8%	6 7%	6 11%	2 5%
Likely to visit/Positive mentions	1 1%	1 1%	-	-	-	-	-	1 3%	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	1 2%	1 1%	1 2%	-
Not until domain becomes popular	1 1%	1 1%	-	-	-	-	1 1%	-	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	1 2%	1 1%	1 2%	-
None of the above	2 2%	2 2%	-	-	-	-	1 1%	1 3%	1 100%	-	1 2%	-	-	1 8%	1 2%	-	2 2%	-	1 2%	1 1%	1 2%	1 2%
Sigma	135 141%	135 141%	-	-	-	-	96 143%	39 134%	1 100%	21 175%	54 129%	27 159%	32 133%	22 169%	54 129%	59 144%	115 142%	20 133%	69 141%	126 143%	83 151%	52 127%

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

Q817\_12. Why are you very unlikely to visit a website with each of these gTLDs in the future?

28 Aug 2015  
Table 389

12. .wang

Base: Very Unlikely To Visit New gTLD

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	41*	**	**	**	**	41*	27**	14**	2**	23**	12**	2**	2**	25**	12**	4**	30*	11**	28**	18**	10**	31*
I've never been to this type of website before	19 46%	-	-	-	-	19 46%	11 41%	8 57%	2 100%	8 35%	7 58%	2 100%	-	10 40%	7 58%	2 50%	12 40%	7 64%	13 46%	8 44%	4 40%	15 48%
I don't trust this extension	13 32%	-	-	-	-	13 32%	8 30%	5 36%	-	7 30%	4 33%	1 50%	1 50%	7 28%	4 33%	2 50%	9 30%	4 36%	8 29%	7 39%	3 30%	10 32%
It doesn't seem legitimate	12 29%	-	-	-	-	12 29%	7 26%	5 36%	-	8 35%	3 25%	-	1 50%	8 32%	3 25%	1 25%	9 30%	3 27%	10 36%	3 17%	3 30%	9 29%
I have no reason to go there	11 27%	-	-	-	-	11 27%	9 33%	2 14%	-	6 26%	4 33%	1 50%	-	6 24%	4 33%	1 25%	7 23%	4 36%	8 29%	4 22%	3 30%	8 26%
I'm afraid of my information being stolen if I go here	8 20%	-	-	-	-	8 20%	5 19%	3 21%	-	3 13%	3 25%	-	2 100%	3 12%	3 25%	2 50%	5 17%	3 27%	7 25%	1 6%	1 10%	7 23%
Not familiar with it/Never heard of it before	1 2%	-	-	-	-	1 2%	1 4%	-	-	1 4%	-	-	-	1 4%	-	-	1 3%	-	-	1 6%	-	1 3%
None of the above	1 2%	-	-	-	-	1 2%	1 4%	-	-	1 4%	-	-	-	1 4%	-	-	-	1 9%	1 4%	1 6%	1 10%	-
Sigma	65 159%	-	-	-	-	65 159%	42 156%	23 164%	2 100%	34 148%	21 175%	4 200%	4 200%	36 144%	21 175%	8 200%	43 143%	22 200%	47 168%	25 139%	15 150%	50 161%

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

Q817\_13. Why are you very unlikely to visit a website with each of these gTLDs in the future?  
13. .xn-ses554g (Chinese for network address)

28 Aug 2015  
Table 390

Base: Very Unlikely To Visit New gTLD

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	36*	**	**	**	**	36*	27**	9**	5**	15**	12**	2**	2**	20**	12**	4**	27**	9**	26**	13**	12**	24**
I've never been to this type of website before	19 53%	-	-	-	-	19 53%	13 48%	6 67%	3 60%	7 47%	7 58%	1 50%	1 50%	10 50%	7 58%	2 50%	14 52%	5 56%	13 50%	7 54%	6 50%	13 54%
I have no reason to go there	11 31%	-	-	-	-	11 31%	8 30%	3 33%	1 20%	6 40%	4 33%	-	-	7 35%	4 33%	-	7 26%	4 44%	8 31%	3 23%	2 17%	9 38%
It doesn't seem legitimate	9 25%	-	-	-	-	9 25%	7 26%	2 22%	1 20%	3 20%	3 25%	1 50%	1 50%	4 20%	3 25%	2 50%	4 15%	5 56%	8 31%	2 15%	2 17%	7 29%
I don't trust this extension	9 25%	-	-	-	-	9 25%	5 19%	4 44%	1 20%	3 20%	4 33%	-	1 50%	4 20%	4 33%	1 25%	6 22%	3 33%	8 31%	2 15%	3 25%	6 25%
I'm afraid of my information being stolen if I go here	7 19%	-	-	-	-	7 19%	4 15%	3 33%	1 20%	2 13%	3 25%	-	1 50%	3 15%	3 25%	1 25%	3 11%	4 44%	6 23%	1 8%	1 8%	6 25%
Sigma	55 153%	-	-	-	-	55 153%	37 137%	18 200%	7 140%	21 140%	21 175%	2 100%	4 200%	28 140%	21 175%	6 150%	34 126%	21 233%	43 165%	15 115%	14 117%	41 171%

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

Q817\_14. Why are you very unlikely to visit a website with each of these gTLDs in the future?  
14. .xn-55qx5d (Chinese for company)

28 Aug 2015  
Table 391

Base: Very Unlikely To Visit New gTLD

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	38*	**	**	**	**	38*	30*	8**	2**	18**	15**	2**	1**	20**	15**	3**	30*	8**	29**	14**	13**	25**
I've never been to this type of website before	16 42%	-	-	-	-	16 42%	9 30%	7 88%	1 50%	7 39%	7 47%	1 50%	-	8 40%	7 47%	1 33%	12 40%	4 50%	13 45%	4 29%	4 31%	12 48%
I have no reason to go there	12 32%	-	-	-	-	12 32%	10 33%	2 25%	1 50%	6 33%	5 33%	-	-	7 35%	5 33%	-	10 33%	2 25%	9 31%	3 21%	4 31%	8 32%
I don't trust this extension	10 26%	-	-	-	-	10 26%	8 27%	2 25%	-	4 22%	5 33%	-	1 100%	4 20%	5 33%	1 33%	6 20%	4 50%	8 28%	5 36%	3 23%	7 28%
It doesn't seem legitimate	9 24%	-	-	-	-	9 24%	7 23%	2 25%	-	3 17%	4 27%	1 50%	1 100%	3 15%	4 27%	2 67%	4 13%	5 63%	7 24%	3 21%	2 15%	7 28%
I'm afraid of my information being stolen if I go here	7 18%	-	-	-	-	7 18%	4 13%	3 38%	-	2 11%	4 27%	-	1 100%	2 10%	4 27%	1 33%	4 13%	3 38%	6 21%	2 14%	2 15%	5 20%
None of the above	2 5%	-	-	-	-	2 5%	2 7%	-	-	2 11%	-	-	-	2 10%	-	-	2 7%	-	2 7%	1 7%	-	2 8%
Sigma	56 147%	-	-	-	-	56 147%	40 133%	16 200%	2 100%	24 133%	25 167%	2 100%	3 300%	26 130%	25 167%	5 167%	38 127%	18 225%	45 155%	18 129%	15 115%	41 164%

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

Q821. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs?

28 Aug 2015  
Table 392

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
.xn-55qx5d (Chinese for company)	331 60%	-	-	-	-	331 60%	140 49%	191 72% G	45 68%	136 57%	146 64%	4 31%	-	181 60%	146 64%	4 22%	306 62% R	25 46%	240 63%	231 65%	171 68% V	160 54%
.xn-ses554g (Chinese for network address)	327 59%	-	-	-	-	327 59%	138 49%	189 71% G	39 59%	140 59%	144 63%	4 31%	-	179 59%	144 63%	4 22%	302 61% R	25 46%	232 61%	232 65%	172 68% V	155 52%
.wang	313 57%	-	-	-	-	313 57%	132 46%	181 68% G	40 61%	129 54%	140 61%	4 31%	-	169 56%	140 61%	4 22%	297 60% R	16 30%	216 57%	235 66% S	170 67% V	143 48%
.email	1465 44% BD	105 22%	171 43% BD	163 31% B	182 44% BD	844 55% ABCDE	815 39%	650 52% G	226 52% KLM	513 49% KLM	629 44% LM	74 25%	23 18%	739 50% OP	629 44% P	97 23%	1154 44%	311 43%	837 44%	1094 44%	632 47% V	833 41%
.link	1386 41% BD	90 19%	164 41% BD	153 29% B	185 45% BD	794 52% ABCDE	775 37%	611 48% G	204 47% LM	494 47% KLM	603 42% LM	65 22%	20 16%	698 47% OP	603 42% P	85 20%	1103 42%	283 39%	783 41%	1059 43%	593 45% V	793 39%
.club	1260 38% BDE	98 21%	139 35% BD	132 25% B	132 32% BD	759 49% ABCDE	708 34%	552 44% G	167 38% LM	445 42% LM	572 40% LM	57 19%	19 15%	612 41% P	572 40% P	76 18%	1029 39% R	231 32%	740 39%	960 39%	576 43% V	684 34%
.photography	1248 37% BD	105 22%	140 35% BD	134 25% B	139 34% BD	730 47% ABCDE	704 34%	544 43% G	189 43% KLM	431 41% LM	541 37% LM	70 24% M	17 13%	620 42% OP	541 37% P	87 21%	1009 38% R	239 33%	735 39%	960 39%	558 42% V	690 34%
.guru	1105 33% BCD	93 20%	108 27% BD	108 20% B	134 32% BD	662 43% ABCDE	617 29%	488 39% G	155 36% LM	388 37% LM	493 34% LM	58 20% M	11 9%	543 36% P	493 34% P	69 16%	907 34% R	198 27%	616 33%	873 35% S	523 39% V	582 29%
.realtor	937 28% BCDE	63 13%	87 22% BD	87 16% B	93 22% BD	607 39% ABCDE	498 24%	439 35% G	137 31% LM	338 32% LM	411 28% LM	42 14% M	9 7%	475 32% OP	411 28% P	51 12%	779 30% R	158 22%	523 28%	728 29%	442 33% V	495 24%
.xyz	929 28% BCDE	51 11%	85 21% B	96 18% B	72 17% B	625 41% ABCDE	483 23%	446 35% G	141 32% LM	339 32% KLM	409 28% LM	31 10%	9 7%	480 32% OP	409 28% P	40 9%	787 30% R	142 20%	534 28%	709 29%	433 33% V	496 24%
.berlin	32 26%	-	-	32 26%	-	-	21 28%	11 22%	5 33%	7 24%	15 25%	2 13%	3 43%	12 27%	15 25%	5 23%	30 29%	2 9%	22 27%	21 30%	15 36%	17 20%
.london	108 20%	-	-	108 20%	-	-	60 18%	48 23%	19 30% LM	31 26% L	49 20% L	6 9%	3 10%	50 27% P	49 20% P	9 9%	93 22%	15 15%	51 18%	83 23%	51 23%	57 18%
.ovh	19 15%	-	-	19 15%	-	-	12 16%	7 14%	4 27%	5 17%	8 14%	-	2 29%	9 20%	8 14%	2 9%	17 17%	2 9%	14 17%	9 13%	11 26% V	8 10%
.nyc	28 10%	28 10%	-	-	-	-	18 10%	10 11%	1 20%	8 21% L	15 12% L	1 2%	3 7%	9 20% P	15 12% P	4 4%	24 10%	4 12%	15 10%	24 10%	19 13%	9 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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q821. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs?

28 Aug 2015  
Table 393

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
.nyc	228 85%	228 85%	-	-	-	-	154 85%	74 85%	3 60%	28 72%	104 86%	52 91%	41 89%	31 70%	104 86%	93 90%	198 85%	30 88%	131 86%	201 86%	124 84%	104 87%
.ovh	92 74%	-	-	92 74%	-	-	57 76%	35 70%	9 60%	23 79%	42 71%	13 87%	5 71%	32 73%	42 71%	18 82%	74 72%	18 82%	59 72%	53 77%	29 69%	63 76%
.berlin	81 65%	-	-	81 65%	-	-	49 65%	32 64%	8 53%	21 72%	37 63%	11 73%	4 57%	29 66%	37 63%	15 68%	63 61%	18 82%	52 63%	43 62%	26 62%	55 66%
.london	341 64%	-	-	341 64%	-	-	225 69%	116 57%	35 55%	77 64%	163 65%	43 63%	23 77%	112 61%	163 65%	66 67%	271 63%	70 68%	193 68%	217 60%	144 64%	197 64%
.xyz	1976 59% F	384 81% ACDEF	262 66% AF	356 67% AF	278 67% AF	696 45%	1336 64% H	640 51%	234 54%	586 56%	849 59%	207 70% IJK	100 79% IJKL	820 55%	849 59% N	307 73% NO	1506 57% Q	470 65% Q	1095 58%	1480 60%	773 58%	1203 59%
.realtor	1965 59% F	372 79% ACDEF	261 65% AF	365 68% AF	261 63% AF	706 46%	1320 63% H	645 51%	238 55%	590 56%	841 58%	195 68% IJK	101 80% IJKL	828 56%	841 58%	296 70% NO	1509 57% Q	456 63% Q	1107 59%	1455 59%	756 57%	1209 60%
.guru	1825 54% F	343 73% ACDEF	243 61% AF	346 65% AEF	224 54% F	669 44%	1222 58% H	603 48%	227 52%	541 51%	776 54%	185 62% IJK	96 76% IJKL	768 52%	776 54%	281 66% NO	1399 53% Q	426 59% Q	1027 54%	1336 54%	689 52%	1136 56% U
.photography	1701 51% F	330 70% ACDEF	213 53% F	322 60% ACF	227 55% F	609 40%	1152 55% H	549 44%	193 44%	516 49%	722 50% I	177 60% IJK	93 74% IJKL	709 48%	722 50%	270 64% NO	1311 50% Q	390 54%	930 49%	1255 51%	655 49%	1046 52%
.club	1683 50% F	339 72% ACDEF	215 54% F	327 61% ACEF	226 55% F	576 37%	1134 54% H	549 44%	209 48%	489 46%	711 49%	183 62% IJK	91 72% IJKL	698 47%	711 49%	274 65% NO	1284 49% Q	399 55% Q	923 49%	1246 50%	647 49%	1036 51%
.link	1574 47% F	338 71% ACDEF	196 49% F	304 57% ACEF	187 45% F	549 36%	1073 51% H	501 40%	183 42%	450 43%	674 47%	179 60% IJK	88 70% IJK	633 43%	674 47%	267 63% NO	1233 47% Q	341 47%	880 47%	1164 47%	629 47%	945 47%
.email	1538 46% F	339 72% ACDEF	194 49% F	299 56% ACEF	188 45% F	518 34%	1055 50% H	483 38%	165 38%	448 43%	667 46% I	174 59% IJK	84 67% IJK	613 41%	667 46% N	258 61% NO	1207 46% Q	331 46%	851 45%	1152 46%	602 45%	936 46%
.wang	177 32%	-	-	-	-	177 32%	117 41% H	60 23%	23 35%	89 38% K	57 25%	4 31%	4 80%	112 37% O	57 25%	8 44%	154 31%	23 43%	115 30%	96 27%	66 26%	111 37% U
.xn-ses554g (Chinese for network address)	177 32%	-	-	-	-	177 32%	117 41% H	60 23%	24 36%	82 35%	63 28%	4 31%	4 80%	106 35%	63 28%	8 44%	158 32%	19 35%	112 30%	104 29%	66 26%	111 37% U
.xn-55qx5d (Chinese for company)	169 31%	-	-	-	-	169 31%	113 40% H	56 21%	19 29%	85 36% K	57 25%	4 31%	4 80%	104 34% O	57 25%	8 44%	150 30%	19 35%	101 27%	102 29%	63 25%	106 36% U

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

Q821. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs?  
SUMMARY TABLE OF VERY/SOMEWHAT LIKELY FOR ALL DOMAIN NAMES

28 Aug 2015  
Table 394

Base: All Qualified Respondents

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Respondent 3 or 4	2047 61% BD	206 44%	247 62% BD	243 46%	273 66% ABD	1078 70% ABCD	1203 57%	844 67% G	302 69% KLM	710 67% KLM	867 60% LM	125 42%	43 34%	1012 68% OP	867 60% P	168 40%	1607 61%	440 61%	1174 62%	1537 62%	863 65% V	1184 58%

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

Q821\_1. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs?

28 Aug 2015  
Table 395

1. .email

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	1465 44% BD	105 22%	171 43% BD	163 31% B	182 44% BD	844 55% ABCDE	815 39%	650 52% G	226 52% KLM	513 49% KLM	629 44% LM	74 25%	23 18%	739 50% OP	629 44% P	97 23%	1154 44%	311 43%	837 44%	1094 44%	632 47% V	833 41%
Very likely	691 21% BD	39 8%	89 22% BD	67 13% B	76 18% BD	420 27% ABCDE	361 17%	330 26% G	116 27% KLM	241 23% LM	296 20% LM	31 10%	7 6%	357 24% OP	296 20% P	38 9%	556 21%	135 19%	401 21%	527 21%	329 25% V	362 18%
Somewhat likely	774 23% BD	66 14%	82 21% B	96 18%	106 26% BD	424 28% ABCD	454 22%	320 25% G	110 25% LM	272 26% LM	333 23% LM	43 14%	16 13%	382 26% P	333 23% P	59 14%	598 23%	176 24%	436 23%	567 23%	303 23%	471 23%
BOTTOM 2 BOX (NET)	1538 46% F	339 72% ACDEF	194 49% F	299 56% ACEF	188 45% F	518 34% F	1055 50% H	483 38%	165 38%	448 43%	667 46% I	174 59% IJK	84 67% IJK	613 41%	667 46% N	258 61% NO	1207 46%	331 46%	851 45%	1152 46%	602 45%	936 46%
Somewhat unlikely	511 15% E	76 16%	61 15%	95 18% E	48 12%	231 15%	334 16%	177 14%	62 14%	164 16%	216 15%	49 16%	20 16%	226 15%	216 15%	69 16%	384 15%	127 18% Q	281 15%	368 15%	163 12%	348 17% U
Very unlikely	1027 31% F	263 56% ACDEF	133 33% F	204 38% AF	140 34% F	287 19% F	721 34% H	306 24%	103 24%	284 27%	451 31% IJ	125 42% IJK	64 51% IJK	387 26%	451 31% N	189 45% NO	823 31%	204 28%	570 30%	784 32%	439 33% V	588 29%
Not sure	352 10% B	29 6%	35 9%	70 13% ABC	44 11% B	174 11% B	225 11%	127 10%	43 10%	93 9%	148 10%	49 16% IJK	19 15% J	136 9%	148 10%	68 16% NO	270 10%	82 11%	200 11%	236 10%	98 7%	254 13% U
Decline to Answer	2	-	-	1	-	1	1	1	1	-	1	-	-	1	1	-	2	-	-	2	-	2
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

Q821\_2. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs?

28 Aug 2015  
Table 396

2. .photography

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	1248 37% BD	105 22%	140 35% BD	134 25%	139 34% BD	730 47% ABCDE	704 34%	544 43% G	189 43% KLM	431 41% LM	541 37% LM	70 24% M	17 13%	620 42% OP	541 37% P	87 21%	1009 38% R	239 33%	735 39%	960 39%	558 42% V	690 34%
Very likely	469 14% BD	30 6%	52 13% B	49 9%	50 12% B	288 19% ABCDE	255 12%	214 17% G	63 14% LM	172 16% LM	203 14% LM	26 9% P	5 4%	235 16% P	203 14% P	31 7%	397 15% R	72 10%	281 15%	373 15%	236 18% V	233 12%
Somewhat likely	779 23% BD	75 16%	88 22% BD	85 16%	89 21% BD	442 29% ABCDE	449 21%	330 26% G	126 29% KLM	259 25% LM	338 23% LM	44 15%	12 10%	385 26% P	338 23% P	56 13%	612 23%	167 23%	454 24%	587 24%	322 24%	457 23%
BOTTOM 2 BOX (NET)	1701 51% F	330 70% ACDEF	213 53% F	322 60% ACF	227 55% F	609 40% ABCDE	1152 55% H	549 44%	193 44%	516 49%	722 50% I	177 60% IJK	93 74% IJKL	709 48%	722 50%	270 64% NO	1311 50%	390 54%	930 49%	1255 51%	655 49%	1046 52%
Somewhat unlikely	609 18% B	61 13%	78 20% B	105 20% B	70 17%	295 19% B	388 19%	221 18%	92 21% KL	226 21% KL	237 16%	36 12%	18 14%	318 21% OP	237 16%	54 13%	452 17%	157 22% Q	336 18%	432 17%	211 16%	398 20% U
Very unlikely	1092 33% F	269 57% ACDEF	135 34% F	217 41% ACF	157 38% AF	314 20% ABCDE	764 36% H	328 26%	101 23%	290 28%	485 34% IJ	141 47% IJK	75 60% IJKL	391 26%	485 34% N	216 51% NO	859 33%	233 32%	594 31%	823 33%	444 33%	648 32%
Not sure	406 12% B	38 8%	47 12%	76 14% B	48 12%	197 13% B	239 11%	167 13%	52 12%	107 10%	181 13%	50 17% JK	16 13%	159 11%	181 13%	66 16% N	311 12%	95 13%	223 12%	267 11%	119 9%	287 14% U
Decline to Answer	2	-	-	1	-	1	1	1	1	-	1	-	-	1	1	-	2	-	-	2	-	2
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

Q821\_3. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs?

28 Aug 2015  
Table 397

3. .link

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	1386 41% BD	90 19%	164 41% BD	153 29% B	185 45% BD	794 52% ABCDE	775 37%	611 48% G	204 47% LM	494 47% KLM	603 42% LM	65 22%	20 16%	698 47% OP	603 42% P	85 20%	1103 42%	283 39%	783 41%	1059 43%	593 45% V	793 39%
Very likely	551 16% BD	28 6%	75 19% BD	55 10% B	69 17% BD	324 21% ABDE	289 14%	262 21% G	82 19% LM	190 18% LM	243 17% LM	33 11% M	3 2%	272 18% P	243 17% P	36 9%	465 18% R	86 12%	316 17%	443 18%	272 20% V	279 14%
Somewhat likely	835 25% BD	62 13%	89 22% B	98 18% B	116 28% BD	470 31% ABCD	486 23%	349 28% G	122 28% LM	304 29% KLM	360 25% LM	32 11%	17 13%	426 29% OP	360 25% P	49 12%	638 24%	197 27%	467 25%	616 25%	321 24%	514 25%
BOTTOM 2 BOX (NET)	1574 47% F	338 71% ACDEF	196 49% F	304 57% ACEF	187 45% F	549 36% F	1073 51% H	501 40%	183 42%	450 43%	674 47%	179 60% IJK	88 70% IJK	633 43% IJK	674 47% N	267 63% NO	1233 47%	341 47%	880 47%	1164 47%	629 47%	945 47%
Somewhat unlikely	514 15% B	53 11%	58 15%	94 18% BE	52 13% F	257 17% ABE	327 16%	187 15%	83 19% K	171 16%	202 14%	41 14%	17 13%	254 17% O	202 14%	58 14%	391 15%	123 17%	286 15%	357 14%	163 12%	351 17% U
Very unlikely	1060 32% F	285 60% ACDEF	138 35% F	210 39% AEF	135 33% F	292 19% F	746 36% H	314 25%	100 23%	279 26%	472 33% IJ	138 46% IJK	71 56% IJK	379 25% IJK	472 33% N	209 49% NO	842 32%	218 30%	594 31%	807 32%	466 35% V	594 29%
Not sure	395 12%	45 10%	40 10%	75 14% B	42 10%	193 13%	247 12%	148 12%	47 11%	110 10%	167 12%	53 18% IJK	18 14%	157 11%	167 12%	71 17% NO	295 11%	100 14%	225 12% T	259 10%	110 8%	285 14% U
Decline to Answer	2	-	-	1	-	1	1	1	1	-	1	-	-	1	1	-	2	-	-	2	-	2
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

Q821\_4. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs?

28 Aug 2015  
Table 398

4. .guru

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	1105 33% BCD	93 20%	108 27% BD	108 20%	134 32% BD	662 43% ABCDE	617 29%	488 39% G	155 36% LM	388 37% LM	493 34% LM	58 20% M	11 9%	543 36% P	493 34% P	69 16%	907 34% R	198 27%	616 33%	873 35% S	523 39% V	582 29%
Very likely	414 12% BCD	28 6%	32 8%	46 9%	44 11% B	264 17% ABCDE	219 10%	195 15% G	47 11% LM	156 15% ILM	197 14% LM	11 4%	3 2%	203 14% P	197 14% P	14 3%	355 13% R	59 8%	249 13%	338 14%	217 16% V	197 10%
Somewhat likely	691 21% BD	65 14%	76 19% BD	62 12%	90 22% BD	398 26% ABCD	398 19%	293 23% G	108 25% LM	232 22% LM	296 20% M	47 16% M	8 6%	340 23% P	296 20% P	55 13%	552 21%	139 19%	367 19%	535 22% S	306 23% V	385 19%
BOTTOM 2 BOX (NET)	1825 54% F	343 73% ACDEF	243 61% AF	346 65% AEF	224 54% F	669 44% ABCD	1222 58% H	603 48%	227 52%	541 51%	776 54%	185 62% IJK	96 76% IJKL	768 52%	776 54%	281 66% NO	1399 53%	426 59% Q	1027 54%	1336 54%	689 52%	1136 56% U
Somewhat unlikely	640 19%	77 16%	74 19%	96 18%	67 16%	326 21% ABE	408 19%	232 18%	94 22% L	228 22% KL	258 18%	42 14%	18 14%	322 22% OP	258 18%	60 14%	470 18%	170 23% Q	370 20%	446 18%	212 16%	428 21% U
Very unlikely	1185 35% F	266 56% ACDEF	169 42% AF	250 47% AEF	157 38% F	343 22% ABCD	814 39% H	371 29%	133 31%	313 30%	518 36% IJ	143 48% IJK	78 62% IJKL	446 30%	518 36% N	221 52% NO	929 35%	256 35%	657 35%	890 36%	477 36%	708 35%
Not sure	425 13% B	37 8%	49 12% B	78 15% B	56 14% B	205 13% B	256 12%	169 13%	52 12%	125 12%	175 12%	54 18% IJK	19 15%	177 12%	175 12%	73 17% NO	325 12%	100 14%	245 13% T	273 11%	120 9%	305 15% U
Decline to Answer	2	-	-	1	-	1	1	1	1	-	1	-	-	1	1	-	2	-	-	2	-	2
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

Q821\_5. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs?

28 Aug 2015  
Table 399

5. .realtor

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	937 28% BCDE	63 13%	87 22% BD	87 16%	93 22% BD	607 39% ABCDE	498 24%	439 35% G	137 31% LM	338 32% LM	411 28% LM	42 14% M	9 7%	475 32% OP	411 28% P	51 12%	779 30% R	158 22%	523 28%	728 29%	442 33% V	495 24%
Very likely	332 10% BDE	28 6%	29 7%	29 5%	21 5%	225 15% ABCDE	165 8%	167 13% G	55 13% KLM	126 12% KLM	135 9% LM	12 4%	4 3%	181 12% OP	135 9% P	16 4%	296 11% R	36 5%	197 10%	263 11%	179 13% V	153 8%
Somewhat likely	605 18% BCD	35 7%	58 15% B	58 11%	72 17% BD	382 25% ABCDE	333 16%	272 22% G	82 19% LM	212 20% LM	276 19% LM	30 10% M	5 4%	294 20% P	276 19% P	35 8%	483 18%	122 17%	326 17%	465 19%	263 20% V	342 17%
BOTTOM 2 BOX (NET)	1965 59% F	372 79% ACDEF	261 65% AF	365 68% AF	261 63% AF	706 46% ABCDE	1320 63% H	645 51%	238 55%	590 56%	841 58%	195 66% IJK	101 80% IJKL	828 56%	841 58%	296 70% NO	1509 57% Q	456 63% Q	1107 59%	1455 59%	756 57%	1209 60%
Somewhat unlikely	640 19% B	65 14%	77 19% B	107 20% B	70 17%	321 21% AB	395 19%	245 19%	92 21% L	228 22% KLM	263 18%	40 13%	17 13%	320 21% OP	263 18% P	57 13%	476 18%	164 23% Q	362 19%	458 18%	205 15%	435 21% U
Very unlikely	1325 39% F	307 65% ACDEF	184 46% AF	258 48% AF	191 46% AF	385 25% ABCDE	925 44% H	400 32%	146 34%	362 34%	578 40% IJ	155 52% IJK	84 67% IJKL	508 34%	578 40% N	239 57% NO	1033 39%	292 40%	745 39%	997 40%	551 41%	774 38%
Not sure	453 13% B	38 8%	52 13% B	80 15% B	60 14% B	223 15% B	277 13%	176 14%	59 14%	126 12%	192 13%	60 20% IJK	16 13%	185 12%	192 13%	76 18% NO	343 13%	110 15%	258 14% T	299 12%	134 10%	319 16% U
Decline to Answer	2	-	-	1	-	1	1	1	1	-	1	-	-	1	1	-	2	-	-	2	-	2
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

Q821\_6. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs?

28 Aug 2015  
Table 400

6. .club

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	1260 38% BDE	98 21%	139 35% BD	132 25%	132 32% BD	759 49% ABCDE	708 34%	552 44% G	167 38% LM	445 42% LM	572 40% LM	57 19%	19 15%	612 41% P	572 40% P	76 18%	1029 39% R	231 32%	740 39%	960 39%	576 43% V	684 34%
Very likely	500 15% BCDE	36 8%	44 11%	54 10%	40 10% ABCDE	326 21% ABCDE	263 13%	237 19% G	70 16% LM	182 17% LM	216 15% LM	26 9%	6 5%	252 17% P	216 15% P	32 8%	429 16% R	71 10%	298 16%	387 16%	252 19% V	248 12%
Somewhat likely	760 23% BD	62 13%	95 24% BD	78 15%	92 22% BD	433 28% ABDE	445 21%	315 25% G	97 22% LM	263 25% LM	356 25% LM	31 10%	13 10%	360 24% P	356 25% P	44 10%	600 23%	160 22%	442 23%	573 23%	324 24%	436 22%
BOTTOM 2 BOX (NET)	1683 50% F	339 72% ACDEF	215 54% F	327 61% ACEF	226 55% F	576 37% F	1134 54% H	549 44%	209 48%	489 46%	711 49%	183 62% IJK	91 72% IJKL	698 47%	711 49%	274 65% NO	1284 49%	399 55% Q	923 49%	1246 50%	647 49%	1036 51%
Somewhat unlikely	585 17%	72 15%	81 20% E	101 19%	60 14%	271 18%	375 18%	210 17%	97 22% KM	189 18% M	236 16%	50 17%	13 10%	286 19% OP	236 16%	63 15%	425 16%	160 22% Q	316 17%	430 17%	193 14%	392 19% U
Very unlikely	1098 33% F	267 56% ACDEF	134 34% F	226 42% ACF	166 40% AF	305 20% F	759 36% H	339 27%	112 26%	300 28%	475 33% IJ	133 45% IJK	78 62% IJKL	412 28%	475 33% N	211 50% NO	859 33%	239 33%	607 32%	816 33%	454 34%	644 32%
Not sure	412 12% B	36 8%	46 12%	73 14% B	56 14% B	201 13% B	253 12%	159 13%	58 13%	120 11%	161 11%	57 19% IJK	16 13%	178 12%	161 11%	73 17% NO	318 12%	94 13%	225 12%	276 11%	109 8%	303 15% U
Decline to Answer	2	-	-	1	-	1	1	1	1	-	1	-	-	1	1	-	2	-	-	2	-	2
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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



Q821\_7. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs?

28 Aug 2015  
Table 401

7. .xyz

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	929 28% BCDE	51 11%	85 21% B	96 18% B	72 17% B	625 41% ABCDE	483 23%	446 35% G	141 32% LM	339 32% KLM	409 28% LM	31 10%	9 7%	480 32% OP	409 28% P	40 9%	787 30% R	142 20%	534 28%	709 29%	433 33% V	496 24%
Very likely	359 11% BCE	12 3%	28 7% B	45 8% BE	21 5% B	253 16% ABCDE	170 8%	189 15% G	56 13% LM	138 13% LM	154 11% LM	9 3%	2 2%	194 13% OP	154 11% P	11 3%	321 12% R	38 5%	211 11%	288 12%	198 15% V	161 8%
Somewhat likely	570 17% BDE	39 8%	57 14% BD	51 10%	51 12% B	372 24% ABCDE	313 15%	257 20% G	85 20% LM	201 19% LM	255 18% LM	22 7%	7 6%	286 19% P	255 18% P	29 7%	466 18% R	104 14%	323 17%	421 17%	235 18%	335 17%
BOTTOM 2 BOX (NET)	1976 59% F	384 81% ACDEF	262 66% AF	356 67% AF	278 67% AF	696 45% H	1336 64% H	640 51%	234 54%	586 56%	849 59%	207 70% IJK	100 79% IJKL	820 55%	849 59% N	307 73% NO	1506 57% Q	470 65% Q	1095 58%	1480 60%	773 58%	1203 59%
Somewhat unlikely	628 19% B	55 12%	79 20% B	101 19% B	86 21% B	307 20% B	400 19%	228 18%	93 21% KLM	227 22% KLM	248 17%	45 15%	15 12%	320 21% OP	248 17%	60 14%	453 17%	175 24% Q	339 18%	444 18%	195 15%	433 21% U
Very unlikely	1348 40% F	329 70% ACDEF	183 46% AF	255 48% AF	192 46% AF	389 25% H	936 45% H	412 33%	141 32% IJ	359 34%	601 42% IJK	162 55% IJK	85 67% IJKL	500 34%	601 42% N	247 58% NO	1053 40% NO	295 41%	756 40%	1036 42%	578 43% V	770 38%
Not sure	450 13% B	38 8%	53 13% B	80 15% B	64 15% B	215 14% B	276 13%	174 14%	59 14%	129 12%	186 13%	59 20% IJK	17 13%	188 13%	186 13%	76 18% NO	338 13%	112 15%	259 14% T	293 12%	126 9%	324 16% U
Decline to Answer	2	-	-	1	-	1	1	1	1	-	1	-	-	1	1	-	2	-	-	2	-	2
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

Q821\_8. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs?  
8. .berlin

28 Aug 2015  
Table 402

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	125	-**	-**	125	-**	-**	75*	50*	15**	29**	59*	15**	7**	44*	59*	22**	103	22**	82*	69*	42*	83*
TOP 2 BOX (NET)	32 26%	-	-	32 26%	-	-	21 28%	11 22%	5 33%	7 24%	15 25%	2 13%	3 43%	12 27%	15 25%	5 23%	30 29%	2 9%	22 27%	21 30%	15 36%	17 20%
Very likely	16 13%	-	-	16 13%	-	-	11 15%	5 10%	3 20%	4 14%	6 10%	1 7%	2 29%	7 16%	6 10%	3 14%	15 15%	1 5%	11 13%	11 16%	8 19%	8 10%
Somewhat likely	16 13%	-	-	16 13%	-	-	10 13%	6 12%	2 13%	3 10%	9 15%	1 7%	1 14%	5 11%	9 15%	2 9%	15 15%	1 5%	11 13%	10 14%	7 17%	9 11%
BOTTOM 2 BOX (NET)	81 65%	-	-	81 65%	-	-	49 65%	32 64%	8 53%	21 72%	37 63%	11 73%	4 57%	29 66%	37 63%	15 68%	63 61%	18 82%	52 63%	43 62%	26 62%	55 66%
Somewhat unlikely	26 21%	-	-	26 21%	-	-	15 20%	11 22%	3 20%	8 28%	11 19%	3 20%	1 14%	11 25%	11 19%	4 18%	18 17%	8 36%	17 21%	12 17%	7 17%	19 23%
Very unlikely	55 44%	-	-	55 44%	-	-	34 45%	21 42%	5 33%	13 45%	26 44%	8 53%	3 43%	18 41%	26 44%	11 50%	45 44%	10 45%	35 43%	31 45%	19 45%	36 43%
Not sure	12 10%	-	-	12 10%	-	-	5 7%	7 14%	2 13%	1 3%	7 12%	2 13%	-	3 7%	7 12%	2 9%	10 10%	2 9%	8 10%	5 7%	1 2%	11 13%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	125 100%	-	-	125 100%	-	-	75 100%	50 100%	15 100%	29 100%	59 100%	15 100%	7 100%	44 100%	59 100%	22 100%	103 100%	22 100%	82 100%	69 100%	42 100%	83 100%

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

Q821\_9. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs?  
9. .ovh

28 Aug 2015  
Table 403

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	125	-**	-**	125	-**	-**	75*	50*	15**	29**	59*	15**	7**	44*	59*	22**	103	22**	82*	69*	42*	83*
TOP 2 BOX (NET)	19 15%	-	-	19 15%	-	-	12 16%	7 14%	4 27%	5 17%	8 14%	-	2 29%	9 20%	8 14%	2 9%	17 17%	2 9%	14 17%	9 13%	11 26% V	8 10%
Very likely	11 9%	-	-	11 9%	-	-	7 9%	4 8%	2 13%	4 14%	4 7%	-	1 14%	6 14%	4 7%	1 5%	11 11%	-	8 10%	7 10%	6 14%	5 6%
Somewhat likely	8 6%	-	-	8 6%	-	-	5 7%	3 6%	2 13%	1 3%	4 7%	-	1 14%	3 7%	4 7%	1 5%	6 6%	2 9%	6 7%	2 3%	5 12%	3 4%
BOTTOM 2 BOX (NET)	92 74%	-	-	92 74%	-	-	57 76%	35 70%	9 60%	23 79%	42 71%	13 87%	5 71%	32 73%	42 71%	18 82%	74 72%	18 82%	59 72%	53 77%	29 69%	63 76%
Somewhat unlikely	24 19%	-	-	24 19%	-	-	11 15%	13 26%	3 20%	8 28%	11 19%	1 7%	1 14%	11 25%	11 19%	2 9%	18 17%	6 27%	13 16%	14 20%	6 14%	18 22%
Very unlikely	68 54%	-	-	68 54%	-	-	46 61%	22 44%	6 40%	15 52%	31 53%	12 80%	4 57%	21 48%	31 53%	16 73%	56 54%	12 55%	46 56%	39 57%	23 55%	45 54%
Not sure	14 11%	-	-	14 11%	-	-	6 8%	8 16%	2 13%	1 3%	9 15%	2 13%	-	3 7%	9 15%	2 9%	12 12%	2 9%	9 11%	7 10%	2 5%	12 14%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	125 100%	-	-	125 100%	-	-	75 100%	50 100%	15 100%	29 100%	59 100%	15 100%	7 100%	44 100%	59 100%	22 100%	103 100%	22 100%	82 100%	69 100%	42 100%	83 100%

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

Q821\_10. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs?  
10. .london

28 Aug 2015  
Table 404

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	533	-**	-**	533	-**	-**	328	205	64*	120	251	68*	30*	184	251	98*	430	103	282	359	224	309
TOP 2 BOX (NET)	108 20%	-	-	108 20%	-	-	60 18%	48 23%	19 30% LM	31 26% L	49 20% L	6	3 10%	50 27% P	49 20% P	9 9%	93 22%	15 15%	51 18%	83 23%	51 23%	57 18%
Very likely	40 8%	-	-	40 8%	-	-	18 5%	22 11% G	7 11% L	16 13% KL	15 6% L	-	2 7% L	23 13% OP	15 6%	2 2%	35 8%	5 5%	21 7%	30 8%	23 10% V	17 6%
Somewhat likely	68 13%	-	-	68 13%	-	-	42 13%	26 13%	12 19% M	15 13%	34 14%	6 9%	1 3%	27 15%	34 14%	7 7%	58 13%	10 10%	30 11%	53 15%	28 13%	40 13%
BOTTOM 2 BOX (NET)	341 64%	-	-	341 64%	-	-	225 69% H	116 57%	35 55%	77 64%	163 65%	43 63%	23 77% I	112 61%	163 65%	66 67%	271 63%	70 68%	193 68% T	217 60%	144 64%	197 64%
Somewhat unlikely	108 20%	-	-	108 20%	-	-	65 20%	43 21%	9 14%	28 23%	53 21%	10 15%	8 27%	37 20%	53 21%	18 18%	85 20%	23 22%	54 19%	70 19%	42 19%	66 21%
Very unlikely	233 44%	-	-	233 44%	-	-	160 49% H	73 36%	26 41%	49 41%	110 44%	33 49%	15 50%	75 41%	110 44%	48 49%	186 43%	47 46%	139 49% T	147 41%	102 46%	131 42%
Not sure	83 16%	-	-	83 16%	-	-	43 13%	40 20% G	10 16%	12 10%	38 15%	19 28% JK	4 13%	22 12%	38 15%	23 23% N	65 15%	18 17%	38 13%	58 16%	29 13%	54 17%
Decline to Answer	1	-	-	1	-	-	-	1	-	-	1	-	-	-	1	-	1	-	-	1	-	1
Sigma	533 100%	-	-	533 100%	-	-	328 100%	205 100%	64 100%	120 100%	251 100%	68 100%	30 100%	184 100%	251 100%	98 100%	430 100%	103 100%	282 100%	359 100%	224 100%	309 100%

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

Q821\_11. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs?

28 Aug 2015  
Table 405

11. .nyc

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	268	268	-**	-**	-**	-**	181	87*	5**	39*	121	57*	46*	44*	121	103	234	34*	152	234	148	120
TOP 2 BOX (NET)	28 10%	28 10%	-	-	-	-	18 10%	10 11%	1 20%	8 21% L	15 12% L	1 2%	3 7%	9 20% P	15 12% P	4 4%	24 10%	4 12%	15 10%	24 10%	19 13%	9 8%
Very likely	19 7%	19 7%	-	-	-	-	13 7%	6 7%	1 20%	6 15% L	9 7%	1 2%	2 4%	7 16% P	9 7%	3 3%	16 7%	3 9%	9 6%	17 7%	14 9%	5 4%
Somewhat likely	9 3%	9 3%	-	-	-	-	5 3%	4 5%	-	2 5%	6 5%	-	1 2%	2 5%	6 5%	1 1%	8 3%	1 3%	6 4%	7 3%	5 3%	4 3%
BOTTOM 2 BOX (NET)	228 85%	228 85%	-	-	-	-	154 85%	74 85%	3 60%	28 72%	104 86% J	52 91% J	41 89% J	31 70%	104 86% N	93 90% N	198 85%	30 88%	131 86%	201 86%	124 84%	104 87%
Somewhat unlikely	14 5%	14 5%	-	-	-	-	11 6%	3 3%	-	7 18% KLM	3 2%	2 4%	2 4%	7 16% OP	3 2%	4 4%	12 5%	2 6%	10 7%	11 5%	7 5%	7 6%
Very unlikely	214 80%	214 80%	-	-	-	-	143 79%	71 82%	3 60%	21 54%	101 83% J	50 88% J	39 85% J	24 55%	101 83% N	89 86% N	186 79%	28 82%	121 80%	190 81%	117 79%	97 81%
Not sure	12 4%	12 4%	-	-	-	-	9 5%	3 3%	1 20%	3 8%	2 2%	4 7%	2 4%	4 9% O	2 2%	6 6%	12 5%	-	6 4%	9 4%	5 3%	7 6%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	268 100%	268 100%	-	-	-	-	181 100%	87 100%	5 100%	39 100%	121 100%	57 100%	46 100%	44 100%	121 100%	103 100%	234 100%	34 100%	152 100%	234 100%	148 100%	120 100%

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

Q821\_12. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs?  
12. .wang

28 Aug 2015  
Table 406

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	550	..	..	..	..	550	284	266	66*	237	229	13**	5**	303	229	18**	496	54*	378	356	252	298
TOP 2 BOX (NET)	313 57%	-	-	-	-	313 57%	132 46%	181 68% G	40 61%	129 54%	140 61%	4 31%	-	169 56%	140 61%	4 22%	297 60% R	16 30%	216 57%	235 66% S	170 67% V	143 48%
Very likely	138 25%	-	-	-	-	138 25%	54 19%	84 32% G	20 30%	51 22%	67 29%	-	-	71 23%	67 29%	-	132 27% R	6 11%	95 25%	111 31% S	80 32% V	58 19%
Somewhat likely	175 32%	-	-	-	-	175 32%	78 27%	97 36% G	20 30%	78 33%	73 32%	4 31%	-	98 32%	73 32%	4 22%	165 33% R	10 19%	121 32%	124 35%	90 36%	85 29%
BOTTOM 2 BOX (NET)	177 32%	-	-	-	-	177 32%	117 41% H	60 23%	23 35%	89 38% K	57 25%	4 31%	4 80%	112 37% O	57 25%	8 44%	154 31%	23 43%	115 30%	96 27%	66 26%	111 37% U
Somewhat unlikely	111 20%	-	-	-	-	111 20%	67 24% H	44 17%	19 29% K	56 24% K	34 15%	-	2 40%	75 25% O	34 15%	2 11%	100 20%	11 20%	70 19%	64 18%	41 16%	70 23% U
Very unlikely	66 12%	-	-	-	-	66 12%	50 18% H	16 6%	4 6%	33 14%	23 10%	4 31%	2 40%	37 12%	23 10%	6 33%	54 11%	12 22% Q	45 12%	32 9%	25 10%	41 14%
Not sure	60 11%	-	-	-	-	60 11%	35 12%	25 9%	3 5%	19 8%	32 14% J	5 38%	1 20%	22 7%	32 14% N	6 33%	45 9%	15 28% Q	47 12% T	25 7%	16 6%	44 15% U
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	550 100%	-	-	-	-	550 100%	284 100%	266 100%	66 100%	237 100%	229 100%	13 100%	5 100%	303 100%	229 100%	18 100%	496 100%	54 100%	378 100%	356 100%	252 100%	298 100%

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

Q821\_13. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs?  
13. .xn-ses554g (Chinese for network address)

28 Aug 2015  
Table 407

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	550	..	..	..	..	550	284	266	66*	237	229	13**	5**	303	229	18**	496	54*	378	356	252	298
TOP 2 BOX (NET)	327 59%	-	-	-	-	327 59%	138 49%	189 71% G	39 59%	140 59%	144 63%	4 31%	-	179 59%	144 63%	4 22%	302 61% R	25 46%	232 61%	232 65%	172 68% V	155 52%
Very likely	153 28%	-	-	-	-	153 28%	59 21%	94 35% G	16 24%	61 26%	74 32%	2 15%	-	77 25%	74 32%	2 11%	143 29%	10 19%	118 31%	115 32%	87 35% V	66 22%
Somewhat likely	174 32%	-	-	-	-	174 32%	79 28%	95 36% G	23 35%	79 33%	70 31%	2 15%	-	102 34%	70 31%	2 11%	159 32%	15 28%	114 30%	117 33%	85 34%	89 30%
BOTTOM 2 BOX (NET)	177 32%	-	-	-	-	177 32%	117 41% H	60 23%	24 36%	82 35%	63 28%	4 31%	4 80%	106 35%	63 28%	8 44%	158 32%	19 35%	112 30%	104 29%	66 26%	111 37% U
Somewhat unlikely	112 20%	-	-	-	-	112 20%	71 25% H	41 15%	18 27%	54 23%	38 17%	-	2 40%	72 24% O	38 17%	2 11%	104 21%	8 15%	73 19%	70 20%	45 18%	67 22%
Very unlikely	65 12%	-	-	-	-	65 12%	46 16% H	19 7%	6 9%	28 12%	25 11%	4 31%	2 40%	34 11%	25 11%	6 33%	54 11%	11 20% Q	39 10%	34 10%	21 8%	44 15% U
Not sure	46 8%	-	-	-	-	46 8%	29 10%	17 6%	3 5%	15 6%	22 10%	5 38%	1 20%	18 6%	22 10%	6 33%	36 7%	10 19% Q	34 9% T	20 6%	14 6%	32 11% U
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	550 100%	-	-	-	-	550 100%	284 100%	266 100%	66 100%	237 100%	229 100%	13 100%	5 100%	303 100%	229 100%	18 100%	496 100%	54 100%	378 100%	356 100%	252 100%	298 100%

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

Q821\_14. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs?  
14. .xn-55qx5d (Chinese for company)

28 Aug 2015  
Table 408

Base: All Qualified Respondents

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	550	**	**	**	**	550	284	266	66*	237	229	13**	5**	303	229	18**	496	54*	378	356	252	298
TOP 2 BOX (NET)	331 60%	-	-	-	-	331 60%	140 49%	191 72% G	45 68%	136 57%	146 64%	4 31%	-	181 60%	146 64%	4 22%	306 62% R	25 46%	240 63%	231 65%	171 68% V	160 54%
Very likely	138 25%	-	-	-	-	138 25%	50 18%	88 33% G	16 24%	63 27%	58 25%	1 8%	-	79 26%	58 25%	1 6%	128 26%	10 19%	105 28%	101 28%	81 32% V	57 19%
Somewhat likely	193 35%	-	-	-	-	193 35%	90 32%	103 39%	29 44% J	73 31%	88 38%	3 23%	-	102 34%	88 38%	3 17%	178 36%	15 28%	135 36%	130 37%	90 36%	103 35%
BOTTOM 2 BOX (NET)	169 31%	-	-	-	-	169 31%	113 40% H	56 21%	19 29%	85 36% K	57 25%	4 31%	4 80%	104 34% O	57 25%	8 44%	150 30%	19 35%	101 27%	102 29%	63 25%	106 36% U
Somewhat unlikely	96 17%	-	-	-	-	96 17%	61 21% H	35 13%	13 20%	51 22% K	30 13%	-	2 40%	64 21% O	30 13%	2 11%	90 18%	6 11%	56 15%	63 18%	40 16%	56 19%
Very unlikely	73 13%	-	-	-	-	73 13%	52 18% H	21 8%	6 9%	34 14%	27 12%	4 31%	2 40%	40 13%	27 12%	6 33%	60 12%	13 24% Q	45 12%	39 11%	23 9%	50 17% U
Not sure	50 9%	-	-	-	-	50 9%	31 11%	19 7%	2 3%	16 7%	26 11% I	5 38%	1 20%	18 6%	26 11% N	6 33%	40 8%	10 19% Q	37 10% T	23 6%	18 7%	32 11%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	550 100%	-	-	-	-	550 100%	284 100%	266 100%	66 100%	237 100%	229 100%	13 100%	5 100%	303 100%	229 100%	18 100%	496 100%	54 100%	378 100%	356 100%	252 100%	298 100%

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

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi-straits	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Has a well-known extension	1647 49% D	228 48% D	220 55% ABDF	222 42% ABDF	229 55% ABDF	748 49% D	1048 50%	599 48%	215 49%	522 50%	707 49%	149 50%	54 43%	737 49%	707 49%	203 48%	1256 48%	391 54% Q	952 50%	1230 50%	619 46%	1028 51% U
Reasonable price	972 29% BC	110 23%	97 24%	184 35% ABCF	122 29% B	459 30% BC	607 29%	365 29%	132 30%	316 30%	404 28%	81 27%	39 31%	448 30%	404 28%	120 28%	761 29%	211 29%	542 29% T	660 27%	335 25%	637 31% U
All of my other preferred gTLDs are unavailable	330 10% F	83 18% ACEF	38 10% F	74 14% ACEF	38 9% F	97 6% H	225 11%	105 8%	32 7%	84 8%	150 10% J	42 14% IJ	22 17% IJK	116 8%	150 10% N	64 15% NO	273 10% R	57 8%	179 9%	267 11%	168 13% V	162 8%
Has a new extension	312 9% BDE	18 4%	30 8% B	34 6%	18 4% ABCDE	212 14%	148 7%	164 13% G	51 12% LM	116 11% LM	131 9% LM	11 4%	3 2%	167 11% P	131 9% P	14 3%	266 10% R	46 6%	158 8%	252 10% S	152 11% V	160 8%
Clearly indicates purpose of website	25 1% F	11 2% ADEF	6 2% EF	3 1%	-	5	17 1%	8 1%	1	4	14 1%	4 1%	2 2%	5	14 1% N	6 1% N	21 1%	4 1%	14 1%	24 1%	23 2% V	2
Relevant extension	15 F	9 2% ACDF	1	2 F	3 1% F	-	9	6	-	4	8 1%	2 1%	1 1%	4	8 1%	3 1%	13	2	9	12	6	9
Depends on if it fits my needs	8 F	6 1% ACDEF	-	1	-	1	6	2	-	1	2	2 1%	3 2% IJK	1	2	5 1% NO	7	1	5	7	6 V	2
Price	4	2	-	-	-	2	3	1	-	-	3	1	-	-	3	1	4	-	3	4	4 V	-
Search engine/SEO	3	-	2 1% AF	1	-	-	3	-	-	-	3	-	-	-	3	-	2	1	1	3	3 V	-
If it's trusted/ trustworthy	2	-	-	-	2 AF	-	2	-	-	-	2	-	-	-	2	-	-	2 Q	-	2	-	2
Easy to remember	2	2 AF	-	-	-	-	2	-	-	1	1	-	-	1	1	-	2	-	2	2	2	-
Legitimate	2	1	-	-	-	1	1	1	-	1	1	-	-	1	1	-	2	-	2	1	1	1
Like sound of name	2	-	-	-	-	2	2	-	1	-	1	-	-	1	1	-	2	-	1	2	2	-
My language/country	2	-	-	1	-	1	2	-	-	1	-	1 K	-	1	-	1	2	-	1	2	2	-
Prefer shorter extension	2	-	2 1% AF	-	-	-	2	-	-	-	2	-	-	-	2	-	2	-	-	2	2	-
Depends on type of website	2	-	1	-	-	1	2	-	-	-	2	-	-	-	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 - U/V  
Overlap formulae used.

Q823. Which of the following would be most important to you in determining which gTLD to purchase.

Base: All Qualified Respondents

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Specific/Specialized	2	1	-	-	-	1	2	-	-	1	1	-	-	1	1	-	1	1	1	2	2	-
No cost/ Free	1	1	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	1	-	1	-	1
Descriptive	1	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1	1	-
Innovative	1	1	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-	1	1	-
Easy to search for/ access	1	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1	1	-
If it's safe/ Secure	1	-	1	-	-	-	1	-	-	-	-	1	-	-	-	1	1	-	-	1	-	1
Don't plan on purchasing one	1	-	-	1	-	-	1	-	-	-	-	-	1 JK	-	-	1	1	-	-	1	1	-
Other	14 F	4 1% F	2 1%	4 1%	1	3	10	4	-	2	9 1%	3 1% IJ	-	2	9 1% N	3 1% N	13	1	10 1%	10	10 1% V	4
None	1	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1	-	1
Don't know	17 1%	2	1	6 1% A	1	7	8	9 1%	3 1%	3	9 1%	2 1%	-	6	9 1%	2	11	6 1%	11 1%	9	2	15 1% U
Declined to answer	4	-	-	2	-	2	3	1	-	1	1	-	2 2% IJKL	1	1	2	4	-	4 T	1	3	1
Sigma	3374 101%	481 102%	401 100%	536 101%	414 100%	1542 100%	2108 101%	1266 100%	435 100%	1058 100%	1455 101%	299 101%	127 101%	1493 100%	1455 101%	426 101%	2649 101%	725 100%	1900 101%	2501 101%	1348 101%	2026 100%

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

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

28 Aug 2015  
Table 410

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
.xn-ses554g (Chinese for network address)	379 69%	-	-	-	-	379 69%	171 60%	208 78% G	46 70%	161 68%	162 71%	8 62%	2 40%	207 68%	162 71%	10 56%	348 70%	31 57%	272 72%	254 71%	189 75% V	190 64%
.xn-55qx5d (Chinese for company)	370 67%	-	-	-	-	370 67%	168 59%	202 76% G	43 65%	156 66%	161 70%	8 62%	2 40%	199 66%	161 70%	10 56%	340 69%	30 56%	271 72%	252 71%	192 76% V	178 60%
.berlin	83 66%	-	-	83 66%	-	-	52 69%	31 62%	11 73%	17 59%	40 68%	10 67%	5 71%	28 64%	40 68%	15 68%	69 67%	14 64%	56 68%	50 72%	29 69%	54 65%
.wang	357 65%	-	-	-	-	357 65%	158 56%	199 75% G	39 59%	146 62%	162 71% J	8 62%	2 40%	185 61%	162 71% N	10 56%	330 67% R	27 50%	259 69%	250 70%	182 72% V	175 59%
.email	2126 63% BD	264 56%	244 61% D	288 54%	263 64% BD	1067 69% ABCDE	1264 60%	862 68% G	294 68% LM	662 63% L	931 64% L	166 56%	73 58%	956 64% P	931 64% P	239 57%	1654 63%	472 65%	1221 65%	1592 64%	865 65%	1261 62%
.photography	1979 59% D	310 66% ACDF	219 55%	287 54%	250 60% D	913 59% D	1182 56%	797 63% G	248 57%	625 59%	870 60%	162 55%	74 59%	873 59%	870 60%	236 56%	1571 60%	408 56%	1167 62%	1515 61%	854 64% V	1125 56%
.nyc	154 57%	154 57%	-	-	-	-	103 57%	51 59%	4 80%	22 56%	80 66% L	25 44%	23 50%	26 59%	80 66% P	48 47%	137 59%	17 50%	98 64% T	132 56%	85 57%	69 58%
.link	1922 57% BD	203 43%	228 57% BD	266 50% B	259 63% ABD	966 63% ABCD	1128 54%	794 63% G	250 57% L	604 57% L	859 59% LM	148 50%	61 48%	854 57% P	859 59% P	209 49%	1500 57%	422 58%	1101 58%	1436 58%	789 59%	1133 56%
.club	1795 53% D	234 49% D	201 50% D	222 42%	215 52% D	923 60% ABCDE	1091 52%	704 56% G	202 46%	571 54% ILM	836 58% ILM	130 44%	56 44%	773 52% P	836 58% NP	186 44%	1447 55% R	348 48%	1047 55%	1379 56%	786 59% V	1009 50%
.london	281 53%	-	-	281 53%	-	-	181 55%	100 49%	35 55%	57 48%	134 53%	40 59%	15 50%	92 50%	134 53%	55 56%	230 53%	51 50%	151 54%	198 55%	125 56%	156 50%
.guru	1581 47% BCD	202 43% D	166 42% D	180 34%	200 48% D	833 54% ABCDE	937 45%	644 51% G	189 43%	515 49% LM	718 50% ILM	115 39%	44 35%	704 47% P	718 50% P	159 38%	1286 49% R	295 41%	914 48%	1224 49%	713 54% V	868 43%
.realtor	1558 46% CD	287 61% ACDEF	134 34%	161 30%	202 49% CD	774 50% ACD	924 44%	634 50% G	174 40%	489 46% I	705 49% I	128 43%	62 49%	663 45%	705 49% N	190 45%	1263 48% R	295 41%	898 48%	1215 49%	706 53% V	852 42%
.xyz	1255 37% BCDE	120 25%	117 29%	157 29%	132 32% B	729 47% ABCDE	710 34%	545 43% G	156 36% L	395 37% L	589 41% LM	78 26%	37 29%	551 37% P	589 41% NP	115 27%	1027 39% R	228 31%	737 39%	947 38%	569 43% V	686 34%
.ovh	32 26%	-	-	32 26%	-	-	20 27%	12 24%	5 33%	8 28%	14 24%	2 13%	3 43%	13 30%	14 24%	5 23%	27 26%	5 23%	26 32%	16 23%	15 36%	17 20%

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

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

28 Aug 2015  
Table 411

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
.ovh	92 74%	-	-	92 74%	-	-	55 73%	37 74%	10 67%	21 72%	44 75%	13 87%	4 57%	31 70%	44 75%	17 77%	75 73%	17 77%	56 68%	52 75%	27 64%	65 78%
.xyz	2030 60% F	340 72% AF	280 70% AF	361 68% AF	273 66% AF	776 50%	1348 64% H	682 54%	271 62% K	641 61% K	818 57%	213 72% IJK	87 69% K	912 61% O	818 57%	300 71% NO	1554 59%	476 66% Q	1110 59%	1492 60%	753 57%	1277 63% U
.realtor	1724 51% BF	171 36%	263 66% ABEF	359 67% ABEF	203 49% B	728 47% B	1132 54% H	592 47%	253 58% JK	547 52%	699 48%	163 55% K	62 49%	800 54% O	699 48%	225 53%	1315 50%	409 56% Q	945 50%	1221 49%	614 46%	1110 55% U
.guru	1701 51% F	255 54% F	231 58% AEF	338 63% ABEF	205 50% F	672 44% H	1120 53% H	581 46%	238 55% K	519 49%	687 48%	177 60% JK	80 63% JK	757 51%	687 48%	257 61% NO	1290 49%	411 57% Q	930 49%	1214 49%	608 46%	1093 54% U
.london	239 45%	-	-	239 45%	-	-	140 43%	99 48%	26 41%	60 50%	111 44%	27 40%	15 50%	86 47%	111 44%	42 43%	190 44%	49 48%	122 43%	156 43%	96 43%	143 46%
.club	1490 44% F	225 48% F	196 49% AF	295 55% ABEF	190 46% F	584 38%	967 46% H	523 41%	225 52% JK	464 44% K	573 40%	160 54% JK	68 54% JK	689 46% O	573 40%	228 54% NO	1131 43%	359 50% Q	801 42%	1058 43%	532 40%	958 47% U
.link	1374 41% EF	259 55% ACDEF	169 42% F	255 48% AEF	148 36%	543 35%	937 45% H	437 35%	177 41%	436 41%	552 38%	144 48% IJK	65 52% IJK	613 41%	552 38%	209 49% NO	1087 41%	287 40%	752 40%	1009 41%	534 40%	840 41%
.nyc	108 40%	108 40%	-	-	-	-	75 41%	33 38%	1 20%	15 38%	40 33%	30 53% K	22 48%	16 36%	40 33%	52 50% O	93 40%	15 44%	52 34%	98 42% S	62 42%	46 38%
.photography	1306 39% B	150 32%	177 44% ABF	233 44% ABF	156 38%	590 38% B	877 42% H	429 34%	180 41%	410 39%	535 37%	130 44% K	51 40%	590 40%	535 37%	181 43% O	1006 38%	300 41%	677 36%	927 37%	466 35%	840 41% U
.email	1172 35% F	201 42% AEF	153 38% F	233 44% AEF	143 35% F	442 29%	799 38% H	373 30%	135 31%	375 36%	483 33%	126 42% IJK	53 42% I	510 34%	483 33%	179 42% NO	935 36%	237 33%	634 34%	853 34%	457 34%	715 35%
.berlin	42 34%	-	-	42 34%	-	-	23 31%	19 38%	4 27%	12 41%	19 32%	5 33%	2 29%	16 36%	19 32%	7 32%	34 33%	8 36%	26 32%	19 28%	13 31%	29 35%
.wang	183 33%	-	-	-	-	183 33%	119 42% H	64 24%	27 41% K	91 38% K	59 26%	3 23%	3 60%	118 39% O	59 26%	6 33%	158 32%	25 46% Q	111 29%	103 29%	69 27%	114 38% U
.xn-55qx5d (Chinese for company)	173 31%	-	-	-	-	173 31%	111 39% H	62 23%	23 35%	81 34%	63 28%	3 23%	3 60%	104 34%	63 28%	6 33%	150 30%	23 43%	101 27%	102 29%	60 24%	113 38% U
.xn-ses554g (Chinese for network address)	163 30%	-	-	-	-	163 30%	107 38% H	56 21%	20 30%	75 32%	62 27%	3 23%	3 60%	95 31%	62 27%	6 33%	141 28%	22 41%	99 26%	99 28%	63 25%	100 34% U

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

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

28 Aug 2015  
Table 412

1. .email

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	2126 63% BD	264 56%	244 61% D	288 54%	263 64% BD	1067 69% ABCDE	1264 60%	862 68% G	294 68% LM	662 63% L	931 64% L	166 56%	73 58%	956 64% P	931 64% P	239 57%	1654 63%	472 65%	1221 65%	1592 64%	865 65%	1261 62%
Very trustworthy	672 20% BD	58 12%	95 24% ABDE	64 12%	73 18% BD	382 25% ABDE	359 17%	313 25% G	107 25% LM	219 21% LM	295 20% LM	40 13%	11 9%	326 22% P	295 20% P	51 12%	540 21%	132 18%	416 22%	512 21%	305 23% V	367 18%
Somewhat trustworthy	1454 43% C	206 44%	149 37%	224 42%	190 46% C	685 45% C	905 43%	549 44%	187 43%	443 42%	636 44%	126 42%	62 49%	630 42%	636 44%	188 44%	1114 42%	340 47% Q	805 43%	1080 43%	560 42%	894 44%
BOTTOM 2 BOX (NET)	1172 35% F	201 42% AEF	153 38% F	233 44% AEF	143 35% F	442 29% F	799 38% H	373 30%	135 31%	375 36%	483 33%	126 42% IJK	53 42% I	510 34%	483 33%	179 42% NO	935 36%	237 33%	634 34%	853 34%	457 34%	715 35%
Not very trustworthy	815 24% F	125 26% F	93 23%	168 32% ACEF	94 23%	335 22%	546 26% H	269 21%	93 21%	264 25%	334 23%	90 30% IK	34 27%	357 24%	334 23%	124 29% NO	647 25%	168 23%	442 23%	577 23%	289 22%	526 26% U
Not at all trustworthy	357 11% F	76 16% AF	60 15% AF	65 12% F	49 12% F	107 7% F	253 12% H	104 8%	42 10%	111 11%	149 10%	36 12%	19 15%	153 10%	149 10%	55 13%	288 11%	69 10%	192 10%	276 11%	168 13% V	189 9%
Not sure	58 2%	8 2%	3 1%	11 2%	8 2%	28 2%	32 2%	26 2%	6 1%	16 2%	31 2%	5 2%	-	22 1%	31 2%	5 1%	43 2%	15 2%	32 2%	39 2%	10 1%	48 2% U
Decline to Answer	1	-	-	1	-	-	1	-	-	1	-	-	-	1	-	-	1	-	1	-	-	1
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

28 Aug 2015  
Table 413

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	1979 59% D	310 66% ACDF	219 55%	287 54%	250 60% D	913 59% D	1182 56%	797 63% G	248 57%	625 59%	870 60%	162 55%	74 59%	873 59%	870 60%	236 56%	1571 60%	408 56%	1167 62%	1515 61%	854 64% V	1125 56%
Very trustworthy	477 14% D	70 15% D	53 13%	54 10%	51 12%	249 16% AD	271 13%	206 16% G	51 12%	165 16% M	214 15% M	38 13%	9 7%	216 15%	214 15%	47 11%	403 15% R	74 10%	297 16%	386 16%	246 18% V	231 11%
Somewhat trustworthy	1502 45% ACDF	240 51% ACDF	166 42%	233 44%	199 48%	664 43%	911 43%	591 47%	197 45%	460 44%	656 45%	124 42%	65 52%	657 44%	656 45%	189 45%	1168 44%	334 46%	870 46%	1129 45%	608 46%	894 44%
BOTTOM 2 BOX (NET)	1306 39% B	150 32%	177 44% ABF	233 44% ABF	156 38%	590 38% B	877 42% H	429 34%	180 41%	410 39%	535 37%	130 44% K	51 40%	590 40%	535 37%	181 43% O	1006 38%	300 41%	677 36%	927 37%	466 35%	840 41% U
Not very trustworthy	921 27% B	93 20%	109 27% B	168 32% ABE	103 25%	448 29% AB	609 29% H	312 25%	120 28%	300 28%	370 26%	92 31%	39 31%	420 28%	370 26%	131 31% O	707 27%	214 30%	476 25%	650 26%	307 23%	614 30% U
Not at all trustworthy	385 11% F	57 12% ABDF	68 17% ABDF	65 12%	53 13% F	142 9% F	268 13% H	117 9%	60 14%	110 10%	165 11%	38 13%	12 10%	170 11%	165 11%	50 12%	299 11%	86 12%	201 11%	277 11%	159 12%	226 11%
Not sure	71 2%	13 3%	4 1%	12 2%	8 2%	34 2%	36 2%	35 3% G	7 2%	18 2%	40 3%	5 2%	1 1%	25 2%	40 3% N	6 1%	55 2%	16 2%	43 2%	42 2%	12 1%	59 3% U
Decline to Answer	1	-	-	1	-	-	1	-	-	1	-	-	-	1	-	-	1	-	1	-	-	1
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

3. .link

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	1922 57% BD	203 43%	228 57% BD	266 50% B	259 63% ABD	966 63% ABCD	1128 54%	794 63% G	250 57% L	604 57% L	859 59% LM	148 50%	61 48%	854 57% P	859 59% P	209 49%	1500 57%	422 58%	1101 58%	1436 58%	789 59%	1133 56%
Very trustworthy	494 15% BD	41 9%	64 16% BD	44 8%	63 15% BD	282 18% ABD	246 12%	248 20% G	67 15% M	179 17% LM	214 15% LM	31 10% M	3 2%	246 17% P	214 15% P	34 8%	414 16% R	80 11%	306 16%	387 16%	236 18% V	258 13%
Somewhat trustworthy	1428 43% B	162 34%	164 41% B	222 42% B	196 47% AB	684 45% AB	882 42%	546 43%	183 42%	425 40%	645 45% J	117 39%	58 46%	608 41%	645 45% N	175 41%	1086 41%	342 47% Q	795 42%	1049 42%	553 42%	875 43%
BOTTOM 2 BOX (NET)	1374 41% EF	259 55% ACDEF	169 42% F	255 48% AEF	148 36%	543 35%	937 45% H	437 35%	177 41%	436 41%	552 38%	144 48% IJK	65 52% IJK	613 41%	552 38%	209 49% NO	1087 41%	287 40%	752 40%	1009 41%	534 40%	840 41%
Not very trustworthy	933 28% E	153 32% ACE	103 26%	159 30% E	92 22%	426 28% E	616 29% H	317 25%	118 27%	303 29%	372 26%	99 33% K	41 33%	421 28%	372 26%	140 33% O	727 28%	206 28%	502 27%	679 27%	324 24%	609 30% U
Not at all trustworthy	441 13% F	106 22% ACEF	66 17% AF	96 18% AF	56 14% F	117 8%	321 15% H	120 10%	59 14%	133 13%	180 12%	45 15%	24 19% JK	192 13%	180 12%	69 16% O	360 14%	81 11%	250 13%	330 13%	210 16% V	231 11%
Not sure	60 2%	11 2%	3 1%	11 2%	7 2%	28 2%	30 1%	30 2% G	8 2%	13 1%	34 2% J	5 2%	-	21 1%	34 2%	5 1%	45 2%	15 2%	34 2%	39 2%	9 1%	51 3% U
Decline to Answer	1	-	-	1	-	-	1	-	-	1	-	-	-	1	-	-	1	-	1	-	-	1
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

4. .guru

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	1581 47% BCD	202 43% D	166 42% D	180 34% D	200 48% D	833 54% ABCDE	937 45% G	644 51% G	189 43% M	515 49% LM	718 50% ILM	115 39% M	44 35% 1	704 47% P	718 50% P	159 38% 5%	1286 49% R	295 41% 7%	914 48% 12%	1224 49% 12%	713 54% V	868 43% 8%
Very trustworthy	375 11% BD	34 7% 7%	40 10% 10%	37 7% 7%	38 9% 9%	226 15% ABCDE	195 9% 9%	180 14% G	41 9% M	139 13% ILM	172 12% LM	22 7% M	1 1% 1%	180 12% P	172 12% P	23 5% 5%	321 12% R	54 7% 7%	230 12% 12%	304 12% 12%	208 16% V	167 8% 8%
Somewhat trustworthy	1206 36% CD	168 36% D	126 32% 32%	143 27% 27%	162 39% CD	607 39% ACD	742 35% 35%	464 37% 37%	148 34% 34%	376 36% 36%	546 38% L	93 31% 31%	43 34% 34%	524 35% 35%	546 38% P	136 32% 32%	965 37% 37%	241 33% 33%	684 36% 36%	920 37% 37%	505 38% 38%	701 35% 35%
BOTTOM 2 BOX (NET)	1701 51% F	255 54% F	231 58% AEF	338 63% ABEF	205 50% F	672 44% F	1120 53% H	581 46% 46%	238 55% K	519 49% 49%	687 48% 48%	177 60% JK	80 63% JK	757 51% 51%	687 48% 48%	257 61% NO	1290 49% 49%	411 57% Q	930 49% 49%	1214 49% 49%	608 46% 46%	1093 54% U
Not very trustworthy	1112 33% 33%	151 32% 32%	129 32% 32%	205 38% ABEF	125 30% 30%	502 33% 33%	730 35% H	382 30% 30%	160 37% K	351 33% 33%	439 30% 30%	113 38% K	49 39% K	511 34% O	439 30% 30%	162 38% O	834 32% 32%	278 38% Q	620 33% 33%	778 31% 31%	371 28% 28%	741 37% U
Not at all trustworthy	589 18% F	104 22% AF	102 26% AEF	133 25% AEF	80 19% F	170 11% F	390 19% H	199 16% 16%	78 18% 18%	168 16% 16%	248 17% 17%	64 22% J	31 25% JK	246 17% 17%	248 17% 17%	95 22% NO	456 17% 17%	133 18% 18%	310 16% 16%	436 18% 18%	237 18% 18%	352 17% 17%
Not sure	74 2% C	16 3% C	3 1% 1%	14 3% C	9 2% 2%	32 2% 2%	38 2% 2%	36 3% G	8 2% 2%	19 2% 2%	40 3% 3%	5 2% 2%	2 2% 2%	27 2% 2%	40 3% 3%	7 2% 2%	56 2% 2%	18 2% 2%	43 2% 2%	46 2% 2%	11 1% 1%	63 3% U
Decline to Answer	1	-	-	1	-	-	1	-	-	1	-	-	-	1	-	-	1	-	1	-	-	1
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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



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

28 Aug 2015  
Table 416

5. .realtor

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	1558 46% CD	287 61% ACDEF	134 34%	161 30%	202 49% CD	774 50% ACD	924 44%	634 50% G	174 40%	489 46% I	705 49% I	128 43%	62 49%	663 45%	705 49% N	190 45%	1263 48% R	295 41%	898 48%	1215 49%	706 53% V	852 42%
Very trustworthy	371 11% DE	63 13% DE	37 9%	35 7%	30 7%	206 13% ACDE	196 9%	175 14% G	45 10% M	137 13% M	156 11% M	28 9%	5 4%	182 12% P	156 11% N	33 8%	328 12% R	43 6%	234 12%	307 12%	211 16% V	160 8%
Somewhat trustworthy	1187 35% CD	224 47% ACDF	97 24%	126 24%	172 42% ACD	568 37% CD	728 35%	459 36%	129 30%	352 33%	549 38% IJ	100 34%	57 45% IJL	481 32%	549 38% N	157 37%	935 36%	252 35%	664 35%	908 37%	495 37%	692 34%
BOTTOM 2 BOX (NET)	1724 51% BF	171 36%	263 66% ABEF	359 67% ABEF	203 49% B	728 47% B	1132 54% H	592 47%	253 58% JK	547 52%	699 48%	163 55% K	62 49%	800 54% O	699 48%	225 53%	1315 50%	409 56% Q	945 50%	1221 49%	614 46%	1110 55% U
Not very trustworthy	1115 33% B	100 21%	131 33% B	222 42% ABCEF	124 30% B	538 35% AB	714 34%	401 32%	155 36% K	371 35% K	439 30%	111 37% K	39 31%	526 35% O	439 30%	150 35% O	844 32%	271 37% Q	623 33% T	764 31%	354 27%	761 38% U
Not at all trustworthy	609 18% F	71 15%	132 33% ABDEF	137 26% ABEF	79 19% F	190 12% F	418 20% H	191 15%	98 23% JK	176 17%	260 18%	52 18%	23 18%	274 18%	260 18%	75 18%	471 18%	138 19%	322 17%	457 18%	260 20%	349 17%
Not sure	74 2% C	15 3% C	3 1%	12 2%	9 2%	35 2% C	39 2%	35 3%	8 2%	17 2%	41 3% J	6 2%	2 2%	25 2%	41 3% N	8 2%	54 2%	20 3%	44 2%	48 2%	12 1%	62 3% U
Decline to Answer	1	-	-	1	-	-	1	-	-	1	-	-	-	1	-	-	1	-	1	-	-	1
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

28 Aug 2015  
Table 417

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	1795 53% D	234 49% D	201 50% D	222 42%	215 52% D	923 60% ABCDE	1091 52%	704 56% G	202 46%	571 54% ILM	836 58% ILM	130 44%	56 44%	773 52% P	836 58% NP	186 44%	1447 55% R	348 48%	1047 55%	1379 56%	786 59% V	1009 50%
Very trustworthy	421 13% BDE	41 9%	42 11% D	36 7%	34 8%	268 17% ABCDE	216 10%	205 16% G	45 10% M	150 14% ILM	197 14% LM	26 9% M	3 2%	195 13% P	197 14% P	29 7%	371 14% R	50 7%	267 14%	327 13%	222 17% V	199 10%
Somewhat trustworthy	1374 41% D	193 41%	159 40%	186 35%	181 44% D	655 43% D	875 42%	499 40%	157 36%	421 40%	639 44% IJL	104 35%	53 42%	578 39%	639 44% NP	157 37%	1076 41%	298 41%	780 41%	1052 42%	564 42%	810 40%
BOTTOM 2 BOX (NET)	1490 44% F	225 48% F	196 49% AF	295 55% ABEF	190 46% F	584 38% F	967 46% H	523 41%	225 52% JK	464 44% K	573 40%	160 54% JK	68 54% JK	689 46% O	573 40%	228 54% NO	1131 43%	359 50% Q	801 42%	1058 43%	532 40%	958 47% U
Not very trustworthy	1031 31%	140 30%	117 29%	197 37% ABCEF	122 29%	455 30%	661 32%	370 29%	154 35% K	323 31% K	389 27%	116 39% JK	49 39% K	477 32% O	389 27%	165 39% NO	777 30%	254 35% Q	562 30%	720 29%	342 26%	689 34% U
Not at all trustworthy	459 14% F	85 18% AF	79 20% AF	98 18% AF	68 16% F	129 8% F	306 15% H	153 12%	71 16%	141 13%	184 13%	44 15%	19 15%	212 14%	184 13%	63 15%	354 13%	105 15%	239 13%	338 14%	190 14%	269 13%
Not sure	71 2% C	14 3% C	3 1%	15 3% C	9 2%	30 2%	37 2%	34 3%	8 2%	18 2%	36 2%	7 2%	2 2%	26 2%	36 2%	9 2%	54 2%	17 2%	39 2%	47 2%	14 1%	57 3% U
Decline to Answer	1	-	-	1	-	-	1	-	-	1	-	-	-	-	1	-	-	1	-	1	-	1
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

7. .xyz

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	1255 37% BCDE	120 25%	117 29%	157 29%	132 32% B	729 47% ABCDE	710 34%	545 43% G	156 36% L	395 37% L	589 41% LM	78 26%	37 29%	551 37% P	589 41% NP	115 27%	1027 39% R	228 31%	737 39%	947 38%	569 43% V	686 34%
Very trustworthy	291 9% BE	20 4%	28 7% E	35 7% E	15 4% ABCDE	193 13% ABCDE	137 7%	154 12% G	33 8% M	108 10% LM	135 9% LM	14 5% M	1 1%	141 9% P	135 9% P	15 4%	264 10% R	27 4%	177 9%	234 9%	164 12% V	127 6%
Somewhat trustworthy	964 29% BCD	100 21%	89 22%	122 23%	117 28% BC	536 35% ABCDE	573 27%	391 31% G	123 28% L	287 27% L	454 31% JL	64 22%	36 29%	410 28%	454 31% NP	100 24%	763 29%	201 28%	560 30%	713 29%	405 30%	559 28%
BOTTOM 2 BOX (NET)	2030 60% F	340 72% AF	280 70% AF	361 68% AF	273 66% AF	776 50% ABCDE	1348 64% H	682 54%	271 62% K	641 61% K	818 57%	213 72% IJK	87 69% K	912 61% O	818 57%	300 71% NO	1554 59%	476 66% Q	1110 59%	1492 60%	753 57%	1277 63% U
Not very trustworthy	1177 35%	152 32%	139 35%	201 38%	153 37%	532 35%	766 37% H	411 33%	163 37% K	402 38% K	443 31%	122 41% K	47 37%	565 38% O	443 31%	169 40% O	885 34%	292 40% Q	636 34%	827 33%	376 28%	801 40% U
Not at all trustworthy	853 25% F	188 40% ADEFG	141 35% AF	160 30% AF	120 29% F	244 16% ABCDE	582 28% H	271 21%	108 25%	239 23%	375 26%	91 31% J	40 32% J	347 23%	375 26%	131 31% NO	669 25%	184 25%	474 25%	665 27%	377 28% V	476 24%
Not sure	71 2% C	13 3% C	3 1%	14 3% C	9 2%	32 2%	37 2%	34 3%	8 2%	17 2%	38 3%	6 2%	2 2%	25 2%	38 3%	8 2%	51 2%	20 3%	40 2%	45 2%	10 1%	61 3% U
Decline to Answer	1	-	-	1	-	-	1	-	-	1	-	-	-	1	-	-	1	-	1	-	-	1
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

28 Aug 2015  
Table 419

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	125	-**	-**	125	-**	-**	75*	50*	15**	29**	59*	15**	7**	44*	59*	22**	103	22**	82*	69*	42*	83*
TOP 2 BOX (NET)	83 66%	-	-	83 66%	-	-	52 69%	31 62%	11 73%	17 59%	40 68%	10 67%	5 71%	28 64%	40 68%	15 68%	69 67%	14 64%	56 68%	50 72%	29 69%	54 65%
Very trustworthy	19 15%	-	-	19 15%	-	-	12 16%	7 14%	4 27%	6 21%	4 7%	4 27%	1 14%	10 23% O	4 7%	5 23%	17 17%	2 9%	14 17%	12 17%	7 17%	12 14%
Somewhat trustworthy	64 51%	-	-	64 51%	-	-	40 53%	24 48%	7 47%	11 38%	36 61%	6 40%	4 57%	18 41%	36 61% N	10 45%	52 50%	12 55%	42 51%	38 55%	22 52%	42 51%
BOTTOM 2 BOX (NET)	42 34%	-	-	42 34%	-	-	23 31%	19 38%	4 27%	12 41%	19 32%	5 33%	2 29%	16 36%	19 32%	7 32%	34 33%	8 36%	26 32%	19 28%	13 31%	29 35%
Not very trustworthy	24 19%	-	-	24 19%	-	-	10 13%	14 28% G	2 13%	7 24%	9 15%	4 27%	2 29%	9 20%	9 15%	6 27%	19 18%	5 23%	18 22% T	8 12%	6 14%	18 22%
Not at all trustworthy	18 14%	-	-	18 14%	-	-	13 17%	5 10%	2 13%	5 17%	10 17%	1 7%	-	7 16%	10 17%	1 5%	15 15%	3 14%	8 10%	11 16%	7 17%	11 13%
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	125 100%	-	-	125 100%	-	-	75 100%	50 100%	15 100%	29 100%	59 100%	15 100%	7 100%	44 100%	59 100%	22 100%	103 100%	22 100%	82 100%	69 100%	42 100%	83 100%

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

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

28 Aug 2015  
Table 420

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	125	-**	-**	125	-**	-**	75*	50*	15**	29**	59*	15**	7**	44*	59*	22**	103	22**	82*	69*	42*	83*
TOP 2 BOX (NET)	32 26%	-	-	32 26%	-	-	20 27%	12 24%	5 33%	8 28%	14 24%	2 13%	3 43%	13 30%	14 24%	5 23%	27 26%	5 23%	26 32%	16 23%	15 36%	17 20%
Very trustworthy	5 4%	-	-	5 4%	-	-	2 3%	3 6%	1 7%	2 7%	1 2%	1 7%	-	3 7%	1 2%	1 5%	5 5%	-	3 4%	4 6%	3 7%	2 2%
Somewhat trustworthy	27 22%	-	-	27 22%	-	-	18 24%	9 18%	4 27%	6 21%	13 22%	1 7%	3 43%	10 23%	13 22%	4 18%	22 21%	5 23%	23 28%	12 17%	12 29%	15 18%
BOTTOM 2 BOX (NET)	92 74%	-	-	92 74%	-	-	55 73%	37 74%	10 67%	21 72%	44 75%	13 87%	4 57%	31 70%	44 75%	17 77%	75 73%	17 77%	56 68%	52 75%	27 64%	65 78%
Not very trustworthy	51 41%	-	-	51 41%	-	-	25 33%	26 52% G	4 27%	14 48%	22 37%	8 53%	3 43%	18 41%	22 37%	11 50%	44 43%	7 32%	33 40%	25 36%	11 26%	40 48% U
Not at all trustworthy	41 33%	-	-	41 33%	-	-	30 40% H	11 22%	6 40%	7 24%	22 37%	5 33%	1 14%	13 30%	22 37%	6 27%	31 30%	10 45%	23 28%	27 39%	16 38%	25 30%
Not sure	1 1%	-	-	1 1%	-	-	-	1 2%	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	-	1 1%	-	1 1%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	125 100%	-	-	125 100%	-	-	75 100%	50 100%	15 100%	29 100%	59 100%	15 100%	7 100%	44 100%	59 100%	22 100%	103 100%	22 100%	82 100%	69 100%	42 100%	83 100%

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

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

28 Aug 2015  
Table 421

10. .london

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	533	-**	-**	533	-**	-**	328	205	64*	120	251	68*	30*	184	251	98*	430	103	282	359	224	309
TOP 2 BOX (NET)	281 53%	-	-	281 53%	-	-	181 55%	100 49%	35 55%	57 48%	134 53%	40 59%	15 50%	92 50%	134 53%	55 56%	230 53%	51 50%	151 54%	198 55%	125 56%	156 50%
Very trustworthy	49 9%	-	-	49 9%	-	-	30 9%	19 9%	7 11%	16 13%	20 8%	5 7%	1 3%	23 13%	20 8%	6 6%	45 10% R	4 4%	27 10%	39 11%	25 11%	24 8%
Somewhat trustworthy	232 44%	-	-	232 44%	-	-	151 46%	81 40%	28 44%	41 34%	114 45% J	35 51% J	14 47%	69 38%	114 45%	49 50% N	185 43%	47 46%	124 44%	159 44%	100 45%	132 43%
BOTTOM 2 BOX (NET)	239 45%	-	-	239 45%	-	-	140 43%	99 48%	26 41%	60 50%	111 44%	27 40%	15 50%	86 47%	111 44%	42 43%	190 44%	49 48%	122 43%	156 43%	96 43%	143 46%
Not very trustworthy	163 31%	-	-	163 31%	-	-	86 26%	77 38% G	14 22%	50 42% IKL	71 28%	17 25%	11 37%	64 35%	71 28%	28 29%	126 29%	37 36%	85 30%	106 30%	59 26%	104 34%
Not at all trustworthy	76 14%	-	-	76 14%	-	-	54 16%	22 11%	12 19% J	10 8%	40 16% J	10 15%	4 13%	22 12%	40 16%	14 14%	64 15%	12 12%	37 13%	50 14%	37 17%	39 13%
Not sure	12 2%	-	-	12 2%	-	-	6 2%	6 3%	3 5%	2 2%	6 2%	1 1%	-	5 3%	6 2%	1 1%	9 2%	3 3%	8 3%	5 1%	3 1%	9 3%
Decline to Answer	1	-	-	1	-	-	1	-	-	1 1%	-	-	-	1 1%	-	-	1	-	1	-	-	1
Sigma	533 100%	-	-	533 100%	-	-	328 100%	205 100%	64 100%	120 100%	251 100%	68 100%	30 100%	184 100%	251 100%	98 100%	430 100%	103 100%	282 100%	359 100%	224 100%	309 100%

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

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

28 Aug 2015  
Table 422

11. .nyc

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	268	268	-**	-**	-**	-**	181	87*	5**	39*	121	57*	46*	44*	121	103	234	34*	152	234	148	120
TOP 2 BOX (NET)	154 57%	154 57%	-	-	-	-	103 57%	51 59%	4 80%	22 56%	80 66% L	25 44%	23 50%	26 59%	80 66% P	48 47%	137 59%	17 50%	98 64% T	132 56%	85 57%	69 58%
Very trustworthy	41 15%	41 15%	-	-	-	-	25 14%	16 18%	-	13 33% KLM	18 15%	6 11%	4 9%	13 30% OP	18 15%	10 10%	35 15%	6 18%	27 18%	35 15%	24 16%	17 14%
Somewhat trustworthy	113 42%	113 42%	-	-	-	-	78 43%	35 40%	4 80%	9 23%	62 51% JL	19 33%	19 41%	13 30%	62 51% NP	38 37%	102 44%	11 32%	71 47%	97 41%	61 41%	52 43%
BOTTOM 2 BOX (NET)	108 40%	108 40%	-	-	-	-	75 41%	33 38%	1 20%	15 38%	40 33%	30 53% K	22 48%	16 36%	40 33%	52 50% O	93 40%	15 44%	52 34%	98 42% S	62 42%	46 38%
Not very trustworthy	58 22%	58 22%	-	-	-	-	37 20%	21 24%	-	6 15%	23 19%	18 32%	11 24%	6 14%	23 19%	29 28%	51 22%	7 21%	29 19%	55 24%	35 24%	23 19%
Not at all trustworthy	50 19%	50 19%	-	-	-	-	38 21%	12 14%	1 20%	9 23%	17 14%	12 21%	11 24%	10 23%	17 14%	23 22%	42 18%	8 24%	23 15%	43 18%	27 18%	23 19%
Not sure	6 2%	6 2%	-	-	-	-	3 2%	3 3%	-	2 5%	1 1%	2 4%	1 2%	2 5%	1 1%	3 3%	4 2%	2 6%	2 1%	4 2%	1 1%	5 4%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	268 100%	268 100%	-	-	-	-	181 100%	87 100%	5 100%	39 100%	121 100%	57 100%	46 100%	44 100%	121 100%	103 100%	234 100%	34 100%	152 100%	234 100%	148 100%	120 100%

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

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

28 Aug 2015  
Table 423

Base: All Qualified Respondents

																	Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Region					Gender		Age					Age			Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54							55+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	550	**	**	**	**	550	284	266	66*	237	229	13**	5**	303	229	18**	496	54*	378	356	252	298
TOP 2 BOX (NET)	357 65%	-	-	-	-	357 65%	158 56%	199 75% G	39 59%	146 62%	162 71% J	8 62%	2 40%	185 61%	162 71% N	10 56%	330 67% R	27 50%	259 69%	250 70%	182 72% V	175 59%
Very trustworthy	101 18%	-	-	-	-	101 18%	32 11%	69 26% G	10 15%	41 17%	50 22%	-	-	51 17%	50 22%	-	97 20% R	4 7%	67 18%	76 21%	57 23% V	44 15%
Somewhat trustworthy	256 47%	-	-	-	-	256 47%	126 44%	130 49%	29 44%	105 44%	112 49%	8 62%	2 40%	134 44%	112 49%	10 56%	233 47%	23 43%	192 51%	174 49%	125 50%	131 44%
BOTTOM 2 BOX (NET)	183 33%	-	-	-	-	183 33%	119 42% H	64 24%	27 41% K	91 38% K	59 26%	3 23%	3 60%	118 39% O	59 26%	6 33%	158 32% Q	25 46% Q	111 29%	103 29%	69 27%	114 38% U
Not very trustworthy	150 27%	-	-	-	-	150 27%	99 35% H	51 19%	25 38% K	71 30% K	50 22%	2 15%	2 40%	96 32% O	50 22%	4 22%	129 26%	21 39% Q	91 24%	86 24%	57 23%	93 31% U
Not at all trustworthy	33 6%	-	-	-	-	33 6%	20 7%	13 5%	2 3%	20 8% K	9 4%	1 8%	1 20%	22 7%	9 4%	2 11%	29 6%	4 7%	20 5%	17 5%	12 5%	21 7%
Not sure	10 2%	-	-	-	-	10 2%	7 2%	3 1%	-	-	8 3% J	2 15%	-	-	8 3% N	2 11%	8 2%	2 4%	8 2% T	3 1%	1 *	9 3% U
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	550 100%	-	-	-	-	550 100%	284 100%	266 100%	66 100%	237 100%	229 100%	13 100%	5 100%	303 100%	229 100%	18 100%	496 100%	54 100%	378 100%	356 100%	252 100%	298 100%

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



Q826\_13. Please rate the following gTLDs by how trustworthy you feel they are.  
13. .xn-ses554g (Chinese for network address)

28 Aug 2015  
Table 424

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	550	..*	..*	..*	..*	550	284	266	66*	237	229	13**	5**	303	229	18**	496	54*	378	356	252	298
TOP 2 BOX (NET)	379 69%	-	-	-	-	379 69%	171 60%	208 78% G	46 70%	161 68%	162 71%	8 62%	2 40%	207 68%	162 71%	10 56%	348 70%	31 57%	272 72%	254 71%	189 75% V	190 64%
Very trustworthy	122 22%	-	-	-	-	122 22%	55 19%	67 25%	17 26%	46 19%	57 25%	2 15%	-	63 21%	57 25%	2 11%	114 23%	8 15%	90 24%	90 25%	68 27% V	54 18%
Somewhat trustworthy	257 47%	-	-	-	-	257 47%	116 41%	141 53% G	29 44%	115 49%	105 46%	6 46%	2 40%	144 48%	105 46%	8 44%	234 47%	23 43%	182 48%	164 46%	121 48%	136 46%
BOTTOM 2 BOX (NET)	163 30%	-	-	-	-	163 30%	107 38% H	56 21%	20 30%	75 32%	62 27%	3 23%	3 60%	95 31%	62 27%	6 33%	141 28%	22 41%	99 26%	99 28%	63 25%	100 34% U
Not very trustworthy	135 25%	-	-	-	-	135 25%	89 31% H	46 17%	17 26%	63 27%	51 22%	2 15%	2 40%	80 26%	51 22%	4 22%	118 24%	17 31%	79 21%	87 24%	57 23%	78 26%
Not at all trustworthy	28 5%	-	-	-	-	28 5%	18 6%	10 4%	3 5%	12 5%	11 5%	1 8%	1 20%	15 5%	11 5%	2 11%	23 5%	5 9%	20 5%	12 3%	6 2%	22 7% U
Not sure	8 1%	-	-	-	-	8 1%	6 2%	2 1%	-	1	5 2%	2 15%	-	1	5 2% N	2 11%	7 1%	1 2%	7 2%	3 1%	-	8 3% U
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	550 100%	-	-	-	-	550 100%	284 100%	266 100%	66 100%	237 100%	229 100%	13 100%	5 100%	303 100%	229 100%	18 100%	496 100%	54 100%	378 100%	356 100%	252 100%	298 100%

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

Q826\_14. Please rate the following gTLDs by how trustworthy you feel they are.  
14. .xn-55qx5d (Chinese for company)

28 Aug 2015  
Table 425

Base: All Qualified Respondents

																	Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Region					Gender		Age					Age			Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54							55+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	550	**	**	**	**	550	284	266	66*	237	229	13**	5**	303	229	18**	496	54*	378	356	252	298
TOP 2 BOX (NET)	370 67%	-	-	-	-	370 67%	168 59%	202 76% G	43 65%	156 66%	161 70%	8 62%	2 40%	199 66%	161 70%	10 56%	340 69%	30 56%	271 72%	252 71%	192 76% V	178 60%
Very trustworthy	127 23%	-	-	-	-	127 23%	49 17%	78 29% G	17 26%	44 19%	65 28% J	1 8%	-	61 20%	65 28% N	1 6%	123 25% R	4 7%	94 25%	94 26%	71 28% V	56 19%
Somewhat trustworthy	243 44%	-	-	-	-	243 44%	119 42%	124 47%	26 39%	112 47%	96 42%	7 54%	2 40%	138 46%	96 42%	9 50%	217 44%	26 48%	177 47%	158 44%	121 48%	122 41%
BOTTOM 2 BOX (NET)	173 31%	-	-	-	-	173 31%	111 39% H	62 23%	23 35%	81 34%	63 28%	3 23%	3 60%	104 34%	63 28%	6 33%	150 30%	23 43%	101 27%	102 29%	60 24%	113 38% U
Not very trustworthy	147 27%	-	-	-	-	147 27%	96 34% H	51 19%	21 32%	68 29%	53 23%	3 23%	2 40%	89 29%	53 23%	5 28%	129 26%	18 33%	80 21%	92 26% S	51 20%	96 32% U
Not at all trustworthy	26 5%	-	-	-	-	26 5%	15 5%	11 4%	2 3%	13 5%	10 4%	-	1 20%	15 5%	10 4%	1 6%	21 4%	5 9%	21 6% T	10 3%	9 4%	17 6%
Not sure	7 1%	-	-	-	-	7 1%	5 2%	2 1%	-	-	5 2% J	2 15%	-	-	5 2% N	2 11%	6 1%	1 2%	6 2%	2 1%	-	7 2% U
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	550 100%	-	-	-	-	550 100%	284 100%	266 100%	66 100%	237 100%	229 100%	13 100%	5 100%	303 100%	229 100%	18 100%	496 100%	54 100%	378 100%	356 100%	252 100%	298 100%

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

Q830. To the best of your knowledge, why have new gTLDs been created?

28 Aug 2015  
Table 426

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
CONSUMER DEMAND (NET)	1423 42% F	260 55% ACDEF	165 41% ACDEF	211 40% ACDEF	194 47% ADF	593 39% ACDE	939 45% H	484 38% H	166 38% H	449 43% H	623 43% H	125 42% H	60 48% H	615 41% H	623 43% H	185 44% H	1125 43% H	298 41% H	848 45% T	1059 43% H	567 43% H	856 42% H
Availability/Ran out/Shortage of names/domains	501 15% CEF	128 27% ACDEF	45 11% ACDEF	85 16% CE	46 11% CE	197 13% ACDE	341 16% H	160 13% H	38 9% H	147 14% I	245 17% IJ	44 15% I	27 21% IJ	185 12% H	245 17% N	71 17% N	400 15% H	101 14% H	280 15% H	382 15% H	210 16% H	291 14% H
It's needed/Growing demand	292 9% E	44 9% E	27 7% E	38 7% E	21 5% E	162 11% ACDE	173 8% H	119 9% H	32 7% H	97 9% H	127 9% H	30 10% H	6 5% H	129 9% H	127 9% H	36 9% H	253 10% R	39 5% H	188 10% T	210 8% H	107 8% H	185 9% H
Provide/Offer new/variety /choices/options	271 8% F	42 9% F	55 14% ABDF	38 7% F	44 11% AF	92 6% AF	183 9% H	88 7% H	41 9% H	95 9% H	105 7% H	22 7% H	8 6% H	136 9% H	105 7% H	30 7% H	207 8% H	64 9% H	174 9% H	196 8% H	106 8% H	165 8% H
Create new/additional domains/websites	269 8% F	38 8% F	44 11% AF	48 9% F	47 11% AF	92 6% AF	176 8% H	93 7% H	37 9% H	89 8% H	104 7% H	24 8% H	15 12% H	126 8% H	104 7% H	39 9% H	203 8% H	66 9% H	154 8% H	202 8% H	103 8% H	166 8% H
To customize/add personality/meet specific needs	203 6% CF	42 9% ACDF	13 3% ACDF	27 5% ACDF	50 12% ACDF	71 5% ACDF	135 6% H	68 5% H	23 5% H	68 6% H	90 6% H	12 4% H	10 8% H	91 6% H	90 6% H	22 5% H	152 6% H	51 7% H	128 7% H	156 6% H	81 6% H	122 6% H
Other consumer demand mentions	38 1% ABDF	2 1% ABDF	4 1% ABDF	3 1% ABDF	11 3% ABDF	18 1% ABDF	24 1% H	14 1% H	6 1% H	9 1% H	19 1% H	3 1% H	1 1% H	15 1% H	19 1% H	4 1% H	25 1% H	13 2% H	21 1% H	30 1% H	16 1% H	22 1% H
PROVIDE STRUCTURE (NET)	599 18% DF	114 24% ADEF	107 27% ADEF	61 11% ADEF	72 17% D	245 16% D	396 19% H	203 16% H	75 17% H	180 17% H	261 18% H	64 22% H	19 15% H	255 17% H	261 18% H	83 20% H	475 18% H	124 17% H	374 20% H	462 19% H	263 20% V	336 17% H
To identify/differentiate between businesses/sites	333 10% DF	65 14% ADF	70 18% ADEF	36 7% ADEF	40 10% ADEF	122 8% ADEF	222 11% H	111 9% H	41 9% H	99 9% H	148 10% H	38 13% M	7 6% H	140 9% H	148 10% H	45 11% H	264 10% H	69 10% H	216 11% H	257 10% H	147 11% H	186 9% H
To organize/categorize the internet	113 3% DE	31 7% ADEF	22 6% ADEF	9 2% ADEF	6 1% ADEF	45 3% ADEF	77 4% H	36 3% H	11 3% H	32 3% H	55 4% H	11 4% H	4 3% H	43 3% H	55 4% H	15 4% H	96 4% H	17 2% H	65 3% H	95 4% H	55 4% V	58 3% H
Too many/Large volume of sites/domains	106 3% D	15 3% D	13 3% D	9 2% D	24 6% ADF	45 3% ADF	70 3% H	36 3% H	10 2% H	35 3% H	44 3% H	9 3% H	8 6% IK	45 3% H	44 3% H	17 4% H	76 3% H	30 4% H	63 3% H	81 3% H	46 3% H	60 3% H
Reduce redundancy/sites with the same name	30 1% H	5 1% H	4 1% H	2 1% H	2 1% H	17 1% H	21 1% H	9 1% H	5 1% H	9 1% H	11 1% H	4 1% H	1 1% H	14 1% H	11 1% H	5 1% H	26 1% H	4 1% H	20 1% H	20 1% H	9 1% H	21 1% H
Other provide structure mentions	41 1% H	3 1% H	4 1% H	6 1% H	3 1% H	25 2% H	25 1% H	16 1% H	9 2% H	13 1% H	17 1% H	2 1% H	- H	22 1% H	17 1% H	2 1% H	35 1% H	6 1% H	26 1% H	29 1% H	16 1% H	25 1% H
IMPROVE BUSINESS (NET)	323 10% F	73 15% ACEF	36 9% ACEF	68 13% AF	37 9% AF	109 7% ACEF	227 11% H	96 8% H	26 6% H	89 8% H	148 10% I	49 16% IJKM	11 9% H	115 8% H	148 10% N	60 14% NO	251 10% H	72 10% H	192 10% H	254 10% H	157 12% V	166 8% H
Economic interests/Make money/Profits	133 4% CEF	49 10% ACEF	7 2% ACEF	44 8% ACEF	3 1% ACEF	30 2% ACEF	102 5% H	31 2% H	6 1% H	22 2% H	72 5% IJ	29 10% IJKM	4 3% H	28 2% H	72 5% N	33 8% NO	106 4% H	27 4% H	85 5% H	108 4% H	80 6% V	53 3% H
To advertise/market/attract new customers	75 2% AF	18 4% AF	9 2% AF	10 2% AF	9 2% AF	29 2% AF	48 2% H	27 2% H	7 2% H	26 2% H	29 2% H	10 3% H	3 2% H	33 2% H	29 2% H	13 3% H	55 2% H	20 3% H	37 2% H	59 2% H	34 3% H	41 2% H

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

Q830. To the best of your knowledge, why have new gTLDs been created?

28 Aug 2015  
Table 426

Base: All Qualified Respondents

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi-straits	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer-cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
For business purposes (Unspec.)	64 2%	5 1%	9 2%	10 2%	8 2%	32 2%	43 2%	21 2%	6 1%	14 1%	32 2%	10 3% J	2 2%	20 1%	32 2%	12 3% N	53 2%	11 2%	35 2%	50 2%	28 2%	36 2%
Competition/To compete	50 1% B	2 *	8 2% B	4 1% ABCD	19 5% BCDF	17 1%	29 1%	21 2%	9 2%	22 2% K	14 1%	4 1%	1 1%	31 2% O	14 1%	5 1%	34 1%	16 2%	30 2%	35 1%	15 1%	35 2%
Other improve business mentions	22 1%	4 1%	5 1%	4 1%	1 *	8 1%	18 1%	4 *	1 *	11 1%	8 1%	1 *	1 1%	12 1%	8 1%	2 *	16 1%	6 1%	13 1%	18 1%	11 1%	11 1%
MISCELLANEOUS (NET)	205 6%	29 6%	16 4%	27 5%	35 8% ACD	98 6%	118 6%	87 7%	25 6%	68 6%	91 6%	15 5%	6 5%	93 6%	91 6%	21 5%	159 6%	46 6%	123 7%	161 6%	89 7%	116 6%
Information/more information	59 2%	11 2%	7 2%	9 2%	11 3%	21 1%	39 2%	20 2%	7 2%	19 2%	23 2%	7 2%	3 2%	26 2%	23 2%	10 2%	44 2%	15 2%	37 2%	43 2%	21 2%	38 2%
To be unique/different	41 1% C	6 1%	1 *	5 1%	7 2% C	22 1%	20 1%	21 2%	5 1%	12 1%	20 1%	2 1%	2 2%	17 1%	20 1%	4 1%	35 1%	6 1%	26 1%	32 1%	18 1%	23 1%
Cheaper/More affordable	17 1%	2 *	-	1 *	7 2% ACDF	7 *	8 *	9 1%	3 1%	7 1%	7 *	-	-	10 1%	7 *	-	11 *	6 1%	8 *	15 1%	3 *	14 1%
Keep up with the market/trend	14 *	-	1 *	2 *	2 *	9 1%	8 *	6 *	2 *	7 1%	5 *	-	-	9 1%	5 *	-	12 *	2 *	9 *	13 1%	6 *	8 *
Other mentions	75 2%	10 2%	7 2%	10 2%	8 2%	40 3%	43 2%	32 3%	8 2%	23 2%	37 3%	6 2%	1 1%	31 2%	37 3%	7 2%	58 2%	17 2%	43 2%	59 2%	41 3% V	34 2%
INNOVATION/DEVELOP MENT (NET)	150 4% BD	12 3%	18 5% D	11 2%	23 6% BD	86 6% ABD	70 3%	80 6% G	25 6% LM	53 5% LM	65 4% M	7 2%	-	78 5% P	65 4% P	7 2%	114 4%	36 5%	81 4%	119 5%	67 5%	83 4%
Innovation	66 2%	6 1%	9 2%	5 1%	14 3% ABD	32 2%	32 2%	34 3% G	13 3% L	24 2%	27 2%	2 1%	-	37 2% P	27 2% P	2 *	47 2%	19 3%	37 2%	52 2%	24 2%	42 2%
Good/Improved technology	30 1% D	1 *	1 *	1 *	4 1% ABCD	23 1%	14 1%	16 1%	2 *	12 1%	13 1%	3 1%	-	14 1%	13 1%	3 1%	25 1%	5 1%	18 1%	26 1%	16 1%	14 1%
Progress/Improved development/Make it better	27 1%	2 *	4 1%	4 1%	7 2% AF	10 1%	14 1%	13 1%	7 2% L	10 1%	10 1%	-	-	17 1% P	10 1%	-	17 1%	10 1% Q	13 1%	20 1%	17 1% V	10 *
Good/Improve quality	23 1%	3 1%	4 1% E	1 *	-	15 1% E	10 *	13 1%	2 *	8 1%	12 1%	1 *	-	10 1%	12 1%	1 *	21 1%	2 *	9 *	18 1%	9 1%	14 1%
Other innovation/development mentions	8 *	-	-	-	2 *	6 *	3 *	5 *	2 *	2 *	3 *	1 *	-	4 *	3 *	1 *	6 *	2 *	5 *	7 *	4 *	4 *
ACCESSIBILITY (NET)	133 4% D	16 3%	22 6% D	9 2%	22 5% D	64 4% D	79 4%	54 4%	20 5%	43 4%	59 4%	8 3%	3 2%	63 4%	59 4%	11 3%	99 4%	34 5%	78 4%	100 4%	52 4%	81 4%
Easy/Easy to use/access the web	56 2% D	4 1%	17 4% ABDF	1 *	12 3% ABDF	22 1% D	38 2%	18 1%	10 2%	17 2%	23 2%	5 2%	1 1%	27 2%	23 2%	6 1%	40 2%	16 2%	35 2%	41 2%	19 1%	37 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  
Overlap formulae used.

Q830. To the best of your knowledge, why have new gTLDs been created?

28 Aug 2015  
Table 426

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Improve search function/Making searching easier	35 1% C	7 1% C	-	7 1% C	8 2% C	13 1%	19 1%	16 1%	6 1%	11 1%	14 1%	3 1%	1 1%	17 1%	14 1%	4 1%	27 1%	8 1%	14 1%	27 1%	12 1%	23 1%
Convenience	27 1% D	1	2 1%	-	-	24 2% ABDE	12 1%	15 1%	5 1%	9 1%	13 1%	-	-	14 1% P	13 1%	-	21 1%	6 1%	18 1%	19 1%	10 1%	17 1%
Other accessibility mentions	16	4 1%	3 1%	1	2	6	10	6	-	6 1%	9 1%	-	1 1%	6	9 1%	1	12	4 1%	12 1%	13 1%	11 1% V	5
IMPROVE EFFICIENCY (NET)	117 3% F	28 6% ACDF	8 2%	17 3%	25 6% ACDF	39 3%	67 3%	50 4%	14 3%	43 4% K	37 3%	16 5% K	7 6%	57 4%	37 3%	23 5% O	89 3%	28 4%	60 3%	92 4%	41 3%	76 4%
Lack of space/To create more space	64 2% F	21 4% ACDF	4 1%	10 2% F	20 5% ACDF	9 1%	45 2%	19 2%	4 1%	27 3% IK	21 1%	7 2%	5 4% IK	31 2%	21 1%	12 3%	49 2%	15 2%	32 2%	55 2%	22 2%	42 2%
For use/To use/Usability	8	1	-	2	-	5	3	5	-	2	4	2 1%	-	2	4	2	7	1	6	5	4	4
Other improve efficiency mentions	46 1%	7 1%	4 1%	5 1%	5 1%	25 2%	19 1%	27 2% G	10 2% K	14 1%	12 1%	8 3% K	2 2%	24 2%	12 1%	10 2% O	34 1%	12 2%	23 1%	32 1%	15 1%	31 2%
IMPROVE CREDIBILITY (NET)	110 3% D	10 2%	20 5% ABD	7 1%	18 4% D	55 4% D	62 3%	48 4%	23 5% KM	40 4% K	35 2%	11 4%	1 1%	63 4% O	35 2%	12 3%	81 3%	29 4%	60 3%	82 3%	36 3%	74 4%
Improve security/Make it safer	68 2% D	5 1%	15 4% ABD	5 1%	9 2%	34 2%	35 2%	33 3%	15 3% KM	27 3%	22 2%	4 1%	-	42 3% OP	22 2%	4 1%	52 2%	16 2%	44 2%	48 2%	25 2%	43 2%
Improve reputation/More known	17 1%	2	3 1%	1	-	11 1%	11 1%	6	5 1% K	4	5	2 1%	1 1%	9 1%	5	3 1%	14 1%	3	6	15 1%	5	12 1%
More reliable/trustworthy	17 1%	3 1%	2 1%	-	6 1% ADF	6	10	7 1%	3 1%	6 1%	8 1%	-	-	9 1%	8 1%	-	12	5 1%	7	13 1%	4	13 1%
Other improve credibility mentions	13	1	1	1	3 1%	7	7	6	2	5 K	1	5 2% JK	-	7 O	1	5 1% O	8	5 1%	8	8	3	10
None	69 2% C	6 1%	1	7 1%	4 1% ABCDE	51 3%	41 2%	28 2%	15 3% K	22 2%	26 2%	4 1%	2 2%	37 2%	26 2%	6 1%	57 2%	12 2%	28 1%	55 2% S	30 2%	39 2%
Don't know	522 16% B	30 6%	65 16% B	119 22% ABCEFF	64 15% B	244 16% B	300 14%	222 18% G	72 17%	145 14%	224 16%	57 19% J	24 19%	217 15%	224 16%	81 19% N	400 15%	122 17%	277 15%	330 13%	139 10%	383 19% U
Declined to answer	204 6% BCE	19 4%	11 3%	49 9% ABCE	8 2% ABCE	117 8% ABCE	120 6%	84 7%	32 7% L	83 8% KL	77 5% L	6 2%	6 5%	115 8% OP	77 5% P	12 3%	168 6%	36 5%	91 5%	166 7% S	111 8% V	93 5%
Sigma	4063 121%	645 136%	501 125%	619 116%	537 130%	1761 115%	2548 122%	1515 120%	512 118%	1290 122%	1736 120%	378 127%	147 117%	1802 121%	1736 120%	525 124%	3178 121%	885 122%	2341 124%	3040 122%	1633 123%	2430 120%

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

Q836. What has your experience been like with websites with the following new gTLDs?

SUMMARY TABLE OF TOP 2 BOX

Base: Visited New gTLDs Websites

	Total Regi- strants  (A)	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America  (B)	South America  (C)	Europe  (D)	Africa  (E)	Asia  (F)	Male  (G)	Female  (H)	18-24  (I)	25-34  (J)	35-54  (K)	55-64  (L)	65+  (M)	18-34  (N)	35-54  (O)	55+  (P)	Primary decision maker  (Q)	Shared decision maker  (R)	Consumer  (S)	Commer- cial  (T)	Yes  (U)	No  (V)
		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1384	107	168	144	142	823	790	594	228	497	575	63*	21**	725	575	84*	1103	281	809	1057	667	717
.berlin	9 100%	-	-	9 100%	-	-	7 100%	2 100%	-	2 100%	5 100%	1 100%	1 100%	2 100%	5 100%	2 100%	8 100%	1 100%	5 100%	9 100%	5 100%	4 100%
.ovh	6 100%	-	-	6 100%	-	-	4 100%	2 100%	-	3 100%	2 100%	1 100%	-	3 100%	2 100%	1 100%	5 100%	1 100%	6 100%	4 100%	4 100%	2 100%
.xn-ses554g (Chinese for network address)	78 95%	-	-	-	-	78 95%	40 95%	38 95%	8 100%	40 98%	29 91%	1 100%	-	48 98%	29 91%	1 100%	74 96%	4 80%	60 97%	59 97%	43 96%	35 95%
.wang	69 95%	-	-	-	-	69 95%	29 91%	40 98%	2 67%	40 98%	26 93%	1 100%	-	42 95%	26 93%	1 100%	66 96%	3 75%	53 95%	50 93%	39 93%	30 97%
.email	634 93%	35 90%	83 91%	71 92%	60 94%	385 94%	346 92%	288 95%	108 91%	232 95%	254 93%	31 100%	9 82%	340 93%	254 93%	40 95%	498 94%	136 92%	376 94%	479 94%	288 92%	346 94%
.xn-55qx5d (Chinese for company)	74 93%	-	-	-	-	74 93%	37 90%	37 95%	4 80%	39 93%	29 94%	2 100%	-	43 91%	29 94%	2 100%	68 93%	6 86%	57 93%	54 93%	37 90%	37 95%
.realtor	134 92%	23 96%	6 86%	16 94%	5 100%	84 91%	77 91%	57 95%	6 75%	54 95%	59 91%	11 100%	4 100%	60 92%	59 91%	15 100%	123 94%	11 79%	99 95%	109 93%	88 91%	46 96%
.nyc	12 92%	12 92%	-	-	-	-	9 100%	3 75%	-	4 80%	6 100%	1 100%	1 100%	4 80%	6 100%	2 100%	10 91%	2 100%	8 89%	11 100%	9 100%	3 75%
.photography	236 91%	26 93%	23 85%	30 88%	23 96%	134 92%	142 91%	94 92%	32 91%	77 91%	114 93%	12 92%	1 50%	109 91%	114 93%	13 87%	195 91%	41 93%	163 94%	191 92%	130 88%	106 95% U
.guru	243 91%	21 100%	32 89%	22 88%	34 89%	134 91%	155 88%	88 96% G	26 93%	96 90%	103 91%	15 94%	3 75%	122 90%	103 91%	18 90%	201 91%	42 89%	164 93%	202 91%	138 87%	105 96% U
.link	486 90%	29 88%	77 93%	42 88%	63 94%	275 89%	265 87%	221 94% G	75 82%	188 94% I	198 91% I	21 81%	4 80%	263 90%	198 91%	25 81%	394 90%	92 88%	284 90%	392 91%	230 89%	256 90%
.club	304 89%	20 87%	29 94%	33 83%	22 88%	200 89%	182 87%	122 91%	39 78%	120 92% I	132 89%	12 100%	1 100%	159 88%	132 89%	13 100%	264 89%	40 85%	204 91%	242 88%	176 87%	128 91%
.xyz	171 87%	7 70%	11 79%	22 85%	6 75%	125 90% A	92 82%	79 93% G	12 67%	70 88%	82 91%	7 88%	-	82 84%	82 91%	7 78%	157 88%	14 74%	125 87%	137 87%	107 86%	64 88%
.london	14 74%	-	-	14 74%	-	-	8 73%	6 75%	2 40%	4 100%	7 88%	1 100%	-	6 67%	7 88%	1 50%	13 72%	1 100%	8 89%	13 72%	8 67%	6 86%

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

Q836. What has your experience been like with websites with the following new gTLDs?  
SUMMARY TABLE OF BOTTOM 2 BOX

Base: Visited New gTLDs Websites

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1384	107	168	144	142	823	790	594	228	497	575	63*	21**	725	575	84*	1103	281	809	1057	667	717
.london	5 26%	-	-	5 26%	-	-	3 27%	2 25%	3 60%	-	1 13%	-	1 100%	3 33%	1 13%	1 50%	5 28%	-	1 11%	5 28%	4 33%	1 14%
.xyz	25 13% F	3 30%	21 %	4 15%	25 %	13 9%	20 18% H	5 6%	6 33%	9 11%	8 9%	1 13%	1 100%	15 15%	8 9%	2 22%	21 12%	4 21%	17 12%	19 12%	17 14%	8 11%
.club	38 11%	3 13%	2 6%	6 15%	3 12%	24 11%	26 12%	12 9%	10 20% J	11 8%	17 11%	-	-	21 12%	17 11%	-	31 10%	7 15%	20 9%	32 12%	26 13%	12 9%
.link	54 10%	4 12%	6 7%	6 13%	4 6%	34 11%	40 13% H	14 6%	15 16% J	13 6%	20 9%	5 19%	1 20%	28 10%	20 9%	6 19%	41 9%	13 12%	29 9%	38 9%	27 11%	27 10%
.guru	25 9%	-	4 11%	3 12%	4 11%	14 9%	21 12% H	4 4%	2 7%	11 10%	10 9%	1 6%	1 25%	13 10%	10 9%	2 10%	20 9%	5 11%	12 7%	21 9%	21 13% V	4 4%
.photography	21 8%	2 7%	4 15%	3 9%	1 4%	11 8%	13 8%	8 8%	2 6%	8 9%	9 7%	1 8%	1 50%	10 8%	9 7%	2 13%	18 8%	3 7%	9 5%	17 8%	16 11%	5 5%
.realtor	11 8%	1 4%	1 14%	1 6%	-	8 9%	8 9%	3 5%	2 25%	3 5%	6 9%	-	-	5 8%	6 9%	-	8 6%	3 21%	5 5%	8 7%	9 9%	2 4%
.xn-55qx5d (Chinese for company)	6 8%	-	-	-	-	6 8%	4 10%	2 5%	1 20%	3 7%	2 6%	-	-	4 9%	2 6%	-	5 7%	1 14%	4 7%	4 7%	4 10%	2 5%
.email	41 6%	3 8%	8 9%	4 5%	4 6%	22 5%	26 7%	15 5%	9 8%	13 5%	18 7%	-	1 9%	22 6%	18 7%	1 2%	29 5%	12 8%	22 5%	28 6%	22 7%	19 5%
.wang	4 5%	-	-	-	-	4 5%	3 9%	1 2%	1 33%	1 2%	2 7%	-	-	2 5%	2 7%	-	3 4%	1 25%	3 5%	4 7%	3 7%	1 3%
.xn-ses554g (Chinese for network address)	4 5%	-	-	-	-	4 5%	2 5%	2 5%	-	1 2%	3 9%	-	-	1 2%	3 9%	-	3 4%	1 20%	2 3%	2 3%	2 4%	2 5%
.ovh	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.berlin	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.nyc	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q836\_1. What has your experience been like with websites with the following new gTLDs?

28 Aug 2015  
Table 429

1. .email

Base: Visited .email gTLD Websites

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	679	39*	91*	77*	64*	408	376	303	119	245	273	31*	11**	364	273	42*	531	148	401	508	312	367
TOP 2 BOX (NET)	634 93%	35 90%	83 91%	71 92%	60 94%	385 94%	346 92%	288 95%	108 91%	232 95%	254 93%	31 100%	9 82%	340 93%	254 93%	40 95%	498 94%	136 92%	376 94%	479 94%	288 92%	346 94%
Very positive	293 43% D	17 44%	47 52% D	24 31%	29 45%	176 43%	149 40%	144 48% G	47 39%	105 43%	126 46%	11 35%	4 36%	152 42%	126 46%	15 36%	238 45%	55 37%	178 44%	223 44%	128 41%	165 45%
Somewhat positive	341 50% C	18 46%	36 40%	47 61% AC	31 48%	209 51% C	197 52%	144 48%	61 51%	127 52%	128 47%	20 65%	5 45%	188 52%	128 47%	25 60%	260 49%	81 55%	198 49%	256 50%	160 51%	181 49%
BOTTOM 2 BOX (NET)	41 6%	3 8%	8 9%	4 5%	4 6%	22 5%	26 7%	15 5%	9 8%	13 5%	18 7%	-	1 9%	22 6%	18 7%	1 2%	29 5%	12 8%	22 5%	28 6%	22 7%	19 5%
Somewhat negative	32 5%	2 5%	7 8%	3 4%	4 6%	16 4%	19 5%	13 4%	5 4%	13 5%	14 5%	-	-	18 5%	14 5%	-	23 4%	9 6%	17 4%	21 4%	14 4%	18 5%
Very negative	9 1%	1 3%	1 1%	1 1%	-	6 1%	7 2%	2 1%	4 3% J	-	4 1%	-	1 9%	4 1%	4 1%	1 2%	6 1%	3 2%	5 1%	7 1%	8 3% V	1
Not Sure	4 1%	1 3% F	-	2 3% AF	-	1	4 1%	-	2 3% J	-	1	-	1 9%	2 1%	1	1 2%	4 1%	-	3 1%	1	2 1%	2 1%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	679 100%	39 100%	91 100%	77 100%	64 100%	408 100%	376 100%	303 100%	119 100%	245 100%	273 100%	31 100%	11 100%	364 100%	273 100%	42 100%	531 100%	148 100%	401 100%	508 100%	312 100%	367 100%

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



Q836\_2. What has your experience been like with websites with the following new gTLDs?

28 Aug 2015  
Table 430

2. .photography

Base: Visited .photography gTLD Websites

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	258	28**	27**	34*	24**	145	156	102	35*	85*	123	13**	2**	120	123	15**	214	44*	173	208	147	111
TOP 2 BOX (NET)	236 91%	26 93%	23 85%	30 88%	23 96%	134 92%	142 91%	94 92%	32 91%	77 91%	114 93%	12 92%	1 50%	109 91%	114 93%	13 87%	195 91%	41 93%	163 94%	191 92%	130 88%	106 95% U
Very positive	113 44% D	17 61%	15 56%	7 21%	11 46%	63 43% D	69 44%	44 43%	13 37%	35 41%	61 50%	3 23%	1 50%	48 40%	61 50%	4 27%	100 47% R	13 30%	82 47%	90 43%	62 42%	51 46%
Somewhat positive	123 48%	9 32%	8 30%	23 68% A	12 50%	71 49%	73 47%	50 49%	19 54%	42 49%	53 43%	9 69%	-	61 51%	53 43%	9 60%	95 44%	28 64% Q	81 47%	101 49%	68 46%	55 50%
BOTTOM 2 BOX (NET)	21 8%	2 7%	4 15%	3 9%	1 4%	11 8%	13 8%	8 8%	2 6%	8 9%	9 7%	1 8%	1 50%	10 8%	9 7%	2 13%	18 8%	3 7%	9 5%	17 8%	16 11%	5 5%
Somewhat negative	12 5%	-	3 11%	3 9%	1 4%	5 3%	7 4%	5 5%	1 3%	5 6%	5 4%	-	1 50%	6 5%	5 4%	1 7%	10 5%	2 5%	8 5%	10 5%	9 6%	3 3%
Very negative	9 3%	2 7%	1 4%	-	-	6 4%	6 4%	3 3%	1 3%	3 4%	4 3%	1 8%	-	4 3%	4 3%	1 7%	8 4%	1 2%	1 1%	7 3%	7 5%	2 2%
Not Sure	1	-	-	1 3% F	-	-	1 1%	-	1 3%	-	-	-	-	1 1%	-	-	1	-	1 1%	-	1 1%	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	258 100%	28 100%	27 100%	34 100%	24 100%	145 100%	156 100%	102 100%	35 100%	85 100%	123 100%	13 100%	2 100%	120 100%	123 100%	15 100%	214 100%	44 100%	173 100%	208 100%	147 100%	111 100%

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

Q836\_3. What has your experience been like with websites with the following new gTLDs?

28 Aug 2015  
Table 431

3. .link

Base: Visited .link gTLD Websites

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	541	33*	83*	48*	67*	310	306	235	91*	201	218	26**	5**	292	218	31*	436	105	314	430	257	284
TOP 2 BOX (NET)	486 90%	29 88%	77 93%	42 88%	63 94%	275 89%	265 87%	221 94% G	75 82%	188 94% I	198 91% I	21 81%	4 80%	263 90%	198 91%	25 81%	394 90%	92 88%	284 90%	392 91%	230 89%	256 90%
Very positive	180 33%	14 42%	33 40%	11 23%	20 30%	102 33%	89 29%	91 39% G	24 26%	68 34%	77 35%	10 38%	1 20%	92 32%	77 35%	11 35%	155 36% R	25 24%	110 35%	154 36%	102 40% V	78 27%
Somewhat positive	306 57%	15 45%	44 53%	31 65%	43 64%	173 56%	176 58%	130 55%	51 56%	120 60%	121 56%	11 42%	3 60%	171 59%	121 56%	14 45%	239 55%	67 64%	174 55%	238 55%	128 50%	178 63% U
BOTTOM 2 BOX (NET)	54 10%	4 12%	6 7%	6 13%	4 6%	34 11%	40 13% H	14 6%	15 16% J	13 6%	20 9%	5 19%	1 20%	28 10%	20 9%	6 19%	41 9%	13 12%	29 9%	38 9%	27 11%	27 10%
Somewhat negative	44 8%	3 9%	5 6%	5 10%	3 4%	28 9%	33 11% H	11 5%	11 12% J	10 5%	17 8%	5 19%	1 20%	21 7%	17 8%	6 19% NO	33 8%	11 10%	27 9%	29 7%	20 8%	24 8%
Very negative	10 2%	1 3%	1 1%	1 2%	1 1%	6 2%	7 2%	3 1%	4 4%	3 1%	3 1%	-	-	7 2%	3 1%	-	8 2%	2 2%	2 1%	9 2% S	7 3%	3 1%
Not Sure	1	-	-	-	-	1	1	-	1 1%	-	-	-	-	1	-	-	1	-	1	-	-	1
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	541 100%	33 100%	83 100%	48 100%	67 100%	310 100%	306 100%	235 100%	91 100%	201 100%	218 100%	26 100%	5 100%	292 100%	218 100%	31 100%	436 100%	105 100%	314 100%	430 100%	257 100%	284 100%

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

Q836\_4. What has your experience been like with websites with the following new gTLDs?

28 Aug 2015  
Table 432

4. .guru

Base: Visited .guru gTLD Websites

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	268	21**	36*	25**	38*	148	176	92*	28**	107	113	16**	4**	135	113	20**	221	47*	176	223	159	109
TOP 2 BOX (NET)	243 91%	21 100%	32 89%	22 88%	34 89%	134 91%	155 88%	88 96% G	26 93%	96 90%	103 91%	15 94%	3 75%	122 90%	103 91%	18 90%	201 91%	42 89%	164 93%	202 91%	138 87%	105 96% U
Very positive	110 41% E	12 57%	10 28%	9 36%	10 26%	69 47% ACE	67 38%	43 47%	10 36%	44 41%	50 44%	5 31%	1 25%	54 40%	50 44%	6 30%	98 44% R	12 26%	72 41%	94 42%	69 43%	41 38%
Somewhat positive	133 50% F	9 43%	22 61%	13 52%	24 63% F	65 44%	88 50%	45 49%	16 57%	52 49%	53 47%	10 63%	2 50%	68 50%	53 47%	12 60%	103 47%	30 64% Q	92 52%	108 48%	69 43%	64 59% U
BOTTOM 2 BOX (NET)	25 9%	-	4 11%	3 12%	4 11%	14 9%	21 12% H	4 4%	2 7%	11 10%	10 9%	1 6%	1 25%	13 10%	10 9%	2 10%	20 9%	5 11%	12 7%	21 9%	21 13% V	4 4%
Somewhat negative	19 7%	-	4 11%	2 8%	3 8%	10 7%	16 9%	3 3%	1 4%	8 7%	8 7%	1 6%	1 25%	9 7%	8 7%	2 10%	17 8%	2 4%	10 6%	16 7%	15 9%	4 4%
Very negative	6 2%	-	-	1 4%	1 3%	4 3%	5 3%	1 1%	1 4%	3 3%	2 2%	-	-	4 3%	2 2%	-	3 1%	3 6% Q	2 1%	5 2%	6 4% V	-
Not Sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	268 100%	21 100%	36 100%	25 100%	38 100%	148 100%	176 100%	92 100%	28 100%	107 100%	113 100%	16 100%	4 100%	135 100%	113 100%	20 100%	221 100%	47 100%	176 100%	223 100%	159 100%	109 100%

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

Q836\_5. What has your experience been like with websites with the following new gTLDs?

28 Aug 2015  
Table 433

5. .realtor

Base: Visited .realtor gTLD Websites

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	145	24**	7**	17**	5**	92*	85*	60*	8**	57*	65*	11**	4**	65*	65*	15**	131	14**	104	117	97*	48*
TOP 2 BOX (NET)	134 92%	23 96%	6 86%	16 94%	5 100%	84 91%	77 91%	57 95%	6 75%	54 95%	59 91%	11 100%	4 100%	60 92%	59 91%	15 100%	123 94%	11 79%	99 95%	109 93%	88 91%	46 96%
Very positive	61 42%	12 50%	4 57%	5 29%	4 80%	36 39%	35 41%	26 43%	3 38%	29 51%	25 38%	3 27%	1 25%	32 49%	25 38%	4 27%	56 43%	5 36%	47 45%	51 44%	43 44%	18 38%
Somewhat positive	73 50%	11 46%	2 29%	11 65%	1 20%	48 52%	42 49%	31 52%	3 38%	25 44%	34 52%	8 73%	3 75%	28 43%	34 52%	11 73%	67 51%	6 43%	52 50%	58 50%	45 46%	28 58%
BOTTOM 2 BOX (NET)	11 8%	1 4%	1 14%	1 6%	-	8 9%	8 9%	3 5%	2 25%	3 5%	6 9%	-	-	5 8%	6 9%	-	8 6%	3 21%	5 5%	8 7%	9 9%	2 4%
Somewhat negative	8 6%	-	1 14%	1 6%	-	6 7%	6 7%	2 3%	2 25%	3 5%	3 5%	-	-	5 8%	3 5%	-	6 5%	2 14%	3 3%	6 5%	6 6%	2 4%
Very negative	3 2%	1 4%	-	-	-	2 2%	2 2%	1 2%	-	-	3 5%	-	-	-	3 5%	-	2 2%	1 7%	2 2%	2 2%	3 3%	-
Not Sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	145 100%	24 100%	7 100%	17 100%	5 100%	92 100%	85 100%	60 100%	8 100%	57 100%	65 100%	11 100%	4 100%	65 100%	65 100%	15 100%	131 100%	14 100%	104 100%	117 100%	97 100%	48 100%

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

Q836\_6. What has your experience been like with websites with the following new gTLDs?

28 Aug 2015  
Table 434

6. .club

Base: Visited .club gTLD Websites

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	343	23**	31*	40*	25**	224	209	134	50*	131	149	12**	1**	181	149	13**	296	47*	225	274	203	140
TOP 2 BOX (NET)	304 89%	20 87%	29 94%	33 83%	22 88%	200 89%	182 87%	122 91%	39 78%	120 92%	132 89%	12 100%	1 100%	159 88%	132 89%	13 100%	264 89%	40 85%	204 91%	242 88%	176 87%	128 91%
Very positive	127 37% D	10 43%	16 52% D	6 15%	8 32%	87 39% D	69 33%	58 43%	12 24%	50 38%	57 38%	8 67%	-	62 34%	57 38%	8 62%	111 38%	16 34%	82 36%	103 38%	74 36%	53 38%
Somewhat positive	177 52%	10 43%	13 42%	27 68% ACF	14 56%	113 50%	113 54%	64 48%	27 54%	70 53%	75 50%	4 33%	1 100%	97 54%	75 50%	5 38%	153 52%	24 51%	122 54%	139 51%	102 50%	75 54%
BOTTOM 2 BOX (NET)	38 11%	3 13%	2 6%	6 15%	3 12%	24 11%	26 12%	12 9%	10 20% J	11 8%	17 11%	-	-	21 12%	17 11%	-	31 10%	7 15%	20 9%	32 12%	26 13%	12 9%
Somewhat negative	30 9%	1 4%	2 6%	5 13%	2 8%	20 9%	19 9%	11 8%	7 14%	10 8%	13 9%	-	-	17 9%	13 9%	-	25 8%	5 11%	17 8%	26 9%	20 10%	10 7%
Very negative	8 2%	2 9%	-	1 3%	1 4%	4 2%	7 3%	1 1%	3 6% J	1 1%	4 3%	-	-	4 2%	4 3%	-	6 2%	2 4%	3 1%	6 2%	6 3%	2 1%
Not Sure	1	-	-	1 3% AF	-	-	1	-	1 2%	-	-	-	-	1 1%	-	-	1	-	1	-	1	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	343 100%	23 100%	31 100%	40 100%	25 100%	224 100%	209 100%	134 100%	50 100%	131 100%	149 100%	12 100%	1 100%	181 100%	149 100%	13 100%	296 100%	47 100%	225 100%	274 100%	203 100%	140 100%

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

Q836\_7. What has your experience been like with websites with the following new gTLDs?

28 Aug 2015  
Table 435

7. .xyz

Base: Visited .xyz gTLD Websites

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	197	10**	14**	26**	8**	139	112	85*	18**	80*	90*	8**	1**	98*	90*	9**	178	19**	143	157	124	73*
TOP 2 BOX (NET)	171 87%	7 70%	11 79%	22 85%	6 75%	125 90% A	92 82%	79 93% G	12 67%	70 88%	82 91%	7 88%	-	82 84%	82 91%	7 78%	157 88%	14 74%	125 87%	137 87%	107 86%	64 88%
Very positive	74 38%	4 40%	7 50%	8 31%	1 13%	54 39%	38 34%	36 42%	-	38 48%	34 38%	2 25%	-	38 39%	34 38%	2 22%	69 39%	5 26%	57 40%	58 37%	48 39%	26 36%
Somewhat positive	97 49%	3 30%	4 29%	14 54%	5 63%	71 51%	54 48%	43 51%	12 67%	32 40%	48 53%	5 63%	-	44 45%	48 53%	5 56%	88 49%	9 47%	68 48%	79 50%	59 48%	38 52%
BOTTOM 2 BOX (NET)	25 13% F	3 30%	3 21%	4 15%	2 25%	13 9%	20 18% H	5 6%	6 33%	9 11%	8 9%	1 13%	1 100%	15 15%	8 9%	2 22%	21 12%	4 21%	17 12%	19 12%	17 14%	8 11%
Somewhat negative	18 9%	3 30%	2 14%	1 4%	2 25%	10 7%	15 13% H	3 4%	5 28%	9 11%	4 4%	-	-	14 14% O	4 4%	-	15 8%	3 16%	13 9%	13 8%	10 8%	8 11%
Very negative	7 4%	-	1 7%	3 12%	-	3 2%	5 4%	2 2%	1 6%	-	4 4%	1 13%	1 100%	1 1%	4 4%	2 22%	6 3%	1 5%	4 3%	6 4%	7 6% V	-
Not Sure	1 1%	-	-	-	-	1 1%	-	1 1%	-	1 1%	-	-	-	1 1%	-	-	-	1 5%	1 1%	1 1%	-	1 1%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	197 100%	10 100%	14 100%	26 100%	8 100%	139 100%	112 100%	85 100%	18 100%	80 100%	90 100%	8 100%	1 100%	98 100%	90 100%	9 100%	178 100%	19 100%	143 100%	157 100%	124 100%	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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q836\_8. What has your experience been like with websites with the following new gTLDs?

28 Aug 2015  
Table 436

8. .berlin

Base: Visited .berlin gTLD Websites

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	9**	..	..	9**	..	..	7**	2**	..	2**	5**	1**	1**	2**	5**	2**	8**	1**	5**	9**	5**	4**
TOP 2 BOX (NET)	9 100%	-	-	9 100%	-	-	7 100%	2 100%	-	2 100%	5 100%	1 100%	1 100%	2 100%	5 100%	2 100%	8 100%	1 100%	5 100%	9 100%	5 100%	4 100%
Very positive	2 22%	-	-	2 22%	-	-	1 14%	1 50%	-	1 50%	1 20%	-	-	1 50%	1 20%	-	2 25%	-	2 40%	2 22%	-	2 50%
Somewhat positive	7 78%	-	-	7 78%	-	-	6 86%	1 50%	-	1 50%	4 80%	1 100%	1 100%	1 50%	4 80%	2 100%	6 75%	1 100%	3 60%	7 78%	5 100%	2 50%
BOTTOM 2 BOX (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	9 100%	-	-	9 100%	-	-	7 100%	2 100%	-	2 100%	5 100%	1 100%	1 100%	2 100%	5 100%	2 100%	8 100%	1 100%	5 100%	9 100%	5 100%	4 100%

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

Q836\_9. What has your experience been like with websites with the following new gTLDs?

28 Aug 2015  
Table 437

9. .ovh

Base: Visited .ovh gTLD Websites

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6**	-**	-**	6**	-**	-**	4**	2**	-**	3**	2**	1**	-**	3**	2**	1**	5**	1**	6**	4**	4**	2**
TOP 2 BOX (NET)	6 100%	-	-	6 100%	-	-	4 100%	2 100%	-	3 100%	2 100%	1 100%	-	3 100%	2 100%	1 100%	5 100%	1 100%	6 100%	4 100%	4 100%	2 100%
Very positive	1 17%	-	-	1 17%	-	-	-	1 50%	-	1 33%	-	-	-	1 33%	-	-	1 20%	-	1 17%	1 25%	-	1 50%
Somewhat positive	5 83%	-	-	5 83%	-	-	4 100%	1 50%	-	2 67%	2 100%	1 100%	-	2 67%	2 100%	1 100%	4 80%	1 100%	5 83%	3 75%	4 100%	1 50%
BOTTOM 2 BOX (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	6 100%	-	-	6 100%	-	-	4 100%	2 100%	-	3 100%	2 100%	1 100%	-	3 100%	2 100%	1 100%	5 100%	1 100%	6 100%	4 100%	4 100%	2 100%

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



Q836\_10. What has your experience been like with websites with the following new gTLDs?

28 Aug 2015  
Table 438

10. .london

Base: Visited .london gTLD Websites

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	19**	..	..	19**	..	..	11**	8**	5**	4**	8**	1**	1**	9**	8**	2**	18**	1**	9**	18**	12**	7**
TOP 2 BOX (NET)	14 74%	-	-	14 74%	-	-	8 73%	6 75%	2 40%	4 100%	7 88%	1 100%	-	6 67%	7 88%	1 50%	13 72%	1 100%	8 89%	13 72%	8 67%	6 86%
Very positive	7 37%	-	-	7 37%	-	-	4 36%	3 38%	1 20%	2 50%	4 50%	-	-	3 33%	4 50%	-	7 39%	-	2 22%	7 39%	3 25%	4 57%
Somewhat positive	7 37%	-	-	7 37%	-	-	4 36%	3 38%	1 20%	2 50%	3 38%	1 100%	-	3 33%	3 38%	1 50%	6 33%	1 100%	6 67%	6 33%	5 42%	2 29%
BOTTOM 2 BOX (NET)	5 26%	-	-	5 26%	-	-	3 27%	2 25%	3 60%	-	1 13%	-	1 100%	3 33%	1 13%	1 50%	5 28%	-	1 11%	5 28%	4 33%	1 14%
Somewhat negative	4 21%	-	-	4 21%	-	-	2 18%	2 25%	2 40%	-	1 13%	-	1 100%	2 22%	1 13%	1 50%	4 22%	-	1 11%	4 22%	4 33%	-
Very negative	1 5%	-	-	1 5%	-	-	1 9%	-	1 20%	-	-	-	-	1 11%	-	-	1 6%	-	-	1 6%	-	1 14%
Not Sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	19 100%	-	-	19 100%	-	-	11 100%	8 100%	5 100%	4 100%	8 100%	1 100%	1 100%	9 100%	8 100%	2 100%	18 100%	1 100%	9 100%	18 100%	12 100%	7 100%

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

Q836\_11. What has your experience been like with websites with the following new gTLDs?

28 Aug 2015  
Table 439

11. .nyc

Base: Visited .nyc gTLD Websites

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	13**	13**	-**	-**	-**	-**	9**	4**	-**	5**	6**	1**	1**	5**	6**	2**	11**	2**	9**	11**	9**	4**
TOP 2 BOX (NET)	12 92%	12 92%	-	-	-	-	9 100%	3 75%	-	4 80%	6 100%	1 100%	1 100%	4 80%	6 100%	2 100%	10 91%	2 100%	8 89%	11 100%	9 100%	3 75%
Very positive	7 54%	7 54%	-	-	-	-	7 78%	-	-	3 60%	3 50%	1 100%	-	3 60%	3 50%	1 50%	7 64%	-	5 56%	7 64%	7 78%	-
Somewhat positive	5 38%	5 38%	-	-	-	-	2 22%	3 75%	-	1 20%	3 50%	-	1 100%	1 20%	3 50%	1 50%	3 27%	2 100%	3 33%	4 36%	2 22%	3 75%
BOTTOM 2 BOX (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	1 8%	1 8%	-	-	-	-	-	1 25%	-	1 20%	-	-	-	1 20%	-	-	1 9%	-	1 11%	-	-	1 25%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	13 100%	13 100%	-	-	-	-	9 100%	4 100%	-	5 100%	6 100%	1 100%	1 100%	5 100%	6 100%	2 100%	11 100%	2 100%	9 100%	11 100%	9 100%	4 100%

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

Q836\_12. What has your experience been like with websites with the following new gTLDs?

28 Aug 2015  
Table 440

12. .wang

Base: Visited .wang gTLD Websites

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	73*	-**	-**	-**	-**	73*	32*	41*	3**	41*	28**	1**	-**	44*	28**	1**	69*	4**	56*	54*	42*	31*
TOP 2 BOX (NET)	69 95%	-	-	-	-	69 95%	29 91%	40 98%	2 67%	40 98%	26 93%	1 100%	-	42 95%	26 93%	1 100%	66 96%	3 75%	53 95%	50 93%	39 93%	30 97%
Very positive	30 41%	-	-	-	-	30 41%	11 34%	19 46%	-	17 41%	13 46%	-	-	17 39%	13 46%	-	29 42%	1 25%	23 41%	19 35%	16 38%	14 45%
Somewhat positive	39 53%	-	-	-	-	39 53%	18 56%	21 51%	2 67%	23 56%	13 46%	1 100%	-	25 57%	13 46%	1 100%	37 54%	2 50%	30 54%	31 57%	23 55%	16 52%
BOTTOM 2 BOX (NET)	4 5%	-	-	-	-	4 5%	3 9%	1 2%	1 33%	1 2%	2 7%	-	-	2 5%	2 7%	-	3 4%	1 25%	3 5%	4 7%	3 7%	1 3%
Somewhat negative	4 5%	-	-	-	-	4 5%	3 9%	1 2%	1 33%	1 2%	2 7%	-	-	2 5%	2 7%	-	3 4%	1 25%	3 5%	4 7%	3 7%	1 3%
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	73 100%	-	-	-	-	73 100%	32 100%	41 100%	3 100%	41 100%	28 100%	1 100%	-	44 100%	28 100%	1 100%	69 100%	4 100%	56 100%	54 100%	42 100%	31 100%

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

Q836\_13. What has your experience been like with websites with the following new gTLDs?  
13. .xn-ses554g (Chinese for network address)

28 Aug 2015  
Table 441

Base: Visited .xn-ses554g (Chinese for network address) gTLD Websites

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	82*	-**	-**	-**	-**	82*	42*	40*	8**	41*	32*	1**	-**	49*	32*	1**	77*	5**	62*	61*	45*	37*
TOP 2 BOX (NET)	78 95%	-	-	-	-	78 95%	40 95%	38 95%	8 100%	40 98%	29 91%	1 100%	-	48 98%	29 91%	1 100%	74 96%	4 80%	60 97%	59 97%	43 96%	35 95%
Very positive	32 39%	-	-	-	-	32 39%	16 38%	16 40%	1 13%	18 44%	13 41%	-	-	19 39%	13 41%	-	31 40%	1 20%	24 39%	23 38%	18 40%	14 38%
Somewhat positive	46 56%	-	-	-	-	46 56%	24 57%	22 55%	7 88%	22 54%	16 50%	1 100%	-	29 59%	16 50%	1 100%	43 56%	3 60%	36 58%	36 59%	25 56%	21 57%
BOTTOM 2 BOX (NET)	4 5%	-	-	-	-	4 5%	2 5%	2 5%	-	1 2%	3 9%	-	-	1 2%	3 9%	-	3 4%	1 20%	2 3%	2 3%	2 4%	2 5%
Somewhat negative	4 5%	-	-	-	-	4 5%	2 5%	2 5%	-	1 2%	3 9%	-	-	1 2%	3 9%	-	3 4%	1 20%	2 3%	2 3%	2 4%	2 5%
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	82 100%	-	-	-	-	82 100%	42 100%	40 100%	8 100%	41 100%	32 100%	1 100%	-	49 100%	32 100%	1 100%	77 100%	5 100%	62 100%	61 100%	45 100%	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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q836\_14. What has your experience been like with websites with the following new gTLDs?  
14. .xn-55qx5d (Chinese for company)

28 Aug 2015  
Table 442

Base: Visited .xn-55qx5d (Chinese for company) gTLD Websites

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	80*	-**	-**	-**	-**	80*	41*	39*	5**	42*	31*	2**	-**	47*	31*	2**	73*	7**	61*	58*	41*	39*
TOP 2 BOX (NET)	74 93%	-	-	-	-	74 93%	37 90%	37 95%	4 80%	39 93%	29 94%	2 100%	-	43 91%	29 94%	2 100%	68 93%	6 86%	57 93%	54 93%	37 90%	37 95%
Very positive	31 39%	-	-	-	-	31 39%	16 39%	15 38%	2 40%	18 43%	10 32%	1 50%	-	20 43%	10 32%	1 50%	30 41%	1 14%	25 41%	22 38%	18 44%	13 33%
Somewhat positive	43 54%	-	-	-	-	43 54%	21 51%	22 56%	2 40%	21 50%	19 61%	1 50%	-	23 49%	19 61%	1 50%	38 52%	5 71%	32 52%	32 55%	19 46%	24 62%
BOTTOM 2 BOX (NET)	6 8%	-	-	-	-	6 8%	4 10%	2 5%	1 20%	3 7%	2 6%	-	-	4 9%	2 6%	-	5 7%	1 14%	4 7%	4 7%	4 10%	2 5%
Somewhat negative	6 8%	-	-	-	-	6 8%	4 10%	2 5%	1 20%	3 7%	2 6%	-	-	4 9%	2 6%	-	5 7%	1 14%	4 7%	4 7%	4 10%	2 5%
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	80 100%	-	-	-	-	80 100%	41 100%	39 100%	5 100%	42 100%	31 100%	2 100%	-	47 100%	31 100%	2 100%	73 100%	7 100%	61 100%	58 100%	41 100%	39 100%

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

Q840\_1. What made your experience with .email very positive?

1. .email

Base: Very Positive Experience

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	293	17**	47*	24**	29**	176	149	144	47*	105	126	11**	4**	152	126	15**	238	55*	178	223	128	165
USAGE (NET)	68 23%	4 24%	8 17%	-	6 21%	50 28% A	33 22%	35 24%	16 34%	23 22%	27 21%	1 9%	1 25%	39 26%	27 21%	2 13%	49 21%	19 35% Q	43 24%	48 22%	28 22%	40 24%
MISCELLANEOUS USAGE (SUB-NET)	45 15%	4 24%	4 9%	-	3 10%	34 19% A	26 17%	19 13%	9 19%	17 16%	17 13%	1 9%	1 25%	26 17%	17 13%	2 13%	32 13%	13 24%	31 17% T	27 12%	18 14%	27 16%
Email usage	35 12%	4 24%	2 4%	-	1 3%	28 16% AC	19 13%	16 11%	7 15%	14 13%	13 10%	-	1 25%	21 14%	13 10%	1 7%	26 11%	9 16%	25 14% T	20 9%	15 12%	20 12%
Diversity/Multi-purpose website	3 1%	-	-	-	-	3 2%	3 2%	-	-	1 1%	1 1%	1 9%	-	1 1%	1 1%	1 7%	2 1%	1 2%	2 1%	2 1%	1 1%	2 1%
Allows for searching/browsing	3 1%	-	1 2%	-	-	2 1%	1 1%	2 1%	-	2 2%	1 1%	-	-	2 1%	1 1%	-	2 1%	1 2%	2 1%	2 1%	1 1%	2 1%
Other miscellaneous usage mentions	5 2%	-	1 2%	-	2 7%	2 1%	4 3%	1 1%	2 4%	1 1%	2 2%	-	-	3 2%	2 2%	-	3 1%	2 4%	2 1%	4 2%	1 1%	4 2%
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	24 8%	1 6%	4 9%	-	2 7%	17 10%	7 5%	17 12% G	9 19% JK	5 5%	10 8%	-	-	14 9%	10 8%	-	19 8%	5 9%	13 7%	22 10%	11 9%	13 8%
Always use it/The one I use most/frequently	14 5%	1 6%	1 2%	-	2 7%	10 6%	2 1%	12 8% G	4 9%	3 3%	7 6%	-	-	7 5%	7 6%	-	11 5%	3 5%	6 3%	12 5%	6 5%	8 5%
Familiar with website/Have visited/used before/in the past	10 3%	-	3 6%	-	-	7 4%	5 3%	5 3% JK	5 11% JK	2 2%	3 2%	-	-	7 5%	3 2%	-	8 3%	2 4%	7 4%	10 4%	5 4%	5 3%
BUSINESSES/ORGANIZATIONS (SUB-NET)	2 1%	-	-	-	1 3%	1 1%	-	2 1%	-	2 2%	-	-	-	2 1%	-	-	-	2 4% Q	-	2 1%	1 1%	1 1%
Business/Work website usage	2 1%	-	-	-	1 3%	1 1%	-	2 1%	-	2 2%	-	-	-	2 1%	-	-	-	2 4% Q	-	2 1%	1 1%	1 1%
COUNTRIES (SUB-NET)	1 *	-	-	-	-	1 1%	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	-	1 2% Q	1 1%	-	1 1%	-
International/Used worldwide/Global	1 *	-	-	-	-	1 1%	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	-	1 2% Q	1 1%	-	1 1%	-
SITE APPEAL (NET)	54 18%	4 24%	6 13%	4 17%	7 24%	33 19%	24 16%	30 21%	8 17%	20 19%	25 20%	1 9%	-	28 18%	25 20%	1 7%	47 20%	7 13%	36 20%	38 17%	28 22%	26 16%
Everything/Good/Like site	39 13%	2 12%	3 6%	4 17%	7 24%	23 13%	17 11%	22 15%	6 13%	17 16%	15 12%	1 9%	-	23 15%	15 12%	1 7%	35 15%	4 7%	24 13%	28 13%	19 15%	20 12%
It's professional	2 1%	-	1 2%	-	-	1 1%	2 1%	-	-	-	2 2%	-	-	-	2 2%	-	2 1%	-	2 1%	2 1%	2 2%	-

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

Q840\_1. What made your experience with .email very positive?

1. .email

Base: Very Positive Experience

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	293	17**	47*	24**	29**	176	149	144	47*	105	126	11**	4**	152	126	15**	238	55*	178	223	128	165
New/Newer websites	2 1%	1 6%	1 2%	-	-	-	2 1%	-	1 2%	-	1 1%	-	-	1 1%	1 1%	-	1 *	1 2%	2 1%	1 *	2 2%	-
Other site appeal mentions	12 4%	1 6%	1 2%	-	-	10 6%	4 3%	8 6%	1 2%	3 3%	8 6%	-	-	4 3%	8 6%	-	10 4%	2 4%	9 5%	8 4%	6 5%	6 4%
BRAND/QUALITY (NET)	47 16%	-	7 15%	2 8%	5 17%	33 19%	28 19%	19 13%	10 21%	15 14%	17 13%	2 18%	3 75%	25 16%	17 13%	5 33%	41 17%	6 11%	32 18%	36 16%	19 15%	28 17%
Well known/Popular/Most commonly used domain	22 8%	-	2 4%	-	-	20 11% A	13 9%	9 6%	6 13%	7 7%	6 5%	1 9%	2 50%	13 9%	6 5%	3 20%	19 8%	3 5%	19 11%	13 6%	8 6%	14 8%
Honest/trustworthy	12 4%	-	1 2%	1 4%	2 7%	8 5%	8 5%	4 3%	2 4%	5 5%	4 3%	-	1 25%	7 5%	4 3%	1 7%	12 5%	-	9 5%	11 5%	7 5%	5 3%
It's a legitimate/credible site/domain	4 1%	-	-	-	1 3%	3 2%	2 1%	2 1%	-	1 1%	3 2%	-	-	1 1%	3 2%	-	4 2%	-	3 2%	3 1%	1 1%	3 2%
Good quality brand/product	3 1%	-	2 4% A	-	-	1 1%	2 1%	1 1%	1 2%	1 1%	1 1%	-	-	2 1%	1 1%	-	3 1%	-	1 1%	3 1%	2 2%	1 1%
Well established/Been around for a long time	2 1%	-	-	-	2 7%	-	1 1%	1 1%	-	-	2 2%	-	-	-	2 2%	-	1 *	1 2%	-	2 1%	-	2 1%
Pioneer/One of the first website extensions	2 1%	-	1 2%	-	-	1 1%	1 1%	1 1%	-	-	1 1%	1 9%	-	-	1 1%	1 7%	1 *	1 2%	-	2 1%	-	2 1%
Other brand/quality mentions	2 1%	-	1 2%	1 4%	-	-	1 1%	1 1%	1 2%	1 1%	-	-	-	2 1%	-	-	1 *	1 2%	-	2 1%	1 1%	1 1%
PERFORMANCE (NET)	41 14% F	4 24%	9 19%	5 21%	4 14%	19 11%	19 13%	22 15%	6 13%	14 13%	16 13%	3 27%	2 50%	20 13%	16 13%	5 33%	34 14%	7 13%	23 13%	33 15%	13 10%	28 17%
No problems/Good experience with website	16 5%	1 6%	2 4%	3 13%	1 3%	9 5%	7 5%	9 6%	2 4%	8 8%	3 2%	2 18%	1 25%	10 7%	3 2%	3 20%	16 7% R	-	12 7%	13 6%	4 3%	12 7%
Reliable	13 4%	-	3 6%	2 8%	2 7%	6 3%	8 5%	5 3%	2 4%	4 4%	6 5%	1 9%	-	6 4%	6 5%	1 7%	12 5%	1 2%	8 4%	8 4%	7 5%	6 4%
Worked/Effective	6 2%	1 6%	2 4%	-	-	3 2%	2 1%	4 3%	1 2%	1 1%	3 2%	-	1 25%	2 1%	3 2%	1 7%	3 1%	3 5% Q	2 1%	6 3%	1 1%	5 3%
Fast/Good speed	5 2%	-	2 4%	-	1 3%	2 1%	1 1%	4 3%	1 2%	1 1%	3 2%	-	-	2 1%	3 2%	-	1 *	4 7% Q	2 1%	5 2%	1 1%	4 2%
Good results/search results	3 1%	2 12%	-	-	-	1 1%	1 1%	2 1%	-	1 1%	2 2%	-	-	1 1%	2 2%	-	3 1%	-	-	3 1%	-	3 2%

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

Q840\_1. What made your experience with .email very positive?

1. .email

Base: Very Positive Experience

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	293	17**	47*	24**	29**	176	149	144	47*	105	126	11**	4**	152	126	15**	238	55*	178	223	128	165
FUNCTIONALITY (NET)	39 13% F	3 18%	12 26% AF	4 17%	8 28%	12 7%	22 15%	17 12%	5 11%	16 15%	17 13%	-	1 25%	21 14%	17 13%	1 7%	28 12%	11 20%	21 12%	26 12%	13 10%	26 16%
Easy to use/navigate	19 6% F	-	6 13% F	3 13%	4 14%	6 3%	9 6%	10 7%	2 4%	9 9%	7 6%	-	1 25%	11 7%	7 6%	1 7%	14 6%	5 9%	8 4%	14 6%	5 4%	14 8%
Practical/Useful/Helpful	9 3%	-	2 4%	1 4%	2 7%	4 2%	5 3%	4 3%	2 4%	3 3%	4 3%	-	-	5 3%	4 3%	-	7 3%	2 4%	5 3%	5 2%	3 2%	6 4%
Accessible/Easy to access/find	7 2%	1 6%	2 4%	-	2 7%	2 1%	4 3%	3 2%	1 2%	1 1%	5 4%	-	-	2 1%	5 4%	-	5 2%	2 4%	5 3%	5 2%	4 3%	3 2%
Has the latest standards/formats	1	1 6%	-	-	-	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	1	-	1 1%	1	1 1%	-
Other functionality mentions	4 1%	1 6%	2 4% F	-	1 3%	-	3 2%	1 1%	-	3 3%	1 1%	-	-	3 2%	1 1%	-	2 1%	2 4%	2 1%	2 1%	-	4 2%
SECURITY (NET)	30 10%	-	8 17%	2 8%	3 10%	17 10%	15 10%	15 10%	5 11%	12 11%	11 9%	1 9%	1 25%	17 11%	11 9%	2 13%	26 11%	4 7%	20 11%	24 11%	13 10%	17 10%
Safe/Good security	25 9%	-	8 17% AF	2 8%	3 10%	12 7%	13 9%	12 8%	3 6%	11 10%	9 7%	1 9%	1 25%	14 9%	9 7%	2 13%	23 10%	2 4%	17 10%	20 9%	10 8%	15 9%
Private/Privacy	4 1%	-	-	-	-	4 2%	2 1%	2 1%	2 4%	1 1%	1 1%	-	-	3 2%	1 1%	-	2 1%	2 4%	2 1%	3 1%	2 2%	2 1%
Other security mentions	1	-	-	-	-	1 1%	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	1	-	1 1%	1	1 1%	-
MISCELLANEOUS (NET)	27 9%	-	4 9%	4 17%	3 10%	16 9%	17 11%	10 7%	5 11%	5 5%	15 12%	2 18%	-	10 7%	15 12%	2 13%	20 8%	7 13%	13 7%	23 10%	13 10%	14 8%
Convenient	8 3%	-	1 2%	-	-	7 4%	4 3%	4 3%	2 4%	1 1%	5 4%	-	-	3 2%	5 4%	-	4 2%	4 7% Q	6 3%	6 3%	3 2%	5 3%
Positive/Just was	8 3%	-	1 2%	-	-	7 4%	4 3%	4 3%	2 4%	2 2%	3 2%	1 9%	-	4 3%	3 2%	1 7%	8 3%	-	4 2%	8 4%	6 5%	2 1%
Meets my expectations/needs/Always find what I need/want	7 2% F	-	2 4% F	2 8%	3 10%	-	6 4%	1 1%	1 2%	-	5 4% J	1 9%	-	1 1%	5 4%	1 7%	5 2%	2 4%	2 1%	6 3%	2 2%	5 3%
Negative experience mentions	3 1%	-	-	2 8%	-	1 1%	2 1%	1 1%	-	2 2%	1 1%	-	-	2 1%	1 1%	-	2 1%	1 2%	1 1%	2 1%	2 2%	1 1%
Other mentions	1	-	-	-	-	1 1%	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	1	-	-	1	-	1 1%

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



Q840\_1. What made your experience with .email very positive?

1. .email

Base: Very Positive Experience

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	293	17**	47*	24**	29**	176	149	144	47*	105	126	11**	4**	152	126	15**	238	55*	178	223	128	165
CONTENT (NET)	21 7% F	1 6%	7 15% AF	2 8%	4 14%	7 4%	9 6%	12 8%	4 9%	4 4%	11 9%	2 18%	-	8 5%	11 9%	2 13%	12 5%	9 16% Q	12 7%	19 9%	6 5%	15 9%
INFORMATION (SUB-NET)	18 6% F	-	7 15% AF	2 8%	4 14%	5 3%	7 5%	11 8%	3 6%	4 4%	9 7%	2 18%	-	7 5%	9 7%	2 13%	11 5%	7 13% Q	9 5%	17 8%	5 4%	13 8%
Information/Informative	8 3%	-	2 4%	-	3 10%	3 2%	6 4%	2 1%	1 2%	1 1%	5 4%	1 9%	-	2 2%	5 4%	1 7%	5 2%	3 5%	4 2%	8 4%	1 1%	7 4%
Good/Helpful information	4 1%	-	2 4% F	1 4%	1 3%	-	-	4 3% G	-	2 2%	2 2%	-	-	2 1%	2 2%	-	2 1%	2 4%	3 2%	3 1%	1 1%	3 2%
Accurate/Authentic information	4 1%	-	2 4%	1 4%	-	1 1%	1 1%	3 2%	-	1 1%	2 2%	1 9%	-	1 1%	2 2%	1 7%	4 2%	-	2 1%	4 2%	2 2%	2 1%
Comprehensive/Can search all information in one place	1 *	-	1 2%	-	-	-	-	1 1%	1 2%	-	-	-	-	1 1%	-	-	-	1 2% Q	-	1 *	-	1 1%
Other information mentions	1 *	-	-	-	-	1 1%	-	1 1%	1 2%	-	-	-	-	1 1%	-	-	-	1 2% Q	-	1 *	1 1%	-
MISCELLANEOUS CONTENT (SUB-NET)	4 1%	1 6%	-	-	-	3 2%	3 2%	1 1%	1 2%	-	3 2%	-	-	1 1%	3 2%	-	2 1%	2 4%	4 2%	3 1%	1 1%	3 2%
Good/Like the content	3 1%	1 6%	-	-	-	2 1%	2 1%	1 1%	1 2%	-	2 2%	-	-	1 1%	2 2%	-	1 *	2 4% Q	3 2%	2 1%	1 1%	2 1%
News related websites (All news mentions, i.e. balance, up to date news, etc...)	1 *	-	-	-	-	1 1%	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	1 *	-	1 1%	1 *	-	1 1%
ECONOMY (NET)	4 1%	-	-	-	1 3%	3 2%	4 3% H	-	-	3 3%	1 1%	-	-	3 2%	1 1%	-	3 1%	1 2%	4 2%	2 1%	-	4 2%
Reasonable/Cheap price to register/purchase	2 1%	-	-	-	1 3%	1 1%	2 1%	-	-	2 2%	-	-	-	2 1%	-	-	1 *	1 2%	2 1%	2 1%	-	2 1%
Other economy mentions	2 1%	-	-	-	-	2 1%	2 1%	-	-	1 1%	1 1%	-	-	1 1%	1 1%	-	2 1%	-	2 1%	-	-	2 1%
SERVICE (NET)	3 1%	-	2 4% A	-	-	1 1%	1 1%	2 1%	1 2%	1 1%	1 1%	-	-	2 1%	1 1%	-	3 1%	-	1 1%	2 1%	1 1%	2 1%
Good service/customer service/support	2 1%	-	2 4% AF	-	-	-	1 1%	1 1%	-	1 1%	1 1%	-	-	1 1%	1 1%	-	2 1%	-	-	2 1%	1 1%	1 1%
Other service mentions	1 *	-	-	-	-	1 1%	-	1 1%	1 2%	-	-	-	-	1 1%	-	-	1 *	-	1 1%	-	-	1 1%

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

Q840\_1. What made your experience with .email very positive?  
1. .email

Base: Very Positive Experience

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	293	17**	47*	24**	29**	176	149	144	47*	105	126	11**	4**	152	126	15**	238	55*	178	223	128	165
None	5 2%	3 18%	-	-	-	2 1%	5 3% H	-	-	3 3%	2 2%	-	-	3 2%	2 2%	-	5 2%	-	2 1%	5 2%	4 3%	1 1%
Don't know	2 1%	-	-	1 4%	-	1 1%	-	2 1%	1 2%	1 1%	-	-	-	2 1%	-	-	2 1%	-	1 1%	2 1%	1 1%	1 1%
Declined to answer	14 5%	-	1 2%	1 4%	-	12 7%	6 4%	8 6%	-	3 3%	11 9% I	-	-	3 2%	11 9% N	-	13 5%	1 2%	8 4%	11 5%	5 4%	9 5%
Sigma	365 125%	20 118%	64 136%	25 104%	42 145%	214 122%	187 126%	178 124%	63 134%	124 118%	158 125%	12 109%	8 200%	187 123%	158 125%	20 133%	290 122%	75 136%	221 124%	278 125%	148 116%	217 132%

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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q840\_2. What made your experience with .photography very positive?  
2. .photography

28 Aug 2015  
Table 444

Base: Very Positive Experience

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	113	17**	15**	7**	11**	63*	69*	44*	13**	35*	61*	3**	1**	48*	61*	4**	100	13**	82*	90*	62*	51*
SITE APPEAL (NET)	31 27%	3 18%	6 40%	2 29%	1 9%	19 30%	20 29%	11 25%	3 23%	10 29%	17 28%	1 33%	-	13 27%	17 28%	1 25%	27 27%	4 31%	23 28%	27 30%	16 26%	15 29%
Everything/Good/Like site	14 12%	-	2 13%	1 14%	1 9%	10 16%	8 12%	6 14%	3 23%	4 11%	6 10%	1 33%	-	7 15%	6 10%	1 25%	13 13%	1 8%	10 12%	11 12%	6 10%	8 16%
Descriptive/Indicates what it stands for	4 4%	-	1 7%	-	-	3 5%	4 6%	-	-	2 6%	2 3%	-	-	2 4%	2 3%	-	2 2%	2 15%	4 5%	4 4%	2 3%	2 4%
Interesting websites	4 4%	1 6%	1 7%	-	-	2 3%	2 3%	2 5%	-	-	4 7%	-	-	-	4 7%	-	3 3%	1 8%	3 4%	3 3%	2 3%	2 4%
New/Newer websites	3 3%	1 6%	1 7%	1 14%	-	-	2 3%	1 2%	-	1 3%	2 3%	-	-	1 2%	2 3%	-	3 3%	-	3 4%	3 3%	3 5%	-
OK/Fine	1 1%	-	-	-	-	1 2%	1 1%	-	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	-	1 1%	-	1 2%
Other site appeal mentions	5 4%	1 6%	1 7%	-	-	3 5%	3 4%	2 5%	-	3 9%	2 3%	-	-	3 6%	2 3%	-	5 5%	-	3 4%	5 6%	3 5%	2 4%
CONTENT (NET)	30 27% F	7 41%	5 33%	1 14%	7 64%	10 16%	23 33% H	7 16%	2 15%	7 20%	18 30%	2 67%	1 100%	9 19%	18 30%	3 75%	23 23%	7 54%	19 23%	25 28%	15 24%	15 29%
MISCELLANEOUS CONTENT (SUB-NET)	25 22% F	7 41%	4 27%	-	5 45%	9 14%	19 28%	6 14%	1 8%	5 14%	16 26%	2 67%	1 100%	6 13%	16 26%	3 75%	19 19%	6 46%	16 20%	21 23%	12 19%	13 25%
Good/Like the content	4 4%	1 6%	3 20%	-	-	-	3 4%	1 2%	-	-	4 7%	-	-	-	4 7%	-	1 1%	3 23%	3 4%	2 2%	2 3%	2 4%
News related websites (All news mentions, i.e. balance, up to date news, etc...)	1 1%	1 6%	-	-	-	-	1 1%	-	-	-	-	-	1 100%	-	-	1 25%	1 1%	-	1 1%	1 1%	1 2%	-
Other miscellaneous content mentions	20 18%	5 29%	1 7%	-	5 45%	9 14%	15 22%	5 11%	1 8%	5 14%	12 20%	2 67%	-	6 13%	12 20%	2 50%	17 17%	3 23%	12 15%	18 20%	9 15%	11 22%
INFORMATION (SUB-NET)	5 4%	-	1 7%	1 14%	2 18%	1 2%	4 6%	1 2%	1 8%	2 6%	2 3%	-	-	3 6%	2 3%	-	4 4%	1 8%	3 4%	4 4%	3 5%	2 4%
Information/Informative	3 3%	-	1 7%	-	1 9%	1 2%	3 4%	-	1 8%	2 6%	-	-	-	3 6%	-	-	2 2%	1 8%	3 4%	2 2%	2 3%	1 2%
Good/Helpful information	2 2%	-	-	1 14%	1 9%	-	1 1%	1 2%	-	-	2 3%	-	-	-	2 3%	-	2 2%	-	-	2 2%	1 2%	1 2%
PERFORMANCE (NET)	11 10%	2 12%	1 7%	1 14%	-	7 11%	2 3%	9 20% G	-	3 9%	8 13%	-	-	3 6%	8 13%	-	10 10%	1 8%	7 9%	6 7%	6 10%	5 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 - U/V  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q840\_2. What made your experience with .photography very positive?  
2. .photography

Base: Very Positive Experience

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)						
Unweighted Base	113	17**	15**	7**	11**	63*	69*	44*	13**	35*	61*	3**	1**	48*	61*	4**	100	13**	82*	90*	62*	51*
Good results/search results	3 3%	1 6%	-	-	-	2 3%	1 1%	2 5%	-	1 3%	2 3%	-	-	1 2%	2 3%	-	3 3%	-	1 1%	2 2%	1 2%	2 4%
No problems/Good experience with website	3 3%	-	-	-	-	3 5%	-	3 7% G	-	2 6%	1 2%	-	-	2 4%	1 2%	-	3 3%	-	2 2%	1 1%	2 3%	1 2%
Reliable	3 3%	1 6%	-	14%	-	1 2%	1 1%	2 5%	-	1 3%	2 3%	-	-	1 2%	2 3%	-	3 3%	-	2 2%	3 3%	2 3%	1 2%
Fast/Good speed	2 2%	-	-	-	-	2 3%	-	2 5%	-	-	2 3%	-	-	-	2 3%	-	2 2%	-	2 2%	-	-	2 4%
Worked/Effective	1 1%	-	7%	-	-	-	-	1 2%	-	-	1 2%	-	-	-	1 2%	-	-	8%	-	1 1%	1 2%	-
FUNCTIONALITY (NET)	10 9%	4 24%	3 20%	-	-	3 5%	6 9%	4 9%	2 15%	1 3%	7 11%	-	-	3 6%	7 11%	-	10 10%	-	7 9%	9 10%	4 6%	6 12%
Accessible/Easy to access/find	3 3%	1 6%	1 7%	-	-	1 2%	1 1%	2 5%	1 8%	-	2 3%	-	-	1 2%	2 3%	-	3 3%	-	1 1%	3 3%	2 3%	1 2%
Easy to use/navigate	3 3%	2 12%	1 7%	-	-	-	1 1%	2 5%	-	1 3%	2 3%	-	-	1 2%	2 3%	-	3 3%	-	2 2%	3 3%	1 2%	2 4%
Practical/Useful/Helpful	2 2%	-	1 7%	-	-	1 2%	2 3%	-	1 8%	-	1 2%	-	-	1 2%	1 2%	-	2 2%	-	2 2%	1 1%	-	2 4%
Has the latest standards/formats	1 1%	1 6%	-	-	-	-	1 1%	-	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	1 1%	1 1%	1 2%	-
Other functionality mentions	1 1%	-	-	-	-	1 2%	1 1%	-	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	1 1%	1 1%	-	1 2%
BRAND/QUALITY (NET)	10 9%	-	-	-	3 27%	7 11%	5 7%	5 11%	3 23%	3 9%	4 7%	-	-	6 13%	4 7%	-	10 10%	-	8 10%	6 7%	3 5%	7 14%
Honest/trustworthy	3 3%	-	-	-	1 9%	2 3%	1 1%	2 5%	-	2 6%	1 2%	-	-	2 4%	1 2%	-	3 3%	-	2 2%	3 3%	1 2%	2 4%
Well known/Popular/Most commonly used domain	2 2%	-	-	-	-	2 3%	-	2 5%	-	1 3%	1 2%	-	-	1 2%	1 2%	-	2 2%	-	2 2%	-	1 2%	1 2%
It's a legitimate/credible site/domain	1 1%	-	-	-	1 9%	-	1 1%	-	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	-	1 1%	-	1 2%
Other brand/quality mentions	4 4%	-	-	-	1 9%	3 5%	3 4%	1 2%	3 23%	-	1 2%	-	-	3 6%	1 2%	-	4 4%	-	4 5%	2 2%	1 2%	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 - U/V  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q840\_2. What made your experience with .photography very positive?  
2. .photography

Base: Very Positive Experience

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)						
Unweighted Base	113	17**	15**	7**	11**	63*	69*	44*	13**	35*	61*	3**	1**	48*	61*	4**	100	13**	82*	90*	62*	51*
MISCELLANEOUS (NET)	9 8%	2 12%	1 7%	-	1 9%	5 8%	4 6%	5 11%	1 8%	1 3%	7 11%	-	-	2 4%	7 11%	-	8 8%	1 8%	7 9%	7 8%	4 6%	5 10%
Convenient	3 3%	-	1 7%	-	-	2 3%	-	3 7% G	-	-	3 5%	-	-	-	3 5%	-	2 2%	1 8%	2 2%	1 1%	1 2%	2 4%
Meets my expectations/needs/Always find what I need/want	3 3%	2 12%	-	-	1 9%	-	2 3%	1 2%	-	-	3 5%	-	-	-	3 5%	-	3 3%	-	3 4%	3 3%	1 2%	2 4%
Positive/Just was	3 3%	-	-	-	-	3 5%	2 3%	1 2%	1 8%	1 3%	1 2%	-	-	2 4%	1 2%	-	3 3%	-	2 2%	3 3%	2 3%	1 2%
USAGE (NET)	8 7%	1 6%	2 13%	-	-	5 8%	2 3%	6 14% G	1 8%	2 6%	5 8%	-	-	3 6%	5 8%	-	6 6%	2 15%	7 9%	7 8%	7 11%	1 2%
MISCELLANEOUS USAGE (SUB-NET)	4 4%	-	2 13%	-	-	2 3%	2 3%	2 5%	-	1 3%	3 5%	-	-	1 2%	3 5%	-	3 3%	1 8%	4 5%	3 3%	3 5%	1 2%
Allows for searching/browsing	1 1%	-	1 7%	-	-	-	-	1 2%	-	-	1 2%	-	-	-	1 2%	-	-	1 8%	1 1%	-	-	1 2%
Diversity/Multi-purpose website	1 1%	-	-	-	-	1 2%	-	1 2%	-	1 3%	-	-	-	1 2%	-	-	1 1%	-	1 1%	1 1%	1 2%	-
Other miscellaneous usage mentions	2 2%	-	1 7%	-	-	1 2%	2 3%	-	-	-	2 3%	-	-	-	2 3%	-	2 2%	-	2 2%	2 2%	2 3%	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	2 2%	-	-	-	-	2 3%	-	2 5%	-	1 3%	1 2%	-	-	1 2%	1 2%	-	2 2%	-	1 1%	2 2%	2 3%	-
Familiar with website/Have visited/used before/in the past	2 2%	-	-	-	-	2 3%	-	2 5%	-	1 3%	1 2%	-	-	1 2%	1 2%	-	2 2%	-	1 1%	2 2%	2 3%	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	2 2%	1 6%	-	-	-	1 2%	-	2 5%	1 8%	-	1 2%	-	-	1 2%	1 2%	-	1 1%	1 8%	2 2%	2 2%	2 3%	-
Business/Work website usage	1 1%	1 6%	-	-	-	-	-	1 2%	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	1 1%	1 1%	1 2%	-
Specific to a company/good/large companies	1 1%	-	-	-	-	1 2%	-	1 2%	1 8%	-	-	-	-	1 2%	-	-	-	1 8%	1 1%	1 1%	1 2%	-
SECURITY (NET)	4 4%	-	1 7%	-	-	3 5%	1 1%	3 7%	-	2 6%	2 3%	-	-	2 4%	2 3%	-	4 4%	-	3 4%	3 3%	1 2%	3 6%
Safe/Good security	3 3%	-	1 7%	-	-	2 3%	-	3 7% G	-	2 6%	1 2%	-	-	2 4%	1 2%	-	3 3%	-	2 2%	3 3%	1 2%	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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q840\_2. What made your experience with .photography very positive?  
2. .photography

Base: Very Positive Experience

																	Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Region						Gender		Age					Age								
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Comm- ercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	113	17**	15**	7**	11**	63*	69*	44*	13**	35*	61*	3**	1**	48*	61*	4**	100	13**	82*	90*	62*	51*
No/Less spam	1 1%	-	-	-	-	2%	1%	-	-	-	2%	-	-	-	2%	-	1%	-	1%	-	-	2%
None	5 4%	3 18%	-	-	-	2 3%	4 6%	1 2%	-	3 9%	2 3%	-	-	3 6%	2 3%	-	5 5%	-	3 4%	5 6%	4 6%	1 2%
Declined to answer	11 10%	-	-	3 43%	1 9%	7 11%	8 12%	3 7%	1 8%	7 20% K	3 5%	-	-	8 17% O	3 5%	-	10 10%	1 8%	9 11%	9 10%	9 15%	2 4%
Sigma	130 115%	22 129%	19 127%	7 100%	13 118%	69 110%	75 109%	55 125%	13 100%	40 114%	73 120%	3 100%	1 100%	53 110%	73 120%	4 100%	114 114%	16 123%	93 113%	105 117%	69 111%	61 120%

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

Q840\_3. What made your experience with .link very positive?

3. .link

Base: Very Positive Experience

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	180	14**	33*	11**	20**	102	89*	91*	24**	68*	77*	10**	1**	92*	77*	11**	155	25**	110	154	102	78*
SITE APPEAL (NET)	51 28%	2 14%	10 30%	4 36%	3 15%	32 31%	28 31%	23 25%	3 13%	20 29%	25 32%	2 20%	1 100%	23 25%	25 32%	3 27%	46 30%	5 20%	33 30%	43 28%	30 29%	21 27%
Everything/Good/Like site	21 12%	1 7%	5 15%	2 18%	1 5%	12 12%	10 11%	11 12%	1 4%	8 12%	10 13%	2 20%	-	9 10%	10 13%	2 18%	19 12%	2 8%	13 12%	20 13%	13 13%	8 10%
Different/Unique	6 3%	-	2 6%	1 9%	1 5%	2 2%	2 2%	4 4%	-	2 3%	4 5%	-	-	2 2%	4 5%	-	5 3%	1 4%	2 2%	5 3%	3 3%	3 4%
Interesting websites	4 2%	-	1 3%	-	-	3 3%	3 3%	1 1%	1 4%	1 1%	1 1%	-	1 100%	2 2%	1 1%	1 9%	4 3%	-	4 4% T	2 1%	1 1%	3 4%
Descriptive/Indicates what it stands for	3 2%	-	-	-	1 5%	2 2%	3 3%	-	-	1 1%	2 3%	-	-	1 1%	2 3%	-	3 2%	-	3 3%	3 2%	1 1%	2 3%
New/Newer websites	3 2%	1 7%	-	-	1 5%	1 1%	3 3%	-	-	2 3%	1 1%	-	-	2 2%	1 1%	-	2 1%	1 4%	1 1%	3 2%	2 2%	1 1%
OK/Fine	1 1%	-	1 3%	-	-	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	-	1 1%	1 1%	-
It's memorable/Easy to remember	1 1%	-	1 3%	-	-	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	1 1%	1 1%	1 1%	-
Other site appeal mentions	13 7%	-	-	1 9%	-	12 12% AC	6 7%	7 8%	1 4%	5 7%	7 9%	-	-	6 7%	7 9%	-	11 7%	2 8%	9 8%	9 6%	8 8%	5 6%
BRAND/QUALITY (NET)	27 15%	-	2 6%	1 9%	1 5%	23 23% AC	9 10%	18 20%	6 25%	12 18%	7 9%	2 20%	-	18 20%	7 9%	2 18%	26 17%	1 4%	18 16%	23 15%	13 13%	14 18%
Honest/trustworthy	10 6%	-	-	1 9%	-	9 9% A	3 3%	7 8%	2 8%	4 6%	2 3%	2 20%	-	6 7%	2 3%	2 18%	10 6%	-	8 7%	9 6%	6 6%	4 5%
Well known/Popular/Most commonly used domain	10 6%	-	1 3%	-	-	9 9% A	5 6%	5 5%	2 8%	4 6%	4 5%	-	-	6 7%	4 5%	-	10 6%	-	6 5%	7 5%	4 4%	6 8%
It's a legitimate/credible site/domain	3 2%	-	-	-	1 5%	2 2%	1 1%	2 2%	1 4%	1 1%	1 1%	-	-	2 2%	1 1%	-	2 1%	1 4%	2 2%	3 2%	1 1%	2 3%
Good quality brand/product	2 1%	-	1 3%	-	-	1 1%	-	2 2%	-	2 3%	-	-	-	2 2%	-	-	2 1%	-	-	2 1%	1 1%	1 1%
Reputable	1 1%	-	-	-	-	1 1%	-	1 1%	1 4%	-	-	-	-	1 1%	-	-	1 1%	-	1 1%	1 1%	-	1 1%
Other brand/quality mentions	1 1%	-	-	-	-	1 1%	-	1 1%	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	1 1%	1 1%	1 1%	-

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

Q840\_3. What made your experience with .link very positive?

3. .link

Base: Very Positive Experience

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	180	14**	33*	11**	20**	102	89*	91*	24**	68*	77*	10**	1**	92*	77*	11**	155	25**	110	154	102	78*
PERFORMANCE (NET)	26 14%	4 29%	8 24%	1 9%	2 10%	11 11%	10 11%	16 18%	4 17%	9 13%	12 16%	1 10%	-	13 14%	12 16%	1 9%	20 13%	6 24%	13 12%	23 15%	9 9%	17 22% U
No problems/Good experience with website	8 4%	1 7%	2 6%	-	-	5 5%	2 2%	6 7%	1 4%	3 4%	3 4%	1 10%	-	4 4%	3 4%	1 9%	7 5%	1 4%	7 6%	7 5%	4 4%	4 5%
Worked/Effective	6 3% F	2 14%	3 9% F	-	-	1 1%	2 2%	4 4%	1 4%	1 1%	4 5%	-	-	2 2%	4 5%	-	3 2%	3 12%	1 1%	6 4% S	2 2%	4 5%
Fast/Good speed	5 3%	-	1 3%	-	2 10%	2 2%	3 3%	2 2%	-	3 4%	2 3%	-	-	3 3%	2 3%	-	4 3%	1 4%	3 3%	4 3%	1 1%	4 5%
Reliable	4 2%	-	1 3%	1 9%	-	2 2%	2 2%	2 2%	1 4%	1 1%	2 3%	-	-	2 2%	2 3%	-	3 2%	1 4%	1 1%	3 2%	2 2%	2 3%
Good results/search results	4 2%	1 7%	1 3%	-	-	2 2%	1 1%	3 3%	1 4%	2 3%	1 1%	-	-	3 3%	1 1%	-	4 3%	-	1 1%	4 3%	-	4 5% U
CONTENT (NET)	19 11%	3 21%	1 3%	-	8 40%	7 7%	11 12%	8 9%	1 4%	8 12%	9 12%	1 10%	-	9 10%	9 12%	1 9%	14 9%	5 20%	11 10%	19 12%	11 11%	8 10%
INFORMATION (SUB-NET)	13 7% F	2 14%	1 3%	-	6 30%	4 4%	7 8%	6 7%	1 4%	5 7%	6 8%	1 10%	-	6 7%	6 8%	1 9%	11 7%	2 8%	8 7%	13 8%	8 8%	5 6%
Good/Helpful information	7 4% F	2 14%	1 3%	-	4 20%	-	4 4%	3 3%	-	2 3%	4 5%	1 10%	-	2 2%	4 5%	1 9%	5 3%	2 8%	5 5%	7 5%	5 5%	2 3%
Accurate/Authentic information	3 2%	-	-	-	1 5%	2 2%	2 2%	1 1%	1 4%	2 3%	-	-	-	3 3%	-	-	3 2%	-	2 2%	3 2%	2 2%	1 1%
Information/Informative	2 1%	-	-	-	1 5%	1 1%	1 1%	1 1%	-	-	2 3%	-	-	-	2 3%	-	2 1%	-	1 1%	2 1%	1 1%	1 1%
Other information mentions	1 1%	-	-	-	-	1 1%	-	1 1%	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	-	1 1%	-	1 1%
MISCELLANEOUS CONTENT (SUB-NET)	6 3%	1 7%	-	-	2 10%	3 3%	4 4%	2 2%	-	3 4%	3 4%	-	-	3 3%	3 4%	-	3 2%	3 12%	3 3%	6 4%	3 3%	3 4%
Good/Like the content	4 2%	1 7%	-	-	2 10%	1 1%	3 3%	1 1%	-	2 3%	2 3%	-	-	2 2%	2 3%	-	3 2%	1 4%	2 2%	4 3%	2 2%	2 3%
News related websites (All news mentions, i.e. balance, up to date news, etc...)	1 1%	-	-	-	-	1 1%	-	1 1%	-	1 1%	-	-	-	1 1%	-	-	-	1 4%	1 1%	1 1%	-	1 1%
Other miscellaneous content mentions	1 1%	-	-	-	-	1 1%	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	-	1 4%	-	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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q840\_3. What made your experience with .link very positive?

28 Aug 2015  
Table 445

Base: Very Positive Experience

3. .link

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	180	14**	33*	11**	20**	102	89*	91*	24**	68*	77*	10**	1**	92*	77*	11**	155	25**	110	154	102	78*
USAGE (NET)	18 10%	-	2 6%	2 18%	3 15%	11 11%	10 11%	8 9%	2 8%	6 9%	9 12%	1 10%	-	8 9%	9 12%	1 9%	14 9%	4 16%	12 11%	16 10%	9 9%	9 12%
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	8 4%	-	1 3%	-	-	7 7%	4 4%	4 4%	1 4%	3 4%	4 5%	-	-	4 4%	4 5%	-	6 4%	2 8%	6 5%	6 4%	5 5%	3 4%
Familiar with website/Have visited/used before/in the past	7 4%	-	-	-	-	7 7%	3 3%	4 4%	1 4%	2 3%	4 5%	-	-	3 3%	4 5%	-	5 3%	2 8%	6 5%	5 3%	4 4%	3 4%
Always use it/The one I use most/frequently	1 1%	-	1 3%	-	-	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	-	1 1%	1 1%	-
MISCELLANEOUS USAGE (SUB-NET)	6 3%	-	1 3%	1 9%	1 5%	3 3%	3 3%	3 3%	-	2 3%	3 4%	1 10%	-	2 2%	3 4%	1 9%	4 3%	2 8%	3 3%	6 4%	2 2%	4 5%
Top level domain	1 1%	-	-	-	-	1 1%	-	1 1%	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	1 1%	1 1%	1 1%	-
Geared toward mobile devices usage	1 1%	-	-	-	-	1 1%	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 4%	1 1%	1 1%	-	1 1%
Other miscellaneous usage mentions	4 2%	-	1 3%	1 9%	1 5%	1 1%	3 3%	1 1%	-	1 1%	2 3%	1 10%	-	1 1%	2 3%	1 9%	3 2%	1 4%	1 1%	4 3%	1 1%	3 4%
COUNTRIES (SUB-NET)	3 2%	-	-	1 9%	1 5%	1 1%	2 2%	1 1%	-	1 1%	2 3%	-	-	1 1%	2 3%	-	3 2%	-	2 2%	3 2%	2 2%	1 1%
International/Used worldwide/Global	2 1%	-	-	-	1 5%	1 1%	1 1%	1 1%	-	-	2 3%	-	-	-	2 3%	-	2 1%	-	1 1%	2 1%	1 1%	1 1%
Other countries mentions	1 1%	-	-	1 9%	-	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	1 1%	1 1%	1 1%	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	2 1%	-	-	-	2 10%	-	2 2%	-	1 4%	-	1 1%	-	-	1 1%	1 1%	-	2 1%	-	1 1%	2 1%	-	2 3%
Business/Work website usage	1 1%	-	-	-	1 5%	-	1 1%	-	1 4%	-	-	-	-	1 1%	-	-	1 1%	-	1 1%	1 1%	-	1 1%
Networking companies usually use in extension	1 1%	-	-	-	1 5%	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	-	1 1%	-	1 1%
MISCELLANEOUS (NET)	18 10%	2 14%	4 12%	1 9%	2 10%	9 9%	10 11%	8 9%	5 21%	5 7%	6 8%	2 20%	-	10 11%	6 8%	2 18%	14 9%	4 16%	10 9%	16 10%	11 11%	7 9%
Meets my expectations/needs/Always find what I need/want	7 4%	1 7%	3 9%	1 9%	2 10%	-	3 3%	4 4%	2 8%	1 1%	2 3%	2 20%	-	3 3%	2 3%	2 18%	5 3%	2 8%	3 3%	5 3%	4 4%	3 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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q840\_3. What made your experience with .link very positive?

3. .link

Base: Very Positive Experience

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names								
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No							
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)							(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	180	14**	33*	11**	20**	102	89*	91*	24**	68*	77*	10**	1**	92*	77*	11**	155	25**	110	154	102	78*							
Positive/Just was	7 4%	-	-	-	-	7 7% A	5 6%	2 2%	3 13%	2 3%	2 3%	-	-	5 5%	2 3%	-	7 5%	-	5 5%	7 5%	6 6%	1 1%							
Convenient	3 2%	-	1 3%	-	-	2 2%	1 1%	2 2%	-	1 1%	2 3%	-	-	1 1%	2 3%	-	1 1%	2 8%	2 2%	3 2%	1 1%	2 3%							
Other mentions	1 1%	1 7%	-	-	-	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	-	1 1%	-	1 1%							
FUNCTIONALITY (NET)	15 8%	1 7%	4 12%	1 9%	2 10%	7 7%	5 6%	10 11%	1 4%	7 10%	7 9%	-	-	8 9%	7 9%	-	13 8%	2 8%	10 9%	13 8%	9 9%	6 8%							
Easy to use/navigate	8 4%	-	1 3%	1 9%	1 5%	5 5%	1 1%	7 8% G	1 4%	4 6%	3 4%	-	-	5 5%	3 4%	-	6 4%	2 8%	4 4%	8 5%	5 5%	3 4%							
Accessible/Easy to access/find	3 2%	-	2 6% F	-	1 5%	-	2 2%	1 1%	-	1 1%	2 3%	-	-	1 1%	2 3%	-	3 2%	-	3 3%	2 1%	2 2%	1 1%							
Practical/Useful/Helpful	3 2%	-	1 3%	-	-	2 2%	1 1%	2 2%	-	2 3%	1 1%	-	-	2 2%	1 1%	-	3 2%	-	2 2%	2 1%	1 1%	2 3%							
Has the latest standards/formats	1 1%	1 7%	-	-	-	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	1 1%	1 1%	1 1%	-							
SECURITY (NET)	11 6%	1 7%	3 9%	1 9%	2 10%	4 4%	5 6%	6 7%	2 8%	6 9%	3 4%	-	-	8 9%	3 4%	-	9 6%	2 8%	9 8% T	7 5%	3 3%	8 10% U							
Safe/Good security	10 6%	-	3 9%	1 9%	2 10%	4 4%	4 4%	6 7%	2 8%	5 7%	3 4%	-	-	7 8%	3 4%	-	8 5%	2 8%	8 7% T	6 4%	3 3%	7 9%							
Virus/Malware protected	1 1%	1 7%	-	-	-	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	1 1%	1 1%	-	1 1%							
Other security mentions	1 1%	-	-	-	-	1 1%	-	1 1%	-	1 1%	-	-	-	1 1%	-	-	-	1 4%	1 1%	-	-	1 1%							
ECONOMY (NET)	4 2%	-	-	-	1 5%	3 3%	2 2%	2 2%	-	3 4%	1 1%	-	-	3 3%	1 1%	-	3 2%	1 4%	4 4% T	2 1%	-	4 5% U							
Reasonable/Cheap price to register/purchase	2 1%	-	-	-	1 5%	1 1%	1 1%	1 1%	-	2 3%	-	-	-	2 2%	-	-	1 1%	1 4%	2 2%	1 1%	-	2 3%							
Other economy mentions	2 1%	-	-	-	-	2 2%	1 1%	1 1%	-	1 1%	1 1%	-	-	1 1%	1 1%	-	2 1%	-	2 2%	1 1%	-	2 3%							
SERVICE (NET)	4 2%	1 7%	1 3%	-	-	2 2%	1 1%	3 3%	-	3 4%	-	1 10%	-	3 3%	-	1 9%	4 3%	-	1 1%	3 2%	2 2%	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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q840\_3. What made your experience with .link very positive?  
3. .link

Base: Very Positive Experience

	Geographic and Demographic Data																Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Region						Gender		Age					Age			Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+						
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	180	14**	33*	11**	20**	102	89*	91*	24**	68*	77*	10**	1**	92*	77*	11**	155	25**	110	154	102	78*
Good service/customer service/support	4 2%	1 7%	1 3%	-	-	2 2%	1 1%	3 3%	-	3 4%	-	1 10%	-	3 3%	-	1 9%	4 3%	-	1 1%	3 2%	2 2%	2 3%
None	3 2%	3 21%	-	-	-	-	3 3%	-	-	1 1%	2 3%	-	-	1 1%	2 3%	-	3 2%	-	2 2%	3 2%	3 3%	-
Declined to answer	11 6%	-	1 3%	1 9%	1 5%	8 8%	6 7%	5 5%	1 4%	4 6%	6 8%	-	-	5 5%	6 8%	-	10 6%	1 4%	4 4%	9 6%	9 9%	2 3%
Sigma	211 117%	17 121%	36 109%	12 109%	27 135%	119 117%	102 115%	109 120%	25 104%	87 128%	88 114%	10 100%	1 100%	112 122%	88 114%	11 100%	178 115%	33 132%	128 116%	180 117%	109 107%	102 131%

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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q840\_4. What made your experience with .guru very positive?

28 Aug 2015  
Table 446

Base: Very Positive Experience

4. .guru

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	110	12**	10**	9**	10**	69*	67*	43*	10**	44*	50*	5**	1**	54*	50*	6**	98*	12**	72*	94*	69*	41*
SITE APPEAL (NET)	37 34%	4 33%	2 20%	4 44%	2 20%	25 36%	25 37%	12 28%	4 40%	9 20%	22 44% J	40%	-	13 24%	22 44% N	2 33%	35 36%	2 17%	26 36%	32 34%	23 33%	14 34%
Everything/Good/Like site	21 19%	2 17%	2 20%	1 11%	1 10%	15 22%	13 19%	8 19%	3 30%	7 16%	10 20%	1 20%	-	10 19%	10 20%	1 17%	20 20%	1 8%	14 19%	19 20%	13 19%	8 20%
New/Newer websites	5 5%	1 8%	-	-	-	4 6%	4 6%	1 2%	1 10%	1 2%	3 6%	-	-	2 4%	3 6%	-	4 4%	1 8%	4 6%	3 3%	4 6%	1 2%
OK/Fine	2 2%	-	-	1 11%	-	1 1%	2 3%	-	-	-	2 4%	-	-	-	2 4%	-	2 2%	-	1 1%	2 2%	-	2 5%
Interesting websites	2 2%	-	-	1 11%	-	1 1%	1 1%	1 2%	-	1 2%	1 2%	-	-	1 2%	1 2%	-	2 2%	-	2 3%	2 2%	1 1%	1 2%
Descriptive/Indicates what it stands for	1 1%	-	-	-	1 10%	-	1 1%	-	-	-	-	1 20%	-	-	-	1 17%	1 1%	-	1 1%	1 1%	1 1%	-
Not a lot of ads/pop ups	1 1%	-	-	1 11%	-	-	1 1%	-	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	-	1 1%	1 1%	-
Other site appeal mentions	5 5%	1 8%	-	-	-	4 6%	3 4%	2 5%	-	-	5 10% J	-	-	-	5 10% N	-	5 5%	-	4 6%	4 4%	3 4%	2 5%
CONTENT (NET)	18 16% F	2 17%	4 40%	1 11%	4 40%	7 10%	11 16%	7 16%	2 20%	7 16%	8 16%	-	1 100%	9 17%	8 16%	1 17%	15 15%	3 25%	12 17%	15 16%	11 16%	7 17%
INFORMATION (SUB-NET)	15 14%	1 8%	2 20%	1 11%	4 40%	7 10%	9 13%	6 14%	2 20%	6 14%	6 12%	-	1 100%	8 15%	6 12%	1 17%	13 13%	2 17%	11 15%	12 13%	9 13%	6 15%
Information/Informative	8 7%	-	-	1 11%	2 20%	5 7%	4 6%	4 9%	2 20%	2 5%	4 8%	-	-	4 7%	4 8%	-	8 8%	-	5 7%	7 7%	4 6%	4 10%
Good/Helpful information	4 4%	1 8%	1 10%	-	2 20%	-	4 6%	-	-	3 7%	-	-	1 100%	3 6%	-	1 17%	3 3%	1 8%	4 6%	3 3%	3 4%	1 2%
Accurate/Authentic information	3 3%	-	1 10%	-	-	2 3%	1 1%	2 5%	-	1 2%	2 4%	-	-	1 2%	2 4%	-	2 2%	1 8%	2 3%	2 2%	2 3%	1 2%
Comprehensive/Can search all information in one place	1 1%	-	-	-	-	1 1%	-	1 2%	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	1 1%	-	-	1 2%
MISCELLANEOUS CONTENT (SUB-NET)	3 3%	1 8%	2 20%	-	-	-	2 3%	1 2%	-	1 2%	2 4%	-	-	1 2%	2 4%	-	2 2%	1 8%	1 1%	3 3%	2 3%	1 2%
Good/Like the content	3 3%	1 8%	2 20%	-	-	-	2 3%	1 2%	-	1 2%	2 4%	-	-	1 2%	2 4%	-	2 2%	1 8%	1 1%	3 3%	2 3%	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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q840\_4. What made your experience with .guru very positive?

4. .guru

Base: Very Positive Experience

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	110	12**	10**	9**	10**	69*	67*	43*	10**	44*	50*	5**	1**	54*	50*	6**	98*	12**	72*	94*	69*	41*
FUNCTIONALITY (NET)	13 12%	3 25%	2 20%	1 11%	-	7 10%	10 15%	3 7%	1 10%	4 9%	8 16%	-	-	5 9%	8 16%	-	11 11%	2 17%	8 11%	12 13%	9 13%	4 10%
Easy to use/navigate	6 5%	1 8%	1 10%	-	-	4 6%	4 6%	2 5%	1 10%	3 7%	2 4%	-	-	4 7%	2 4%	-	5 5%	1 8%	4 6%	6 6%	3 4%	3 7%
Accessible/Easy to access/find	2 2%	1 8%	1 10%	-	-	-	2 3%	-	-	-	2 4%	-	-	-	2 4%	-	2 2%	-	1 1%	2 2%	2 3%	-
Practical/Useful/Helpful	1 1%	-	-	-	-	1 1%	1 1%	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	-	1 1%	1 1%	1 1%	-
Has the latest standards/formats	1 1%	1 8%	-	-	-	-	1 1%	-	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	1 1%	1 1%	1 1%	-
Other functionality mentions	3 3%	-	-	1 11%	-	2 3%	2 3%	1 2%	-	-	3 6%	-	-	-	3 6%	-	2 2%	1 8%	1 1%	2 2%	2 3%	1 2%
USAGE (NET)	13 12%	2 17%	-	-	1 10%	10 14%	8 12%	5 12%	2 20%	8 18% K	2 4%	1 20%	-	10 19% O	2 4%	1 17%	13 13%	-	10 14%	11 12%	10 14%	3 7%
FAMILIARITY/PREVIU S USAGE (SUB-NET)	6 5%	1 8%	-	-	-	5 7%	3 4%	3 7%	-	4 9%	1 2%	1 20%	-	4 7%	1 2%	1 17%	6 6%	-	5 7%	6 6%	4 6%	2 5%
Always use it/The one I use most/frequently	5 5%	1 8%	-	-	-	4 6%	3 4%	2 5%	-	3 7%	1 2%	1 20%	-	3 6%	1 2%	1 17%	5 5%	-	4 6%	5 5%	3 4%	2 5%
Familiar with website/Have visited/used before/in the past	1 1%	-	-	-	-	1 1%	-	1 2%	-	1 2%	-	-	-	1 2%	-	-	1 1%	-	1 1%	1 1%	1 1%	-
MISCELLANEOUS USAGE (SUB-NET)	4 4%	1 8%	-	-	-	3 4%	3 4%	1 2%	1 10%	2 5%	1 2%	-	-	3 6%	1 2%	-	4 4%	-	3 4%	3 3%	4 6%	-
Allows for searching/browsing	2 2%	-	-	-	-	2 3%	2 3%	-	1 10%	1 2%	-	-	-	2 4%	-	-	2 2%	-	2 3%	1 1%	2 3%	-
Diversity/Multi-purpose website	1 1%	-	-	-	-	1 1%	-	1 2%	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	-	1 1%	1 1%	-
Personal usage site	1 1%	1 8%	-	-	-	-	1 1%	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	-	1 1%	1 1%	1 1%	-
BUSINESSES/ORGANIZ ATIONS (SUB-NET)	3 3%	-	-	-	1 10%	2 3%	2 3%	1 2%	1 10%	2 5%	-	-	-	3 6%	-	-	3 3%	-	2 3%	2 2%	2 3%	1 2%
Organization website/extension	2 2%	-	-	-	-	2 3%	1 1%	1 2%	1 10%	1 2%	-	-	-	2 4%	-	-	2 2%	-	2 3%	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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q840\_4. What made your experience with .guru very positive?

4. .guru

Base: Very Positive Experience

	Region					Gender			Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	110	12**	10**	9**	10**	69*	67*	43*	10**	44*	50*	5**	1**	54*	50*	6**	98*	12**	72*	94*	69*	41*
Business/Work website usage	1 1%	-	-	-	1 10%	-	1 1%	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	-	-	1 1%	-	2 2%
Other businesses/organizations mentions	1 1%	-	-	-	-	1 1%	1 1%	-	1 10%	-	-	-	-	1 2%	-	-	1 1%	-	1 1%	1 1%	1 1%	-
PERFORMANCE (NET)	9 8%	1 8%	1 10%	1 11%	1 10%	5 7%	6 9%	3 7%	1 10%	2 5%	5 10%	1 20%	-	3 6%	5 10%	1 17%	6 6%	3 25%	6 8%	8 9%	5 7%	4 10%
No problems/Good experience with website	4 4%	1 8%	-	1 11%	-	2 3%	3 4%	1 2%	-	1 2%	2 4%	1 20%	-	1 2%	2 4%	1 17%	4 4%	-	2 3%	4 4%	1 1%	3 7%
Good results/search results	2 2%	-	-	-	-	2 3%	-	2 5%	-	1 2%	1 2%	-	-	1 2%	2 2%	-	2 2%	-	1 1%	1 1%	1 1%	1 2%
Fast/Good speed	1 1%	-	-	-	-	1 1%	1 1%	-	1 10%	-	-	-	-	1 2%	-	-	-	1 8%	1 1%	1 1%	1 1%	-
Reliable	1 1%	-	-	-	1 10%	-	1 1%	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	-	1 1%	1 1%	1 1%	-
Worked/Effective	1 1%	-	1 10%	-	-	-	-	1 2%	-	-	1 2%	-	-	-	1 2%	-	-	1 8%	-	1 1%	1 1%	-
Other performance mentions	1 1%	-	-	-	-	1 1%	1 1%	-	-	-	1 2%	-	-	-	1 2%	-	-	1 8%	1 1%	1 1%	-	1 2%
BRAND/QUALITY (NET)	9 8%	1 8%	-	-	-	8 12%	5 7%	4 9%	1 10%	4 9%	3 6%	1 20%	-	5 9%	3 6%	1 17%	8 8%	1 8%	6 8%	8 9%	6 9%	3 7%
Honest/trustworthy	3 3%	-	-	-	-	3 4%	1 1%	2 5%	-	2 5%	1 2%	-	-	2 4%	1 2%	-	2 2%	1 8%	2 3%	3 3%	2 3%	1 2%
It's a legitimate/credible site/domain	2 2%	-	-	-	-	2 3%	2 3%	-	-	2 5%	-	-	-	2 4%	-	-	2 2%	-	2 3%	2 2%	2 3%	-
Well known/Popular/Most commonly used domain	2 2%	1 8%	-	-	-	1 1%	1 1%	1 2%	-	-	1 2%	1 20%	-	-	1 2%	1 17%	2 2%	-	1 1%	1 1%	1 1%	1 2%
Reputable	1 1%	-	-	-	-	1 1%	-	1 2%	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	-	1 1%	-	1 2%
Well established/Been around for a long time	1 1%	-	-	-	-	1 1%	-	1 2%	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	-	1 1%	-	1 2%
Good quality brand/product	1 1%	-	-	-	-	1 1%	1 1%	-	1 10%	-	-	-	-	1 2%	-	-	1 1%	-	1 1%	1 1%	1 1%	-

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

Q840\_4. What made your experience with .guru very positive?

4. .guru

Base: Very Positive Experience

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)						
Unweighted Base	110	12**	10**	9**	10**	69*	67*	43*	10**	44*	50*	5**	1**	54*	50*	6**	98*	12**	72*	94*	69*	41*
SECURITY (NET)	5 5%	1 8%	-	-	1 10%	3 4%	2 3%	3 7%	-	2 5%	3 6%	-	-	2 4%	3 6%	-	5 5%	-	4 6%	4 4%	2 3%	3 7%
Safe/Good security	4 4%	-	-	-	1 10%	3 4%	1 1%	3 7%	-	1 2%	3 6%	-	-	1 2%	3 6%	-	4 4%	-	3 4%	3 3%	2 3%	2 5%
Virus/Malware protected	1 1%	1 8%	-	-	-	-	1 1%	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	-	1 1%	1 1%	-	1 2%
Other security mentions	1 1%	-	-	-	1 10%	-	-	1 2%	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	1 1%	-	-	1 2%
MISCELLANEOUS (NET)	5 5%	-	2 20%	-	-	3 4%	3 4%	2 5%	-	3 7%	1 2%	2 20%	-	3 6%	1 2%	1 17%	3 3%	2 17%	2 3%	4 4%	3 4%	2 5%
Meets my expectations/needs/Always find what I need/want	2 2%	-	1 10%	-	-	1 1%	1 1%	1 2%	-	1 2%	-	1 20%	-	1 2%	-	1 17%	1 1%	1 8%	1 1%	1 1%	-	2 5%
Convenient	1 1%	-	1 10%	-	-	-	-	1 2%	-	-	1 2%	-	-	-	1 2%	-	-	1 8%	-	1 1%	1 1%	-
Positive/Just was	1 1%	-	-	-	-	1 1%	1 1%	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	-	1 1%	1 1%	1 1%	-
Other mentions	1 1%	-	-	-	-	1 1%	1 1%	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	-	-	1 1%	1 1%	-
SERVICE (NET)	4 4%	-	1 10%	-	1 10%	2 3%	3 4%	1 2%	1 10%	1 2%	2 4%	-	-	2 4%	2 4%	-	2 2%	2 17%	3 4%	3 3%	3 4%	1 2%
Good service/customer service/support	4 4%	-	1 10%	-	1 10%	2 3%	3 4%	1 2%	1 10%	1 2%	2 4%	-	-	2 4%	2 4%	-	2 2%	2 17%	3 4%	3 3%	3 4%	1 2%
ECONOMY (NET)	1 1%	-	-	-	-	1 1%	1 1%	-	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	1 1%	-	-	1 2%
Other economy mentions	1 1%	-	-	-	-	1 1%	1 1%	-	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	1 1%	-	-	1 2%
Don't know	2 2%	-	-	1 11%	-	1 1%	-	2 5%	1 10%	1 2%	-	-	-	2 4%	-	-	2 2%	-	1 1%	2 2%	1 1%	1 2%
Declined to answer	10 9%	1 8%	-	2 22%	1 10%	6 9%	5 7%	5 12%	-	7 16%	3 6%	-	-	7 13%	3 6%	-	10 10%	-	4 6%	9 10%	9 13%	1 2%
Sigma	131 119%	15 125%	12 120%	10 111%	12 120%	82 119%	80 119%	51 119%	14 140%	49 111%	61 122%	6 120%	1 100%	63 117%	61 122%	7 117%	116 118%	15 125%	86 119%	111 118%	83 120%	48 117%

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

Q840\_5. What made your experience with .realtor very positive?  
5. .realtor

Base: Very Positive Experience

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	61*	12**	4**	5**	4**	36*	35*	26**	3**	29**	25**	3**	1**	32*	25**	4**	56*	5**	47*	51*	43*	18**
SITE APPEAL (NET)	20 33%	3 25%	2 50%	1 20%	-	14 39%	11 31%	9 35%	1 33%	7 24%	11 44%	1 33%	-	8 25%	11 44%	1 25%	20 36%	-	15 32%	16 31%	15 35%	5 28%
Everything/Good/Like site	9 15%	1 8%	1 25%	1 20%	-	6 17%	6 17%	3 12%	1 33%	5 17%	2 8%	1 33%	-	6 19%	2 8%	1 25%	9 16%	-	5 11%	7 14%	5 12%	4 22%
New/Newer websites	3 5%	1 8%	-	-	-	2 6%	2 6%	1 4%	-	-	3 12%	-	-	-	3 12%	-	3 5%	-	3 6%	2 4%	3 7%	-
OK/Fine	2 3%	-	1 25%	-	-	1 3%	1 3%	1 4%	-	1 3%	1 4%	-	-	1 3%	1 4%	-	2 4%	-	1 2%	2 4%	2 5%	-
Interesting websites	1 2%	-	-	-	-	1 3%	1 3%	-	-	-	1 4%	-	-	-	1 4%	-	1 2%	-	1 2%	1 2%	1 2%	-
Different/Unique	1 2%	-	-	-	-	1 3%	-	1 4%	-	-	1 4%	-	-	-	1 4%	-	1 2%	-	1 2%	1 2%	1 2%	-
Descriptive/Indicates what it stands for	1 2%	1 8%	-	-	-	-	-	1 4%	-	-	1 4%	-	-	-	1 4%	-	1 2%	-	1 2%	1 2%	-	1 6%
Other site appeal mentions	3 5%	-	-	-	-	3 8%	1 3%	2 8%	-	1 3%	2 8%	-	-	1 3%	2 8%	-	3 5%	-	3 6%	2 4%	3 7%	-
BRAND/QUALITY (NET)	8 13%	2 17%	-	-	-	6 17%	3 9%	5 19%	-	5 17%	2 8%	-	1 100%	5 16%	2 8%	1 25%	7 13%	1 20%	7 15%	5 10%	5 12%	3 17%
Well known/Popular/Most commonly used domain	4 7%	1 8%	-	-	-	3 8%	1 3%	3 12%	-	2 7%	1 4%	-	1 100%	2 6%	1 4%	1 25%	3 5%	1 20%	4 9%	1 2%	2 5%	2 11%
It's a legitimate/credible site/domain	2 3%	1 8%	-	-	-	1 3%	1 3%	1 4%	-	2 7%	-	-	-	2 6%	-	-	2 4%	-	1 2%	2 4%	1 2%	1 6%
Honest/trustworthy	2 3%	-	-	-	-	2 6%	1 3%	1 4%	-	1 3%	1 4%	-	-	1 3%	1 4%	-	2 4%	-	2 4%	2 4%	2 5%	-
CONTENT (NET)	7 11%	4 33%	-	-	2 50%	1 3%	4 11%	3 12%	-	1 3%	5 20%	1 33%	-	1 3%	5 20%	1 25%	6 11%	1 20%	6 13%	6 12%	5 12%	2 11%
INFORMATION (SUB-NET)	4 7%	1 8%	-	-	2 50%	1 3%	3 9%	1 4%	-	1 3%	2 8%	1 33%	-	1 3%	2 8%	1 25%	4 7%	-	4 9%	3 6%	3 7%	1 6%
Comprehensive/Can search all information in one place	1 2%	-	-	-	-	1 3%	-	1 4%	-	1 3%	-	-	-	1 3%	-	-	1 2%	-	1 2%	-	-	1 6%
Good/Helpful information	1 2%	1 8%	-	-	-	-	1 3%	-	-	-	1 4%	-	-	-	1 4%	-	1 2%	-	1 2%	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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q840\_5. What made your experience with .realtor very positive?

5. .realtor

Base: Very Positive Experience

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	61*	12**	4**	5**	4**	36*	35*	26**	3**	29**	25**	3**	1**	32*	25**	4**	56*	5**	47*	51*	43*	18**
Other information mentions	2 3%	-	-	-	2 50%	-	2 6%	-	-	-	1 4%	1 33%	-	-	1 4%	1 25%	2 4%	-	2 4%	2 4%	2 5%	-
MISCELLANEOUS CONTENT (SUB-NET)	3 5%	3 25%	-	-	-	-	1 3%	2 8%	-	-	3 12%	-	-	-	3 12%	-	2 4%	1 20%	2 4%	3 6%	2 5%	1 6%
Good/Like the content	1 2%	1 8%	-	-	-	-	1 3%	-	-	-	1 4%	-	-	-	1 4%	-	1 2%	-	1 2%	1 2%	1 2%	-
Other miscellaneous content mentions	2 3%	2 17%	-	-	-	-	-	2 8%	-	-	2 8%	-	-	-	2 8%	-	1 2%	1 20%	1 2%	2 4%	1 2%	1 6%
USAGE (NET)	6 10%	1 8%	-	-	-	5 14%	3 9%	3 12%	1 33%	2 7%	3 12%	-	-	3 9%	3 12%	-	5 9%	1 20%	6 13%	6 12%	4 9%	2 11%
BUSINESSES/ORGANIZATIONS (SUB-NET)	2 3%	-	-	-	-	2 6%	1 3%	1 4%	1 33%	-	1 4%	-	-	1 3%	1 4%	-	1 2%	1 20%	2 4%	2 4%	-	2 11%
Business/Work website usage	1 2%	-	-	-	-	1 3%	-	1 4%	1 33%	-	-	-	-	1 3%	-	-	-	1 20%	1 2%	1 2%	-	1 6%
Networking companies usually use in extension	1 2%	-	-	-	-	1 3%	1 3%	-	-	-	1 4%	-	-	-	1 4%	-	1 2%	-	1 2%	1 2%	-	1 6%
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	2 3%	1 8%	-	-	-	1 3%	1 3%	1 4%	-	1 3%	1 4%	-	-	1 3%	1 4%	-	2 4%	-	2 4%	2 4%	2 5%	-
Familiar with website/Have visited/used before/in the past	2 3%	1 8%	-	-	-	1 3%	1 3%	1 4%	-	1 3%	1 4%	-	-	1 3%	1 4%	-	2 4%	-	2 4%	2 4%	2 5%	-
COUNTRIES (SUB-NET)	1 2%	-	-	-	-	1 3%	-	1 4%	-	-	1 4%	-	-	-	1 4%	-	1 2%	-	1 2%	1 2%	1 2%	-
International/Used worldwide/Global	1 2%	-	-	-	-	1 3%	-	1 4%	-	-	1 4%	-	-	-	1 4%	-	1 2%	-	1 2%	1 2%	1 2%	-
MISCELLANEOUS USAGE (SUB-NET)	1 2%	-	-	-	-	1 3%	1 3%	-	-	1 3%	-	-	-	1 3%	-	-	1 2%	-	1 2%	1 2%	1 2%	-
Other miscellaneous usage mentions	1 2%	-	-	-	-	1 3%	1 3%	-	-	1 3%	-	-	-	1 3%	-	-	1 2%	-	1 2%	1 2%	1 2%	-
PERFORMANCE (NET)	5 8%	1 8%	-	1 20%	-	3 8%	2 6%	3 12%	-	2 7%	2 8%	1 33%	-	2 6%	2 8%	1 25%	4 7%	1 20%	3 6%	5 10%	3 7%	2 11%
No problems/Good experience with website	2 3%	1 8%	-	-	-	1 3%	1 3%	1 4%	-	1 3%	-	1 33%	-	1 3%	-	1 25%	2 4%	-	1 2%	2 4%	1 2%	1 6%

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

Q840\_5. What made your experience with .realtor very positive?  
5. .realtor

Base: Very Positive Experience

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	61*	12**	4**	5**	4**	36*	35*	26**	3**	29**	25**	3**	1**	32*	25**	4**	56*	5**	47*	51*	43*	18**
Reliable	2 3%	-	-	20%	-	1 3%	1 3%	1 4%	-	1 3%	1 4%	-	-	1 3%	1 4%	-	2 4%	-	1 2%	2 4%	2 5%	-
Good results/search results	1 2%	-	-	-	-	1 3%	-	1 4%	-	1 3%	-	-	-	1 3%	-	-	1 2%	-	-	1 2%	-	1 6%
Other performance mentions	1 2%	-	-	-	-	1 3%	-	1 4%	-	-	1 4%	-	-	-	1 4%	-	-	20%	1 2%	1 2%	-	1 6%
FUNCTIONALITY (NET)	4 7%	1 8%	2 50%	-	1 25%	-	3 9%	1 4%	-	2 7%	2 8%	-	-	2 6%	2 8%	-	3 5%	1 20%	3 6%	4 8%	3 7%	1 6%
Easy to use/navigate	2 3%	-	1 25%	-	1 25%	-	1 3%	1 4%	-	2 7%	-	-	-	2 6%	-	-	1 2%	20%	1 2%	2 4%	1 2%	1 6%
Accessible/Easy to access/find	1 2%	-	1 25%	-	-	-	1 3%	-	-	-	1 4%	-	-	-	1 4%	-	1 2%	-	1 2%	1 2%	1 2%	-
Has the latest standards/formats	1 2%	1 8%	-	-	-	-	1 3%	-	-	-	1 4%	-	-	-	1 4%	-	1 2%	-	1 2%	1 2%	1 2%	-
MISCELLANEOUS (NET)	4 7%	-	-	1 20%	1 25%	2 6%	4 11%	-	1 33%	1 3%	2 8%	-	-	2 6%	2 8%	-	4 7%	-	3 6%	4 8%	3 7%	1 6%
Positive/Just was	2 3%	-	-	-	-	2 6%	2 6%	-	1 33%	1 3%	-	-	-	2 6%	-	-	2 4%	-	2 4%	2 4%	2 5%	-
Meets my expectations/needs/Always find what I need/want	1 2%	-	-	-	1 25%	-	1 3%	-	-	-	1 4%	-	-	-	1 4%	-	1 2%	-	1 2%	1 2%	-	1 6%
Negative experience mentions	1 2%	-	-	1 20%	-	-	1 3%	-	-	-	1 4%	-	-	-	1 4%	-	1 2%	-	-	1 2%	1 2%	-
SECURITY (NET)	3 5%	1 8%	-	-	-	2 6%	1 3%	2 8%	-	3 10%	-	-	-	3 9%	-	-	3 5%	-	3 6%	3 6%	1 2%	2 11%
Safe/Good security	2 3%	-	-	-	-	2 6%	-	2 8%	-	2 7%	-	-	-	2 6%	-	-	2 4%	-	2 4%	2 4%	1 2%	1 6%
Virus/Malware protected	1 2%	1 8%	-	-	-	-	1 3%	-	-	1 3%	-	-	-	1 3%	-	-	1 2%	-	1 2%	1 2%	-	1 6%
ECONOMY (NET)	1 2%	-	-	-	-	1 3%	-	1 4%	-	1 3%	-	-	-	1 3%	-	-	1 2%	-	1 2%	-	-	1 6%
Other economy mentions	1 2%	-	-	-	-	1 3%	-	1 4%	-	1 3%	-	-	-	1 3%	-	-	1 2%	-	1 2%	-	-	1 6%

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

Q840\_5. What made your experience with .realtor very positive?  
5. .realtor

28 Aug 2015  
Table 447

Base: Very Positive Experience

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	61*	12**	4**	5**	4**	36*	35*	26**	3**	29**	25**	3**	1**	32*	25**	4**	56*	5**	47*	51*	43*	18**
SERVICE (NET)	12%	-	-	-	-	13%	-	14%	-	-	14%	-	-	-	14%	-	12%	-	12%	-	12%	-
Good service/customer service/support	12%	-	-	-	-	13%	-	14%	-	-	14%	-	-	-	14%	-	12%	-	12%	-	12%	-
None	35%	217%	-	-	-	13%	26%	14%	-	27%	14%	-	-	26%	14%	-	35%	-	24%	36%	37%	-
Declined to answer	610%	-	-	240%	-	411%	411%	28%	-	621%	-	-	-	619%	-	-	611%	-	49%	510%	512%	16%
Sigma	69113%	15125%	4100%	5100%	4100%	41114%	37106%	32123%	3100%	33114%	29116%	3100%	1100%	36113%	29116%	4100%	64114%	5100%	54115%	58114%	48112%	21117%

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

Q840\_6. What made your experience with .club very positive?

6. .club

Base: Very Positive Experience

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Reg-istrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer-cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	127	10**	16**	6**	8**	87*	69*	58*	12**	50*	57*	8**	-**	62*	57*	8**	111	16**	82*	103	74*	53*
SITE APPEAL (NET)	43 34%	4 40%	5 31%	2 33%	2 25%	30 34%	23 33%	20 34%	1 8%	14 28%	24 42%	4 50%	-	15 24%	24 42% N	4 50%	43 39%	-	30 37%	37 36%	31 42% V	12 23%
Everything/Good/Like site	21 17%	2 20%	3 19%	1 17%	-	15 17%	12 17%	9 16%	1 8%	6 12%	12 21%	2 25%	-	7 11%	12 21%	2 25%	21 19%	-	16 20%	17 17%	16 22%	5 9%
New/Newer websites	4 3%	1 10%	1 6%	1 17%	1 13%	-	4 6%	-	-	1 2%	3 5%	-	-	1 2%	3 5%	-	4 4%	-	3 4%	3 3%	3 4%	1 2%
It indicates seriousness/that it's important	1 1%	-	-	1 17%	-	-	1 1%	-	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	1 1%	1 1%	1 1%	-
It's memorable/Easy to remember	1 1%	-	-	-	-	1 1%	-	1 2%	-	1 2%	-	-	-	1 2%	-	-	1 1%	-	1 1%	1 1%	1 1%	-
Not a lot of ads/pop ups	1 1%	-	-	1 17%	-	-	1 1%	-	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	-	1 1%	1 1%	-
OK/Fine	1 1%	-	-	-	-	1 1%	-	1 2%	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	-	1 1%	1 1%	-
Different/Unique	1 1%	-	-	1 17%	-	-	1 1%	-	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	1 1%	1 1%	1 1%	-
Other site appeal mentions	18 14%	1 10%	1 6%	-	2 25%	14 16%	8 12%	10 17%	-	7 14%	9 16%	2 25%	-	7 11%	9 16%	2 25%	18 16%	-	13 16%	16 16%	10 14%	8 15%
USAGE (NET)	22 17%	-	2 13%	1 17%	3 38%	16 18%	15 22%	7 12%	2 17%	9 18%	8 14%	3 38%	-	11 18%	8 14%	3 38%	17 15%	5 31%	15 18%	15 15%	14 19%	8 15%
MISCELLANEOUS USAGE (SUB-NET)	15 12%	-	2 13%	-	2 25%	11 13%	11 16%	4 7%	-	5 10%	7 12%	3 38%	-	5 8%	7 12%	3 38%	11 10%	4 25%	10 12%	10 10%	9 12%	6 11%
Diversity/Multi-purpose website	2 2%	-	-	-	-	2 2%	1 1%	1 2%	-	1 2%	-	1 13%	-	1 2%	-	1 13%	2 2%	-	2 2%	2 2%	2 3%	-
Top level domain	1 1%	-	-	-	-	1 1%	1 1%	-	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	1 1%	-	-	1 2%
Other miscellaneous usage mentions	12 9%	-	2 13%	-	2 25%	8 9%	9 13%	3 5%	-	4 8%	6 11%	2 25%	-	4 6%	6 11%	2 25%	8 7%	4 25%	7 9%	8 8%	7 9%	5 9%
BUSINESSES/ORGANIZATIONS (SUB-NET)	3 2%	-	-	-	1 13%	2 2%	2 3%	1 2%	1 8%	2 4%	-	-	-	3 5%	-	-	2 2%	1 6%	1 1%	3 3%	2 3%	1 2%
Business/Work website usage	1 1%	-	-	-	1 13%	-	1 1%	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	-	-	1 1%	-	1 2%

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

Q840\_6. What made your experience with .club very positive?

6. .club

Base: Very Positive Experience

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	127	10**	16**	6**	8**	87*	69*	58*	12**	50*	57*	8**	-**	62*	57*	8**	111	16**	82*	103	74*	53*
Government website/extension	1%	-	-	-	-	1%	1%	-	-	1%	-	-	-	1%	-	-	1%	-	-	1%	1%	-
Networking companies usually use in extension	1%	-	-	-	-	1%	-	1%	8%	-	-	-	-	1%	-	-	-	1%	1%	1%	1%	-
COUNTRIES (SUB-NET)	3%	-	-	17%	-	2%	2%	1%	-	2%	1%	-	-	2%	1%	-	3%	-	3%	2%	3%	1%
International/Used worldwide/Global	2%	-	-	-	-	2%	1%	1%	-	1%	1%	-	-	1%	1%	-	2%	-	2%	1%	1%	1%
Other countries mentions	1%	-	-	17%	-	-	1%	-	-	1%	-	-	-	1%	-	-	1%	-	1%	1%	1%	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	2%	-	-	-	-	2%	1%	1%	8%	-	1%	-	-	1%	1%	-	2%	-	2%	-	1%	1%
Always use it/The one I use most/frequently	1%	-	-	-	-	1%	-	1%	8%	-	-	-	-	1%	-	-	1%	-	1%	-	-	1%
Familiar with website/Have visited/used before/in the past	1%	-	-	-	-	1%	1%	-	-	-	1%	-	-	-	1%	-	1%	-	1%	-	1%	-
BRAND/QUALITY (NET)	20%	-	1%	17%	13%	17%	9%	11%	8%	9%	10%	-	-	10%	10%	-	17%	3%	15%	15%	10%	10%
Well known/Popular/Most commonly used domain	8%	-	-	17%	-	7%	3%	5%	-	4%	4%	-	-	4%	4%	-	7%	1%	7%	6%	4%	4%
Honest/trustworthy	7%	-	-	-	-	7%	3%	4%	-	4%	3%	-	-	4%	3%	-	5%	2%	5%	6%	4%	3%
Reputable	2%	-	-	-	-	2%	2%	-	1%	-	1%	-	-	1%	1%	-	1%	1%	2%	-	1%	1%
It's a legitimate/credible site/domain	2%	-	1%	-	13%	-	1%	1%	-	1%	1%	-	-	1%	1%	-	2%	-	-	2%	-	2%
Well established/Been around for a long time	1%	-	-	-	-	1%	1%	-	-	-	1%	-	-	-	1%	-	1%	-	1%	-	-	1%
Other brand/quality mentions	2%	-	-	-	-	2%	-	2%	-	1%	1%	-	-	1%	1%	-	2%	-	2%	2%	2%	-
FUNCTIONALITY (NET)	14%	3%	3%	17%	25%	5%	10%	4%	2%	6%	6%	-	-	8%	6%	-	12%	2%	7%	13%	9%	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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q840\_6. What made your experience with .club very positive?

6. .club

Base: Very Positive Experience

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)						
Unweighted Base	127	10**	16**	6**	8**	87*	69*	58*	12**	50*	57*	8**	-**	62*	57*	8**	111	16**	82*	103	74*	53*
Easy to use/navigate	7 6%	2 20%	1 6%	-	1 13%	3 3%	4 6%	3 5%	1 8%	4 8%	2 4%	-	-	5 8%	2 4%	-	5 5%	2 13%	3 4%	7 7%	4 5%	3 6%
Accessible/Easy to access/find	2 2%	-	2 13%	-	-	-	2 3%	-	-	1 2%	1 2%	-	-	1 2%	1 2%	-	2 2%	-	2 2%	2 2%	2 3%	-
Has the latest standards/formats	1 1%	1 10%	-	-	-	-	1 1%	-	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	1 1%	1 1%	1 1%	-
Other functionality mentions	4 3%	-	-	1 17%	1 13%	2 2%	3 4%	1 2%	1 8%	1 2%	2 4%	-	-	2 3%	2 4%	-	4 4%	-	1 1%	3 3%	2 3%	2 4%
CONTENT (NET)	12 9%	2 20%	3 19%	-	1 13%	6 7%	5 7%	12 7%	8 1%	10 5%	11 6%	-	-	6 10%	6 11%	-	6 5%	6 38%	7 9%	9 9%	3 4%	9 17% U
INFORMATION (SUB-NET)	7 6%	-	1 6%	-	1 13%	5 6%	1 1%	6 10% G	1 8%	3 6%	3 5%	-	-	4 6%	3 5%	-	4 4%	3 19%	3 4%	6 6%	-	7 13% U
Information/Informative	4 3%	-	1 6%	-	1 13%	2 2%	1 1%	3 5%	1 8%	1 2%	2 4%	-	-	2 3%	2 4%	-	2 2%	2 13%	2 2%	4 4%	-	4 8% U
Good/Helpful information	2 2%	-	-	-	-	2 2%	-	2 3%	-	2 4%	-	-	-	2 3%	-	-	1 1%	1 6%	-	2 2%	-	2 4%
Comprehensive/Can search all information in one place	1 1%	-	-	-	-	1 1%	-	1 2%	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	1 1%	-	-	1 2%
MISCELLANEOUS CONTENT (SUB-NET)	5 4% F	2 20%	2 13%	-	-	1 1%	4 6%	1 2%	-	2 4%	3 5%	-	-	2 3%	3 5%	-	2 2%	3 19%	4 5%	3 3%	3 4%	2 4%
Good/Like the content	4 3% F	2 20%	1 6%	-	-	1 1%	4 6%	-	-	2 4%	2 4%	-	-	2 3%	2 4%	-	2 2%	2 13%	4 5%	2 2%	2 3%	2 4%
Other miscellaneous content mentions	1 1%	-	1 6%	-	-	-	-	1 2%	-	-	1 2%	-	-	-	1 2%	-	-	1 6%	-	1 1%	1 1%	-
MISCELLANEOUS (NET)	11 9%	1 10%	-	-	1 13%	9 10%	6 9%	5 9%	2 17%	4 8%	5 9%	-	-	6 10%	5 9%	-	10 9%	1 6%	7 9%	10 10%	4 5%	7 13%
Positive/Just was	6 5%	-	-	-	-	6 7%	3 4%	3 5%	1 8%	2 4%	3 5%	-	-	3 5%	3 5%	-	6 5%	-	4 5%	6 6%	3 4%	3 6%
Meets my expectations/needs/Always find what I need/want	2 2%	1 10%	-	-	1 13%	-	1 1%	1 2%	1 8%	-	1 2%	-	-	1 2%	1 2%	-	2 2%	-	1 1%	2 2%	1 1%	1 2%
Convenient	2 2%	-	-	-	-	2 2%	1 1%	1 2%	-	2 4%	-	-	-	2 3%	-	-	2 2%	-	2 2%	1 1%	-	2 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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q840\_6. What made your experience with .club very positive?

6. .club

Base: Very Positive Experience

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	127	10**	16**	6**	8**	87*	69*	58*	12**	50*	57*	8**	-**	62*	57*	8**	111	16**	82*	103	74*	53*
Negative experience mentions	1 1%	-	-	-	-	1 1%	1%	-	-	-	1 2%	-	-	-	1 2%	-	-	1 6%	-	1 1%	-	1 2%
PERFORMANCE (NET)	8 6%	2 20%	1 6%	-	-	5 6%	3 4%	5 9%	2 17%	3 6%	3 5%	-	-	5 8%	3 5%	-	7 6%	1 6%	1 1%	8 8%	5 7%	3 6%
No problems/Good experience with website	3 2%	1 10%	-	-	-	2 2%	-	3 5%	1 8%	1 2%	1 2%	-	-	2 3%	1 2%	-	2 2%	1 6%	-	3 3%	2 3%	1 2%
Good results/search results	2 2%	-	-	-	-	2 2%	1 1%	1 2%	-	2 4%	-	-	-	2 3%	-	-	2 2%	-	-	2 2%	-	2 4%
Worked/Effective	2 2%	1 10%	-	-	-	1 1%	-	2 3%	1 8%	-	1 2%	-	-	1 2%	1 2%	-	2 2%	-	1 1%	2 2%	1 1%	1 2%
Reliable	1 1%	-	-	-	-	1 1%	1 1%	-	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	-	1 1%	1 1%	-
Fast/Good speed	1 1%	-	1 6%	-	-	-	1 1%	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	-	-	1 1%	1 1%	-
ECONOMY (NET)	3 2%	-	-	-	-	3 3%	2 3%	1 2%	-	2 4%	1 2%	-	-	2 3%	1 2%	-	3 3%	-	3 4%	-	-	3 6% U
Other economy mentions	3 2%	-	-	-	-	3 3%	2 3%	1 2%	-	2 4%	1 2%	-	-	2 3%	1 2%	-	3 3%	-	3 4%	-	-	3 6% U
SECURITY (NET)	1 1%	-	-	-	-	1 1%	-	1 2%	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	-	1 1%	-	1 2%
Safe/Good security	1 1%	-	-	-	-	1 1%	-	1 2%	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	-	1 1%	-	1 2%
None	3 2%	1 10%	-	-	-	2 2%	2 3%	1 2%	-	1 2%	2 4%	-	-	1 2%	2 4%	-	3 3%	-	1 1%	3 3%	2 3%	1 2%
Don't know	1 1%	-	-	1 17%	-	-	-	1 2%	1 8%	-	-	-	-	1 2%	-	-	1 1%	-	-	1 1%	1 1%	-
Declined to answer	11 9%	-	2 13%	1 17%	1 13%	7 8%	4 6%	7 12%	1 8%	6 12%	3 5%	1 13%	-	7 11%	3 5%	1 13%	10 9%	1 6%	6 7%	11 11%	7 9%	4 8%
Sigma	158 124%	13 130%	17 106%	10 167%	12 150%	106 122%	85 123%	73 126%	13 108%	62 124%	75 132%	8 100%	-	75 121%	75 132%	8 100%	138 124%	20 125%	100 122%	129 125%	90 122%	68 128%

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

Q840\_7. What made your experience with .xyz very positive?

28 Aug 2015  
Table 449

Base: Very Positive Experience

7. .xyz

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	74*	4**	7**	8**	1**	54*	38*	36*	-**	38*	34*	2**	-**	38*	34*	2**	69*	5**	57*	58*	48*	26**
SITE APPEAL (NET)	35 47%	1 25%	3 43%	3 38%	-	28 52%	19 50%	16 44%	-	15 39%	18 53%	2 100%	-	15 39%	18 53%	2 100%	33 48%	2 40%	25 44%	29 50%	24 50%	11 42%
Everything/Good/Like site	15 20%	-	2 29%	3 38%	-	10 19%	8 21%	7 19%	-	6 16%	8 24%	1 50%	-	6 16%	8 24%	1 50%	14 20%	1 20%	9 16%	12 21%	11 23%	4 15%
OK/Fine	4 5%	-	-	-	-	4 7%	3 8%	1 3%	-	2 5%	2 6%	-	-	2 5%	2 6%	-	4 6%	-	2 4%	4 7%	2 4%	2 8%
It's memorable/Easy to remember	3 4%	-	-	-	-	3 6%	1 3%	2 6%	-	3 8%	-	-	-	3 8%	-	-	2 3%	1 20%	2 4%	3 5%	2 4%	1 4%
New/Newer websites	3 4%	1 25%	-	-	-	2 4%	1 3%	2 6%	-	2 5%	1 3%	-	-	2 5%	1 3%	-	3 4%	-	3 5%	3 5%	2 4%	1 4%
Different/Unique	2 3%	-	1 14%	-	-	1 2%	2 5%	-	-	1 3%	1 3%	-	-	1 3%	1 3%	-	2 3%	-	1 2%	2 3%	2 4%	-
Descriptive/Indicates what it stands for	1 1%	-	-	-	-	1 2%	1 3%	-	-	-	-	1 50%	-	-	-	1 50%	1 1%	-	1 2%	-	-	1 4%
Other site appeal mentions	9 12%	-	-	-	-	9 17%	4 11%	5 14%	-	3 8%	6 18%	-	-	3 8%	6 18%	-	8 12%	1 20%	8 14%	7 12%	6 13%	3 12%
USAGE (NET)	13 18%	-	-	1 13%	-	12 22%	4 11%	9 25%	-	9 24%	4 12%	-	-	9 24%	4 12%	-	12 17%	1 20%	10 18%	9 16%	7 15%	6 23%
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	7 9%	-	-	1 13%	-	6 11%	3 8%	4 11%	-	5 13%	2 6%	-	-	5 13%	2 6%	-	7 10%	-	6 11%	4 7%	4 8%	3 12%
Familiar with website/Have visited/used before/in the past	4 5%	-	-	1 13%	-	3 6%	2 5%	2 6%	-	3 8%	1 3%	-	-	3 8%	1 3%	-	4 6%	-	3 5%	3 5%	3 6%	1 4%
Always use it/The one I use most/frequently	3 4%	-	-	-	-	3 6%	1 3%	2 6%	-	2 5%	1 3%	-	-	2 5%	1 3%	-	3 4%	-	3 5%	1 2%	1 2%	2 8%
MISCELLANEOUS USAGE (SUB-NET)	3 4%	-	-	-	-	3 6%	1 3%	2 6%	-	2 5%	1 3%	-	-	2 5%	1 3%	-	2 3%	1 20%	2 4%	3 5%	2 4%	1 4%
Diversity/Multi-purpose website	2 3%	-	-	-	-	2 4%	1 3%	1 3%	-	2 5%	-	-	-	2 5%	-	-	1 1%	1 20%	1 2%	2 3%	1 2%	1 4%
Top level domain	1 1%	-	-	-	-	1 2%	-	1 3%	-	1 3%	-	-	-	1 3%	-	-	1 1%	-	1 2%	1 2%	1 2%	-
Other miscellaneous usage mentions	1 1%	-	-	-	-	1 2%	-	1 3%	-	-	1 3%	-	-	-	1 3%	-	1 1%	-	1 2%	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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q840\_7. What made your experience with .xyz very positive?

7. .xyz

Base: Very Positive Experience

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)						
Unweighted Base COUNTRIES (SUB-NET)	74* 2 3%	4** -	7** -	8** -	1** -	54* 2 4%	38* -	36* 2 6%	-** -	38* 2 5%	34* -	2** -	-** -	38* 2 5%	34* -	2** -	69* 2 3%	5** -	57* 2 4%	58* 1 2%	48* 1 2%	26** 1 4%
China based website	1 1%	-	-	-	-	1 2%	-	1 3%	-	1 3%	-	-	-	1 3%	-	-	1 1%	-	1 2%	1 2%	1 2%	-
International/Used worldwide/Global	1 1%	-	-	-	-	1 2%	-	1 3%	-	1 3%	-	-	-	1 3%	-	-	1 1%	-	1 2%	-	-	1 4%
BUSINESSES/ORGANIZATIONS (SUB-NET)	2 3%	-	-	-	-	2 4%	-	2 6%	-	1 3%	1 3%	-	-	1 3%	1 3%	-	2 3%	-	1 2%	2 3%	1 2%	1 4%
Networking companies usually use in extension	1 1%	-	-	-	-	1 2%	-	1 3%	-	1 3%	-	-	-	1 3%	-	-	1 1%	-	1 2%	1 2%	-	1 4%
Other businesses/organizations mentions	1 1%	-	-	-	-	1 2%	-	1 3%	-	-	1 3%	-	-	-	1 3%	-	1 1%	-	-	1 2%	1 2%	-
FUNCTIONALITY (NET)	8 11% F	2 50%	2 29%	1 13%	-	3 6%	8 21% H	-	-	3 8%	5 15%	-	-	3 8%	5 15%	-	8 12%	-	7 12%	7 12%	7 15%	1 4%
Easy to use/navigate	5 7%	-	1 14%	1 13%	-	3 6%	5 13% H	-	-	3 8%	2 6%	-	-	3 8%	2 6%	-	5 7%	-	5 9%	4 7%	4 8%	1 4%
Accessible/Easy to access/find	2 3%	1 25%	1 14%	-	-	-	2 5%	-	-	-	2 6%	-	-	-	2 6%	-	2 3%	-	1 2%	2 3%	2 4%	-
Has the latest standards/formats	1 1%	1 25%	-	-	-	-	1 3%	-	-	-	1 3%	-	-	-	1 3%	-	1 1%	-	1 2%	1 2%	1 2%	-
BRAND/QUALITY (NET)	6 8%	-	1 14%	-	-	5 9%	1 3%	5 14%	-	4 11%	2 6%	-	-	4 11%	2 6%	-	6 9%	-	5 9%	5 9%	5 10%	1 4%
Well known/Popular/Most commonly used domain	3 4%	-	-	-	-	3 6%	-	3 8%	-	1 3%	2 6%	-	-	1 3%	2 6%	-	3 4%	-	3 5%	2 3%	2 4%	1 4%
Honest/trustworthy	2 3%	-	1 14%	-	-	1 2%	1 3%	1 3%	-	2 5%	-	-	-	2 5%	-	-	2 3%	-	1 2%	2 3%	2 4%	-
Other brand/quality mentions	1 1%	-	-	-	-	1 2%	-	1 3%	-	1 3%	-	-	-	1 3%	-	-	1 1%	-	1 2%	1 2%	1 2%	-
MISCELLANEOUS (NET)	6 8%	-	-	2 25%	-	4 7%	2 5%	4 11%	-	4 11%	2 6%	-	-	4 11%	2 6%	-	6 9%	-	6 11%	3 5%	3 6%	3 12%
Meets my expectations/needs/Always find what I need/want	2 3%	-	-	1 13%	-	1 2%	-	2 6%	-	-	2 6%	-	-	-	2 6%	-	2 3%	-	2 4%	1 2%	1 2%	1 4%

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

Q840\_7. What made your experience with .xyz very positive?

7. .xyz

Base: Very Positive Experience

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	74*	4**	7**	8**	1**	54*	38*	36*	-**	38*	34*	2**	-**	38*	34*	2**	69*	5**	57*	58*	48*	26**
Positive/Just was	2 3%	-	-	-	-	2 4%	1 3%	1 3%	-	2 5%	-	-	-	2 5%	-	-	2 3%	-	2 4%	2 3%	2 4%	-
Alternative to .com	1 1%	-	-	-	-	1 2%	-	1 3%	-	1 3%	-	-	-	1 3%	-	-	1 1%	-	1 2%	-	-	1 4%
Other mentions	1 1%	-	-	13%	-	-	1 3%	-	-	1 3%	-	-	-	1 3%	-	-	1 1%	-	1 2%	-	-	1 4%
PERFORMANCE (NET)	5 7%	-	-	-	-	5 9%	1 3%	4 11%	-	5 13% K	-	-	-	5 13% O	-	-	4 6%	1 20%	4 7%	4 7%	2 4%	3 12%
Good results/search results	2 3%	-	-	-	-	2 4%	-	2 6%	-	2 5%	-	-	-	2 5%	-	-	1 1%	1 20%	1 2%	1 2%	-	2 8%
Reliable	2 3%	-	-	-	-	2 4%	-	2 6%	-	2 5%	-	-	-	2 5%	-	-	2 3%	-	2 4%	2 3%	1 2%	1 4%
No problems/Good experience with website	1 1%	-	-	-	-	1 2%	-	1 3%	-	1 3%	-	-	-	1 3%	-	-	1 1%	-	-	1 2%	-	1 4%
Other performance mentions	1 1%	-	-	-	-	1 2%	1 3%	-	-	1 3%	-	-	-	1 3%	-	-	1 1%	-	1 2%	1 2%	1 2%	-
CONTENT (NET)	4 5%	1 25%	2 29%	-	1 100%	-	3 8%	1 3%	-	2 5%	2 6%	-	-	2 5%	2 6%	-	3 4%	1 20%	2 4%	4 7%	3 6%	1 4%
MISCELLANEOUS CONTENT (SUB-NET)	3 4%	1 25%	2 29%	-	-	-	3 8%	-	-	1 3%	2 6%	-	-	1 3%	2 6%	-	3 4%	-	1 2%	3 5%	3 6%	-
Good/Like the content	2 3%	1 25%	1 14%	-	-	-	2 5%	-	-	-	2 6%	-	-	-	2 6%	-	2 3%	-	1 2%	2 3%	2 4%	-
Other miscellaneous content mentions	1 1%	-	1 14%	-	-	-	1 3%	-	-	1 3%	-	-	-	1 3%	-	-	1 1%	-	-	1 2%	1 2%	-
INFORMATION (SUB-NET)	1 1%	-	-	-	1 100%	-	-	1 3%	-	1 3%	-	-	-	1 3%	-	-	-	1 20%	1 2%	1 2%	-	1 4%
Information/Informative	1 1%	-	-	-	1 100%	-	-	1 3%	-	1 3%	-	-	-	1 3%	-	-	-	1 20%	1 2%	1 2%	-	1 4%
SERVICE (NET)	1 1%	-	-	-	-	1 2%	1 3%	-	-	1 3%	-	-	-	1 3%	-	-	1 1%	-	1 2%	1 2%	-	1 4%
Other service mentions	1 1%	-	-	-	-	1 2%	1 3%	-	-	1 3%	-	-	-	1 3%	-	-	1 1%	-	1 2%	1 2%	-	1 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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q840\_7. What made your experience with .xyz very positive?

28 Aug 2015  
Table 449

Base: Very Positive Experience

7. .xyz

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	74*	4**	7**	8**	1**	54*	38*	36*	-**	38*	34*	2**	-**	38*	34*	2**	69*	5**	57*	58*	48*	26**
ECONOMY (NET)	1%	-	-	-	-	1%	1%	-	-	1%	-	-	-	1%	-	-	1%	-	1%	-	-	1%
Other economy mentions	1%	-	-	-	-	1%	1%	-	-	1%	-	-	-	1%	-	-	1%	-	1%	-	-	1%
SECURITY (NET)	1%	-	-	-	-	1%	-	1%	-	1%	-	-	-	1%	-	-	1%	-	1%	1%	-	1%
Safe/Good security	1%	-	-	-	-	1%	-	1%	-	1%	-	-	-	1%	-	-	1%	-	1%	1%	-	1%
None	3%	2%	-	-	-	1%	2%	1%	-	1%	2%	-	-	1%	2%	-	3%	-	2%	3%	3%	-
Declined to answer	4%	-	-	1%	-	3%	1%	3%	-	1%	3%	-	-	1%	3%	-	3%	1%	4%	3%	2%	2%
Sigma	92%	6%	8%	8%	1%	69%	44%	48%	-	52%	38%	2%	-	52%	38%	2%	85%	7%	71%	74%	59%	33%
	124%	150%	114%	100%	100%	128%	116%	133%	-	137%	112%	100%	-	137%	112%	100%	123%	140%	125%	128%	123%	127%

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

Q840\_8. What made your experience with .berlin very positive?  
8. .berlin

Base: Very Positive Experience

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2**	-.**	-.**	2**	-.**	-.**	1**	1**	-.**	1**	1**	-.**	-.**	1**	1**	-.**	2**	-.**	2**	2**	-.**	2**
Declined to answer	2 100%	-	-	2 100%	-	-	1 100%	1 100%	-	1 100%	1 100%	-	-	1 100%	1 100%	-	2 100%	-	2 100%	2 100%	-	2 100%
Sigma	2 100%	-	-	2 100%	-	-	1 100%	1 100%	-	1 100%	1 100%	-	-	1 100%	1 100%	-	2 100%	-	2 100%	2 100%	-	2 100%

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

Q840\_9. What made your experience with .ovh very positive?  
9. .ovh

28 Aug 2015  
Table 451

Base: Very Positive Experience

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1**	-.**	-.**	1**	-.**	-.**	-.**	1**	-.**	1**	-.**	-.**	-.**	1**	-.**	-.**	1**	-.**	1**	1**	-.**	1**
Declined to answer	1 100%	-	-	1 100%	-	-	-	1 100%	-	1 100%	-	-	-	1 100%	-	-	1 100%	-	1 100%	1 100%	-	1 100%
Sigma	1 100%	-	-	1 100%	-	-	-	1 100%	-	1 100%	-	-	-	1 100%	-	-	1 100%	-	1 100%	1 100%	-	1 100%

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

Q840\_10. What made your experience with .london very positive?

28 Aug 2015  
Table 452

Base: Very Positive Experience

10. .london

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	7**	..	..	7**	..	..	4**	3**	1**	2**	4**	..	..	3**	4**	..	7**	..	2**	7**	3**	4**
PERFORMANCE (NET)	3 43%	-	-	3 43%	-	-	3 75%	-	-	1 50%	2 50%	-	-	1 33%	2 50%	-	3 43%	-	-	3 43%	1 33%	2 50%
Fast/Good speed	1 14%	-	-	1 14%	-	-	1 25%	-	-	1 50%	-	-	-	1 33%	-	-	1 14%	-	-	1 14%	-	1 25%
No problems/Good experience with website	1 14%	-	-	1 14%	-	-	1 25%	-	-	-	1 25%	-	-	-	1 25%	-	1 14%	-	-	1 14%	-	1 25%
Reliable	1 14%	-	-	1 14%	-	-	1 25%	-	-	-	1 25%	-	-	-	1 25%	-	1 14%	-	-	1 14%	1 33%	-
SITE APPEAL (NET)	2 29%	-	-	2 29%	-	-	1 25%	1 33%	-	-	2 50%	-	-	-	2 50%	-	2 29%	-	1 50%	2 29%	1 33%	1 25%
Everything/Good/Like site	2 29%	-	-	2 29%	-	-	1 25%	1 33%	-	-	2 50%	-	-	-	2 50%	-	2 29%	-	1 50%	2 29%	1 33%	1 25%
FUNCTIONALITY (NET)	1 14%	-	-	1 14%	-	-	1 25%	-	-	1 50%	-	-	-	1 33%	-	-	1 14%	-	-	1 14%	-	1 25%
Practical/Useful/Helpful	1 14%	-	-	1 14%	-	-	1 25%	-	-	1 50%	-	-	-	1 33%	-	-	1 14%	-	-	1 14%	-	1 25%
Don't know	1 14%	-	-	1 14%	-	-	-	1 33%	1 100%	-	-	-	-	1 33%	-	-	1 14%	-	-	1 14%	1 33%	-
Declined to answer	1 14%	-	-	1 14%	-	-	-	1 33%	-	1 50%	-	-	-	1 33%	-	-	1 14%	-	1 50%	1 14%	-	1 25%
Sigma	8 114%	-	-	8 114%	-	-	5 125%	3 100%	1 100%	3 150%	4 100%	-	-	4 133%	4 100%	-	8 114%	-	2 100%	8 114%	3 100%	5 125%

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

Q840\_11. What made your experience with .nyc very positive?

28 Aug 2015  
Table 453

Base: Very Positive Experience

11. .nyc

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	7**	7**	..**	..**	..**	..**	7**	..**	..**	3**	3**	1**	..**	3**	3**	1**	7**	..**	5**	7**	7**	..**
CONTENT (NET)	2 29%	2 29%	-	-	-	-	2 29%	-	-	1 33%	1 33%	-	-	1 33%	1 33%	-	2 29%	-	1 20%	2 29%	2 29%	-
MISCELLANEOUS CONTENT (SUB-NET)	2 29%	2 29%	-	-	-	-	2 29%	-	-	1 33%	1 33%	-	-	1 33%	1 33%	-	2 29%	-	1 20%	2 29%	2 29%	-
Good/Like the content	1 14%	1 14%	-	-	-	-	1 14%	-	-	-	1 33%	-	-	-	1 33%	-	1 14%	-	1 20%	1 14%	1 14%	-
Other miscellaneous content mentions	1 14%	1 14%	-	-	-	-	1 14%	-	-	1 33%	-	-	-	1 33%	-	-	1 14%	-	-	1 14%	1 14%	-
INFORMATION (SUB-NET)	1 14%	1 14%	-	-	-	-	1 14%	-	-	1 33%	-	-	-	1 33%	-	-	1 14%	-	-	1 14%	1 14%	-
Information/Informative	1 14%	1 14%	-	-	-	-	1 14%	-	-	1 33%	-	-	-	1 33%	-	-	1 14%	-	-	1 14%	1 14%	-
USAGE (NET)	2 29%	2 29%	-	-	-	-	2 29%	-	-	1 33%	1 33%	-	-	1 33%	1 33%	-	2 29%	-	1 20%	2 29%	2 29%	-
COUNTRIES (SUB-NET)	2 29%	2 29%	-	-	-	-	2 29%	-	-	1 33%	1 33%	-	-	1 33%	1 33%	-	2 29%	-	1 20%	2 29%	2 29%	-
Other countries mentions	2 29%	2 29%	-	-	-	-	2 29%	-	-	1 33%	1 33%	-	-	1 33%	1 33%	-	2 29%	-	1 20%	2 29%	2 29%	-
FUNCTIONALITY (NET)	1 14%	1 14%	-	-	-	-	1 14%	-	-	-	1 33%	-	-	-	1 33%	-	1 14%	-	1 20%	1 14%	1 14%	-
Has the latest standards/formats	1 14%	1 14%	-	-	-	-	1 14%	-	-	-	1 33%	-	-	-	1 33%	-	1 14%	-	1 20%	1 14%	1 14%	-
PERFORMANCE (NET)	1 14%	1 14%	-	-	-	-	1 14%	-	-	-	-	100%	-	-	-	100%	1 14%	-	1 20%	1 14%	1 14%	-
No problems/Good experience with website	1 14%	1 14%	-	-	-	-	1 14%	-	-	-	-	100%	-	-	-	100%	1 14%	-	1 20%	1 14%	1 14%	-
SECURITY (NET)	1 14%	1 14%	-	-	-	-	1 14%	-	-	-	1 33%	-	-	-	1 33%	-	1 14%	-	1 20%	1 14%	1 14%	-
Other security mentions	1 14%	1 14%	-	-	-	-	1 14%	-	-	-	1 33%	-	-	-	1 33%	-	1 14%	-	1 20%	1 14%	1 14%	-
SITE APPEAL (NET)	1 14%	1 14%	-	-	-	-	1 14%	-	-	-	1 33%	-	-	-	1 33%	-	1 14%	-	1 20%	1 14%	1 14%	-

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

Q840\_11. What made your experience with .nyc very positive?

28 Aug 2015  
Table 453

11. .nyc

Base: Very Positive Experience

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	7**	7**	-**	-**	-**	-**	7**	-**	-**	3**	3**	1**	-**	3**	3**	1**	7**	-**	5**	7**	7**	-**
New/Newer websites	1 14%	1 14%	-	-	-	-	1 14%	-	-	-	1 33%	-	-	-	1 33%	-	1 14%	-	1 20%	1 14%	1 14%	-
BRAND/QUALITY (NET)	1 14%	1 14%	-	-	-	-	1 14%	-	-	-	1 33%	-	-	-	1 33%	-	1 14%	-	1 20%	1 14%	1 14%	-
It's a legitimate/credible site/domain	1 14%	1 14%	-	-	-	-	1 14%	-	-	-	1 33%	-	-	-	1 33%	-	1 14%	-	1 20%	1 14%	1 14%	-
None	2 29%	2 29%	-	-	-	-	2 29%	-	-	1 33%	1 33%	-	-	1 33%	1 33%	-	2 29%	-	2 40%	2 29%	2 29%	-
Declined to answer	1 14%	1 14%	-	-	-	-	1 14%	-	-	1 33%	-	-	-	1 33%	-	-	1 14%	-	-	1 14%	1 14%	-
Sigma	13 186%	13 186%	-	-	-	-	13 186%	-	-	5 167%	7 233%	1 100%	-	5 167%	7 233%	1 100%	13 186%	-	9 180%	13 186%	13 186%	-

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



Q840\_12. What made your experience with .wang very positive?  
12. .wang

28 Aug 2015  
Table 454

Base: Very Positive Experience

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	30*	**	**	**	**	30*	11**	19**	**	17**	13**	**	**	17**	13**	**	29**	1**	23**	19**	16**	14**
SITE APPEAL (NET)	10 33%	-	-	-	-	10 33%	4 36%	6 32%	-	4 24%	6 46%	-	-	4 24%	6 46%	-	10 34%	-	8 35%	7 37%	6 38%	4 29%
Everything/Good/Like site	4 13%	-	-	-	-	4 13%	-	4 21%	-	1 6%	3 23%	-	-	1 6%	3 23%	-	4 14%	-	3 13%	2 11%	2 13%	2 14%
Different/Unique	2 7%	-	-	-	-	2 7%	1 9%	1 5%	-	-	2 15%	-	-	-	2 15%	-	2 7%	-	2 9%	1 5%	1 6%	1 7%
OK/Fine	2 7%	-	-	-	-	2 7%	2 18%	-	-	2 12%	-	-	-	2 12%	-	-	2 7%	-	1 4%	2 11%	1 6%	1 7%
It's memorable/Easy to remember	1 3%	-	-	-	-	1 3%	1 9%	-	-	1 6%	-	-	-	1 6%	-	-	1 3%	-	1 4%	1 5%	1 6%	-
Other site appeal mentions	3 10%	-	-	-	-	3 10%	1 9%	2 11%	-	-	3 23%	-	-	-	3 23%	-	3 10%	-	3 13%	2 11%	2 13%	1 7%
USAGE (NET)	8 27%	-	-	-	-	8 27%	4 36%	4 21%	-	5 29%	3 23%	-	-	5 29%	3 23%	-	7 24%	1 100%	7 30%	5 26%	5 31%	3 21%
COUNTRIES (SUB-NET)	5 17%	-	-	-	-	5 17%	3 27%	2 11%	-	3 18%	2 15%	-	-	3 18%	2 15%	-	4 14%	1 100%	4 17%	3 16%	2 13%	3 21%
China based website	5 17%	-	-	-	-	5 17%	3 27%	2 11%	-	3 18%	2 15%	-	-	3 18%	2 15%	-	4 14%	1 100%	4 17%	3 16%	2 13%	3 21%
International/Used worldwide/Global	1 3%	-	-	-	-	1 3%	-	1 5%	-	1 6%	-	-	-	1 6%	-	-	1 3%	-	1 4%	1 5%	1 6%	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	2 7%	-	-	-	-	2 7%	1 9%	1 5%	-	1 6%	1 8%	-	-	1 6%	1 8%	-	2 7%	-	2 9%	1 5%	2 13%	-
Familiar with website/Have visited/used before/in the past	2 7%	-	-	-	-	2 7%	1 9%	1 5%	-	1 6%	1 8%	-	-	1 6%	1 8%	-	2 7%	-	2 9%	1 5%	2 13%	-
MISCELLANEOUS USAGE (SUB-NET)	2 7%	-	-	-	-	2 7%	-	2 11%	-	2 12%	-	-	-	2 12%	-	-	2 7%	-	2 9%	2 11%	2 13%	-
Diversity/Multi-purpose website	1 3%	-	-	-	-	1 3%	-	1 5%	-	1 6%	-	-	-	1 6%	-	-	1 3%	-	1 4%	1 5%	1 6%	-
Top level domain	1 3%	-	-	-	-	1 3%	-	1 5%	-	1 6%	-	-	-	1 6%	-	-	1 3%	-	1 4%	1 5%	1 6%	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	1 3%	-	-	-	-	1 3%	-	1 5%	-	1 6%	-	-	-	1 6%	-	-	1 3%	-	1 4%	1 5%	1 6%	-

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

Q840\_12. What made your experience with .wang very positive?  
12. .wang

Base: Very Positive Experience

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	30*	**	**	**	**	30*	11**	19**	**	17**	13**	**	**	17**	13**	**	29**	1**	23**	19**	16**	14**
Business/Work website usage	1 3%	-	-	-	-	1 3%	-	1 5%	-	1 6%	-	-	-	1 6%	-	-	1 3%	-	1 4%	1 5%	1 6%	-
BRAND/QUALITY (NET)	7 23%	-	-	-	-	7 23%	2 18%	5 26%	-	4 24%	3 23%	-	-	4 24%	3 23%	-	6 21%	1 100%	4 17%	4 21%	2 13%	5 36%
Well known/Popular/Most commonly used domain	3 10%	-	-	-	-	3 10%	1 9%	2 11%	-	2 12%	1 8%	-	-	2 12%	1 8%	-	2 7%	1 100%	2 9%	2 11%	1 6%	2 14%
Reputable	2 7%	-	-	-	-	2 7%	-	2 11%	-	-	2 15%	-	-	-	2 15%	-	2 7%	-	1 4%	1 5%	-	2 14%
Good quality brand/product	1 3%	-	-	-	-	1 3%	1 9%	-	-	1 6%	-	-	-	1 6%	-	-	1 3%	-	-	1 5%	-	1 7%
Other brand/quality mentions	1 3%	-	-	-	-	1 3%	-	1 5%	-	1 6%	-	-	-	1 6%	-	-	1 3%	-	1 4%	-	1 6%	-
MISCELLANEOUS (NET)	6 20%	-	-	-	-	6 20%	3 27%	3 16%	-	5 29%	1 8%	-	-	5 29%	1 8%	-	5 17%	1 100%	5 22%	5 26%	4 25%	2 14%
Positive/Just was	4 13%	-	-	-	-	4 13%	2 18%	2 11%	-	3 18%	1 8%	-	-	3 18%	1 8%	-	4 14%	-	4 17%	3 16%	3 19%	1 7%
Convenient	2 7%	-	-	-	-	2 7%	1 9%	1 5%	-	2 12%	-	-	-	2 12%	-	-	1 3%	1 100%	1 4%	2 11%	1 6%	1 7%
FUNCTIONALITY (NET)	3 10%	-	-	-	-	3 10%	1 9%	2 11%	-	1 6%	2 15%	-	-	1 6%	2 15%	-	2 7%	1 100%	1 4%	2 11%	-	3 21%
Easy to use/navigate	2 7%	-	-	-	-	2 7%	1 9%	1 5%	-	1 6%	1 8%	-	-	1 6%	1 8%	-	1 3%	1 100%	-	2 11%	-	2 14%
Practical/Useful/Helpful	1 3%	-	-	-	-	1 3%	-	1 5%	-	-	1 8%	-	-	-	1 8%	-	1 3%	-	1 4%	-	-	1 7%
SECURITY (NET)	2 7%	-	-	-	-	2 7%	2 18%	-	-	2 12%	-	-	-	2 12%	-	-	2 7%	-	1 4%	2 11%	-	2 14%
Safe/Good security	2 7%	-	-	-	-	2 7%	2 18%	-	-	2 12%	-	-	-	2 12%	-	-	2 7%	-	1 4%	2 11%	-	2 14%
ECONOMY (NET)	2 7%	-	-	-	-	2 7%	-	2 11%	-	2 12%	-	-	-	2 12%	-	-	2 7%	-	2 9%	-	1 6%	1 7%
Other economy mentions	2 7%	-	-	-	-	2 7%	-	2 11%	-	2 12%	-	-	-	2 12%	-	-	2 7%	-	2 9%	-	1 6%	1 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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q840\_12. What made your experience with .wang very positive?  
12. .wang

28 Aug 2015  
Table 454

Base: Very Positive Experience

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	30*	**	**	**	**	30*	11**	19**	**	17**	13**	**	**	17**	13**	**	29**	1**	23**	19**	16**	14**
PERFORMANCE (NET)	2 7%	-	-	-	-	2 7%	-	2 11%	-	2 12%	-	-	-	2 12%	-	-	2 7%	-	1 4%	1 5%	1 6%	1 7%
No problems/Good experience with website	2 7%	-	-	-	-	2 7%	-	2 11%	-	2 12%	-	-	-	2 12%	-	-	2 7%	-	1 4%	1 5%	1 6%	1 7%
Good results/search results	1 3%	-	-	-	-	1 3%	-	1 5%	-	1 6%	-	-	-	1 6%	-	-	1 3%	-	-	1 5%	-	1 7%
CONTENT (NET)	1 3%	-	-	-	-	1 3%	-	1 5%	-	-	1 8%	-	-	-	1 8%	-	1 3%	-	1 4%	-	1 6%	-
INFORMATION (SUB-NET)	1 3%	-	-	-	-	1 3%	-	1 5%	-	-	1 8%	-	-	-	1 8%	-	1 3%	-	1 4%	-	1 6%	-
Information/Informative	1 3%	-	-	-	-	1 3%	-	1 5%	-	-	1 8%	-	-	-	1 8%	-	1 3%	-	1 4%	-	1 6%	-
Declined to answer	1 3%	-	-	-	-	1 3%	-	1 5%	-	1 6%	-	-	-	1 6%	-	-	1 3%	-	1 4%	1 5%	1 6%	-
Sigma	48 160%	-	-	-	-	48 160%	17 155%	31 163%	-	30 176%	18 138%	-	-	30 176%	18 138%	-	44 152%	4 400%	36 157%	32 168%	25 156%	23 164%

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

Q840\_13. What made your experience with .xn-ses554g (Chinese for network address) very positive?  
13. .xn-ses554g (Chinese for network address)

28 Aug 2015  
Table 455

Base: Very Positive Experience

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	32*	**	**	**	**	32*	16**	16**	1**	18**	13**	**	**	19**	13**	**	31*	1**	24**	23**	18**	14**
SITE APPEAL (NET)	8 25%	-	-	-	-	8 25%	5 31%	3 19%	1 100%	4 22%	3 23%	-	-	5 26%	3 23%	-	8 26%	-	7 29%	5 22%	6 33%	2 14%
Everything/Good/Like site	5 16%	-	-	-	-	5 16%	4 25%	1 6%	1 100%	1 6%	3 23%	-	-	2 11%	3 23%	-	5 16%	-	5 21%	2 9%	3 17%	2 14%
Different/Unique	1 3%	-	-	-	-	1 3%	-	1 6%	-	1 6%	-	-	-	1 5%	-	-	1 3%	-	1 4%	1 4%	1 6%	-
Descriptive/Indicates what it stands for	1 3%	-	-	-	-	1 3%	-	1 6%	-	1 6%	-	-	-	1 5%	-	-	1 3%	-	1 4%	1 4%	1 6%	-
OK/Fine	1 3%	-	-	-	-	1 3%	1 6%	-	-	1 6%	-	-	-	1 5%	-	-	1 3%	-	-	1 4%	1 6%	-
Other site appeal mentions	2 6%	-	-	-	-	2 6%	-	2 13%	-	2 11%	-	-	-	2 11%	-	-	2 6%	-	2 8%	2 9%	2 11%	-
BRAND/QUALITY (NET)	6 19%	-	-	-	-	6 19%	2 13%	4 25%	-	5 28%	1 8%	-	-	5 26%	1 8%	-	6 19%	-	6 25%	4 17%	4 22%	2 14%
It's a legitimate/credible site/domain	2 6%	-	-	-	-	2 6%	1 6%	1 6%	-	2 11%	-	-	-	2 11%	-	-	2 6%	-	2 8%	2 9%	2 11%	-
Well known/Popular/Most commonly used domain	2 6%	-	-	-	-	2 6%	1 6%	1 6%	-	1 6%	1 8%	-	-	1 5%	1 8%	-	2 6%	-	2 8%	-	1 6%	1 7%
Honest/trustworthy	1 3%	-	-	-	-	1 3%	-	1 6%	-	1 6%	-	-	-	1 5%	-	-	1 3%	-	1 4%	1 4%	-	1 7%
Other brand/quality mentions	1 3%	-	-	-	-	1 3%	-	1 6%	-	1 6%	-	-	-	1 5%	-	-	1 3%	-	1 4%	1 4%	1 6%	-
PERFORMANCE (NET)	5 16%	-	-	-	-	5 16%	2 13%	3 19%	-	3 17%	2 15%	-	-	3 16%	2 15%	-	5 16%	-	3 13%	5 22%	2 11%	3 21%
Fast/Good speed	2 6%	-	-	-	-	2 6%	1 6%	1 6%	-	2 11%	-	-	-	2 11%	-	-	2 6%	-	2 8%	2 9%	2 11%	-
No problems/Good experience with website	2 6%	-	-	-	-	2 6%	1 6%	1 6%	-	1 6%	1 8%	-	-	1 5%	1 8%	-	2 6%	-	-	2 9%	-	2 14%
Good results/search results	1 3%	-	-	-	-	1 3%	-	1 6%	-	1 6%	-	-	-	1 5%	-	-	1 3%	-	-	1 4%	-	1 7%
Other performance mentions	1 3%	-	-	-	-	1 3%	-	1 6%	-	-	1 8%	-	-	-	1 8%	-	1 3%	-	1 4%	1 4%	-	1 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  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q840\_13. What made your experience with .xn-ses554g (Chinese for network address) very positive?  
13. .xn-ses554g (Chinese for network address)

Base: Very Positive Experience

	Region					Gender			Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	32*	-**	-**	-**	-**	32*	16**	16**	1**	18**	13**	-**	-**	19**	13**	-**	31*	1**	24**	23**	18**	14**
FUNCTIONALITY (NET)	4 13%	-	-	-	-	4 13%	2 13%	2 13%	-	2 11%	2 15%	-	-	2 11%	2 15%	-	4 13%	-	3 13%	3 13%	1 6%	3 21%
Easy to use/navigate	3 9%	-	-	-	-	3 9%	2 13%	1 6%	-	2 11%	1 8%	-	-	2 11%	1 8%	-	3 10%	-	2 8%	3 13%	1 6%	2 14%
*Easy to register	1 3%	-	-	-	-	1 3%	-	1 6%	-	-	1 8%	-	-	-	1 8%	-	1 3%	-	1 4%	-	-	1 7%
USAGE (NET)	4 13%	-	-	-	-	4 13%	2 13%	2 13%	-	1 6%	3 23%	-	-	1 5%	3 23%	-	4 13%	-	1 4%	4 17%	3 17%	1 7%
BUSINESSES/ORGANIZATIONS (SUB-NET)	2 6%	-	-	-	-	2 6%	2 13%	-	-	-	2 15%	-	-	-	2 15%	-	2 6%	-	-	2 9%	1 6%	1 7%
Business/Work website usage	1 3%	-	-	-	-	1 3%	1 6%	-	-	-	1 8%	-	-	-	1 8%	-	1 3%	-	-	1 4%	-	1 7%
Specific to a company/good/large companies	1 3%	-	-	-	-	1 3%	1 6%	-	-	-	1 8%	-	-	-	1 8%	-	1 3%	-	-	1 4%	1 6%	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	1 3%	-	-	-	-	1 3%	-	1 6%	-	-	1 8%	-	-	-	1 8%	-	1 3%	-	-	1 4%	1 6%	-
Familiar with website/Have visited/used before/in the past	1 3%	-	-	-	-	1 3%	-	1 6%	-	-	1 8%	-	-	-	1 8%	-	1 3%	-	-	1 4%	1 6%	-
MISCELLANEOUS USAGE (SUB-NET)	1 3%	-	-	-	-	1 3%	-	1 6%	-	1 6%	-	-	-	1 5%	-	-	1 3%	-	1 4%	1 4%	1 6%	-
Other miscellaneous usage mentions	1 3%	-	-	-	-	1 3%	-	1 6%	-	1 6%	-	-	-	1 5%	-	-	1 3%	-	1 4%	1 4%	1 6%	-
CONTENT (NET)	3 9%	-	-	-	-	3 9%	2 13%	1 6%	-	3 17%	-	-	-	3 16%	-	-	2 6%	1 100%	3 13%	2 9%	2 11%	1 7%
INFORMATION (SUB-NET)	3 9%	-	-	-	-	3 9%	2 13%	1 6%	-	3 17%	-	-	-	3 16%	-	-	2 6%	1 100%	3 13%	2 9%	2 11%	1 7%
Accurate/Authentic information	2 6%	-	-	-	-	2 6%	1 6%	1 6%	-	2 11%	-	-	-	2 11%	-	-	2 6%	-	2 8%	2 9%	2 11%	-
Information/Informative	1 3%	-	-	-	-	1 3%	1 6%	-	-	1 6%	-	-	-	1 5%	-	-	-	1 100%	1 4%	-	-	1 7%
MISCELLANEOUS (NET)	3 9%	-	-	-	-	3 9%	1 6%	2 13%	-	1 6%	2 15%	-	-	1 5%	2 15%	-	3 10%	-	3 13%	2 9%	1 6%	2 14%

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

Q840\_13. What made your experience with .xn-ses554g (Chinese for network address) very positive?  
13. .xn-ses554g (Chinese for network address)

28 Aug 2015  
Table 455

Base: Very Positive Experience

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	32*	**	**	**	**	32*	16**	16**	1**	18**	13**	**	**	19**	13**	**	31*	1**	24**	23**	18**	14**
Convenient	3 9%	-	-	-	-	3 9%	1 6%	2 13%	-	1 6%	2 15%	-	-	1 5%	2 15%	-	3 10%	-	3 13%	2 9%	1 6%	2 14%
ECONOMY (NET)	1 3%	-	-	-	-	1 3%	1 6%	-	-	1 6%	-	-	-	1 5%	-	-	1 3%	-	1 4%	-	-	1 7%
Other economy mentions	1 3%	-	-	-	-	1 3%	1 6%	-	-	1 6%	-	-	-	1 5%	-	-	1 3%	-	1 4%	-	-	1 7%
SECURITY (NET)	1 3%	-	-	-	-	1 3%	-	1 6%	-	1 6%	-	-	-	1 5%	-	-	1 3%	-	1 4%	1 4%	-	1 7%
Safe/Good security	1 3%	-	-	-	-	1 3%	-	1 6%	-	1 6%	-	-	-	1 5%	-	-	1 3%	-	1 4%	1 4%	-	1 7%
Declined to answer	4 13%	-	-	-	-	4 13%	1 6%	3 19%	-	3 17%	1 8%	-	-	3 16%	1 8%	-	4 13%	-	3 13%	3 13%	3 17%	1 7%
Sigma	42 131%	-	-	-	-	42 131%	18 113%	24 150%	1 100%	27 150%	14 108%	-	-	28 147%	14 108%	-	41 132%	1 100%	33 138%	32 139%	24 133%	18 129%

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

Q840\_14. What made your experience with .xn-55qx5d (Chinese for company) very positive?  
14. .xn-55qx5d (Chinese for company)

28 Aug 2015  
Table 456

Base: Very Positive Experience

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	31*	..	..	..	..	31*	16**	15**	2**	18**	10**	1**	..	20**	10**	1**	30*	1**	25**	22**	18**	13**
SITE APPEAL (NET)	7 23%	-	-	-	-	7 23%	4 25%	3 20%	-	5 28%	2 20%	-	-	5 25%	2 20%	-	6 20%	1 100%	7 28%	6 27%	5 28%	2 15%
Everything/Good/Like site	6 19%	-	-	-	-	6 19%	3 19%	3 20%	-	4 22%	2 20%	-	-	4 20%	2 20%	-	6 20%	-	6 24%	6 27%	5 28%	1 8%
Other site appeal mentions	1 3%	-	-	-	-	1 3%	1 6%	-	-	1 6%	-	-	-	1 5%	-	-	-	1 100%	1 4%	-	-	1 8%
BRAND/QUALITY (NET)	6 19%	-	-	-	-	6 19%	3 19%	3 20%	-	2 11%	3 30%	1 100%	-	2 10%	3 30%	1 100%	6 20%	-	4 16%	4 18%	3 17%	3 23%
Well known/Popular/Most commonly used domain	3 10%	-	-	-	-	3 10%	2 13%	1 7%	-	1 6%	2 20%	-	-	1 5%	2 20%	-	3 10%	-	2 8%	2 9%	2 11%	1 8%
Honest/trustworthy	2 6%	-	-	-	-	2 6%	1 6%	1 7%	-	1 6%	-	1 100%	-	1 5%	-	1 100%	2 7%	-	1 4%	2 9%	1 6%	1 8%
It's a legitimate/credible site/domain	1 3%	-	-	-	-	1 3%	-	1 7%	-	-	1 10%	-	-	-	1 10%	-	1 3%	-	1 4%	-	-	1 8%
CONTENT (NET)	6 19%	-	-	-	-	6 19%	4 25%	2 13%	2 100%	2 11%	2 20%	-	-	4 20%	2 20%	-	6 20%	-	5 20%	4 18%	3 17%	3 23%
INFORMATION (SUB-NET)	4 13%	-	-	-	-	4 13%	3 19%	1 7%	1 50%	1 6%	2 20%	-	-	2 10%	2 20%	-	4 13%	-	3 12%	3 14%	1 6%	3 23%
Accurate/Authentic information	3 10%	-	-	-	-	3 10%	2 13%	1 7%	-	1 6%	2 20%	-	-	1 5%	2 20%	-	3 10%	-	2 8%	2 9%	1 6%	2 15%
Other information mentions	1 3%	-	-	-	-	1 3%	1 6%	-	1 50%	-	-	-	-	1 5%	-	-	1 3%	-	1 4%	1 5%	-	1 8%
MISCELLANEOUS CONTENT (SUB-NET)	2 6%	-	-	-	-	2 6%	1 6%	1 7%	1 50%	1 6%	-	-	-	2 10%	-	-	2 7%	-	2 8%	1 5%	2 11%	-
Good/Like the content	2 6%	-	-	-	-	2 6%	1 6%	1 7%	1 50%	1 6%	-	-	-	2 10%	-	-	2 7%	-	2 8%	1 5%	2 11%	-
PERFORMANCE (NET)	6 19%	-	-	-	-	6 19%	2 13%	4 27%	-	3 17%	3 30%	-	-	3 15%	3 30%	-	6 20%	-	4 16%	3 14%	3 17%	3 23%
Good results/search results	3 10%	-	-	-	-	3 10%	1 6%	2 13%	-	1 6%	2 20%	-	-	1 5%	2 20%	-	3 10%	-	1 4%	2 9%	2 11%	1 8%
No problems/Good experience with website	2 6%	-	-	-	-	2 6%	1 6%	1 7%	-	2 11%	-	-	-	2 10%	-	-	2 7%	-	1 4%	2 9%	1 6%	1 8%

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

Q840\_14. What made your experience with .xn-55qx5d (Chinese for company) very positive?  
14. .xn-55qx5d (Chinese for company)

Base: Very Positive Experience

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	31*	-**	-**	-**	-**	31*	16**	15**	2**	18**	10**	1**	-**	20**	10**	1**	30*	1**	25**	22**	18**	13**
Worked/Effective	2 6%	-	-	-	-	2 6%	-	2 13%	-	1 6%	10%	-	-	1 5%	10%	-	2 7%	-	2 8%	-	-	2 15%
USAGE (NET)	4 13%	-	-	-	-	4 13%	1 6%	3 20%	-	2 11%	2 20%	-	-	2 10%	2 20%	-	4 13%	-	3 12%	3 14%	2 11%	2 15%
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	2 6%	-	-	-	-	2 6%	-	2 13%	-	1 6%	10%	-	-	1 5%	10%	-	2 7%	-	1 4%	2 9%	2 11%	-
Familiar with website/Have visited/used before/in the past	2 6%	-	-	-	-	2 6%	-	2 13%	-	1 6%	10%	-	-	1 5%	10%	-	2 7%	-	1 4%	2 9%	2 11%	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	1 3%	-	-	-	-	1 3%	-	1 7%	-	-	10%	-	-	-	10%	-	1 3%	-	1 4%	-	-	1 8%
Specific to a company/good/large companies	1 3%	-	-	-	-	1 3%	-	1 7%	-	-	10%	-	-	-	10%	-	1 3%	-	1 4%	-	-	1 8%
COUNTRIES (SUB-NET)	1 3%	-	-	-	-	1 3%	1 6%	-	-	1 6%	-	-	-	1 5%	-	-	1 3%	-	1 4%	1 5%	-	1 8%
China based website	1 3%	-	-	-	-	1 3%	1 6%	-	-	1 6%	-	-	-	1 5%	-	-	1 3%	-	1 4%	1 5%	-	1 8%
SECURITY (NET)	2 6%	-	-	-	-	2 6%	-	2 13%	-	2 11%	-	-	-	2 10%	-	-	2 7%	-	2 8%	1 5%	1 6%	1 8%
Safe/Good security	2 6%	-	-	-	-	2 6%	-	2 13%	-	2 11%	-	-	-	2 10%	-	-	2 7%	-	2 8%	1 5%	1 6%	1 8%
ECONOMY (NET)	2 6%	-	-	-	-	2 6%	2 13%	-	-	1 6%	10%	-	-	1 5%	10%	-	2 7%	-	2 8%	-	-	2 15%
Other economy mentions	2 6%	-	-	-	-	2 6%	2 13%	-	-	1 6%	10%	-	-	1 5%	10%	-	2 7%	-	2 8%	-	-	2 15%
MISCELLANEOUS (NET)	2 6%	-	-	-	-	2 6%	1 6%	1 7%	-	2 11%	-	-	-	2 10%	-	-	2 7%	-	2 8%	1 5%	1 6%	1 8%
Positive/Just was	1 3%	-	-	-	-	1 3%	1 6%	-	-	1 6%	-	-	-	1 5%	-	-	1 3%	-	1 4%	1 5%	1 6%	-
Other mentions	1 3%	-	-	-	-	1 3%	-	1 7%	-	1 6%	-	-	-	1 5%	-	-	1 3%	-	1 4%	-	-	1 8%
Declined to answer	2 6%	-	-	-	-	2 6%	-	2 13%	-	2 11%	-	-	-	2 10%	-	-	2 7%	-	2 8%	2 9%	2 11%	-

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



Q840\_14. What made your experience with .xn-55qx5d (Chinese for company) very positive?  
14. .xn-55qx5d (Chinese for company)

28 Aug 2015  
Table 456

Base: Very Positive Experience

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	31*	-**	-**	-**	-**	31*	16**	15**	2**	18**	10**	1**	-**	20**	10**	1**	30*	1**	25**	22**	18**	13**
Sigma	38	-	-	-	-	38	17	21	2	22	13	1	-	24	13	1	37	1	31	25	20	18
	123%	-	-	-	-	123%	106%	140%	100%	122%	130%	100%	-	120%	130%	100%	123%	100%	124%	114%	111%	138%

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

Q845\_1. What made your experience with .email very negative?

28 Aug 2015  
Table 457

Base: Very Negative Experience

1. .email

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	9**	1**	1**	1**	-.**	6**	7**	2**	4**	-.**	4**	-.**	1**	4**	4**	1**	6**	3**	5**	7**	8**	1**
FUNCTIONALITY (NET)	11%	-	-	-	-	17%	-	50%	25%	-	-	-	-	25%	-	-	17%	-	20%	-	13%	-
Not practical/useful	11%	-	-	-	-	17%	-	50%	25%	-	-	-	-	25%	-	-	17%	-	20%	-	13%	-
MISCELLANEOUS (NET)	11%	100%	-	-	-	-	14%	-	-	-	25%	-	-	-	25%	-	-	33%	20%	14%	13%	-
Specific extensions mentions	11%	100%	-	-	-	-	14%	-	-	-	25%	-	-	-	25%	-	-	33%	20%	14%	13%	-
None	11%	-	-	-	-	17%	14%	-	25%	-	-	-	-	25%	-	-	-	33%	-	14%	-	100%
Don't know	11%	-	100%	-	-	-	14%	-	-	-	25%	-	-	-	25%	-	17%	-	20%	14%	13%	-
Declined to answer	556%	-	-	100%	-	467%	457%	150%	250%	-	250%	-	100%	250%	250%	100%	467%	133%	240%	457%	563%	-
Sigma	9100%	1100%	1100%	1100%	-	6100%	7100%	2100%	4100%	-	4100%	-	1100%	4100%	4100%	1100%	6100%	3100%	5100%	7100%	8100%	1100%

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

Q845\_2. What made your experience with .photography very negative?  
2. .photography

28 Aug 2015  
Table 458

Base: Very Negative Experience

	Demographics																Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	Region					Gender		Age					Age			Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+						
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	9**	2**	1**	-.**	-.**	6**	6**	3**	1**	3**	4**	1**	-.**	4**	4**	1**	8**	1**	1**	7**	7**	2**
SITE APPEAL (NET)	1 11%	-	-	-	-	1 17%	1 17%	-	-	1 33%	-	-	-	1 25%	-	-	-	1 100%	-	1 14%	1 14%	-
New domain	1 11%	-	-	-	-	1 17%	1 17%	-	-	1 33%	-	-	-	1 25%	-	-	-	1 100%	-	1 14%	1 14%	-
MISCELLANEOUS (NET)	1 11%	-	-	-	-	1 17%	-	1 33%	-	1 33%	-	-	-	1 25%	-	-	1 13%	-	-	-	1 14%	-
Other mentions	1 11%	-	-	-	-	1 17%	-	1 33%	-	1 33%	-	-	-	1 25%	-	-	1 13%	-	-	-	1 14%	-
None	3 33%	1 50%	-	-	-	2 33%	2 33%	1 33%	-	-	3 75%	-	-	-	3 75%	-	3 38%	-	-	3 43%	2 29%	1 50%
Declined to answer	4 44%	1 50%	1 100%	-	-	2 33%	3 50%	1 33%	1 100%	1 33%	1 25%	1 100%	-	2 50%	1 25%	1 100%	4 50%	-	1 100%	3 43%	3 43%	1 50%
Sigma	9 100%	2 100%	1 100%	-	-	6 100%	6 100%	3 100%	1 100%	3 100%	4 100%	1 100%	-	4 100%	4 100%	1 100%	8 100%	1 100%	1 100%	7 100%	7 100%	2 100%

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

Q845\_3. What made your experience with .link very negative?

28 Aug 2015  
Table 459

Base: Very Negative Experience

3. .link

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	10**	1**	1**	1**	1**	6**	7**	3**	4**	3**	3**	-**	-**	7**	3**	-**	8**	2**	2**	9**	7**	3**
FUNCTIONALITY (NET)	2 20%	-	1 100%	1 100%	-	-	1 14%	1 33%	1 25%	-	1 33%	-	-	1 14%	1 33%	-	1 13%	1 50%	-	2 22%	1 14%	1 33%
Not practical/useful	1 10%	-	-	1 100%	-	-	1 14%	-	1 25%	-	-	-	-	1 14%	-	-	-	1 50%	-	1 11%	1 14%	-
Other functionality mentions	1 10%	-	1 100%	-	-	-	-	1 33%	-	-	1 33%	-	-	-	1 33%	-	1 13%	-	-	1 11%	-	1 33%
SITE APPEAL (NET)	2 20%	-	-	-	1 100%	1 17%	2 29%	-	1 25%	1 33%	-	-	-	2 29%	-	-	1 13%	1 50%	-	2 22%	1 14%	1 33%
Don't like it/Bad website	1 10%	-	-	-	1 100%	-	1 14%	-	1 25%	-	-	-	-	1 14%	-	-	1 13%	-	-	1 11%	-	1 33%
New domain	1 10%	-	-	-	-	1 17%	1 14%	-	-	1 33%	-	-	-	1 14%	-	-	-	1 50%	-	1 11%	1 14%	-
CONTENT (NET)	1 10%	1 100%	-	-	-	-	1 14%	-	-	1 33%	-	-	-	1 14%	-	-	1 13%	-	1 50%	1 11%	1 14%	-
A lot of junk mail/spam	1 10%	1 100%	-	-	-	-	1 14%	-	-	1 33%	-	-	-	1 14%	-	-	1 13%	-	1 50%	1 11%	1 14%	-
MISCELLANEOUS (NET)	1 10%	-	-	-	-	1 17%	-	1 33%	-	1 33%	-	-	-	1 14%	-	-	1 13%	-	-	1 11%	1 14%	-
Negative/Just was	1 10%	-	-	-	-	1 17%	-	1 33%	-	1 33%	-	-	-	1 14%	-	-	1 13%	-	-	1 11%	1 14%	-
None	1 10%	-	-	-	-	1 17%	-	1 33%	-	-	1 33%	-	-	-	1 33%	-	1 13%	-	-	1 11%	1 14%	-
Declined to answer	3 30%	-	-	-	-	3 50%	3 43%	-	2 50%	-	1 33%	-	-	2 29%	1 33%	-	3 38%	-	1 50%	2 22%	2 29%	1 33%
Sigma	10 100%	1 100%	1 100%	1 100%	1 100%	6 100%	7 100%	3 100%	4 100%	3 100%	3 100%	-	-	7 100%	3 100%	-	8 100%	2 100%	2 100%	9 100%	7 100%	3 100%

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

Q845\_4. What made your experience with .guru very negative?

28 Aug 2015  
Table 460

Base: Very Negative Experience

4. .guru

	Domain registration role																Purpose registered domain name		Registered duplicate domain names			
	Region						Gender		Age					Age			Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	Total Regt- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+						
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	6**	**	**	1**	1**	4**	5**	1**	1**	3**	2**	**	**	4**	2**	**	3**	3**	2**	5**	6**	**
FUNCTIONALITY (NET)	17%	-	-	100%	-	-	20%	-	100%	-	-	-	-	25%	-	-	-	33%	-	20%	17%	-
Not practical/useful	17%	-	-	100%	-	-	20%	-	100%	-	-	-	-	25%	-	-	-	33%	-	20%	17%	-
SAFETY (NET)	17%	-	-	-	100%	-	20%	-	-	33%	-	-	-	25%	-	-	33%	-	-	20%	17%	-
Not safe/secure	17%	-	-	-	100%	-	20%	-	-	33%	-	-	-	25%	-	-	33%	-	-	20%	17%	-
SITE APPEAL (NET)	17%	-	-	-	-	25%	20%	-	-	33%	-	-	-	25%	-	-	-	33%	-	20%	17%	-
New domain	17%	-	-	-	-	25%	20%	-	-	33%	-	-	-	25%	-	-	-	33%	-	20%	17%	-
MISCELLANEOUS (NET)	17%	-	-	-	-	25%	20%	-	-	33%	-	-	-	25%	-	-	-	33%	50%	20%	17%	-
Other mentions	17%	-	-	-	-	25%	20%	-	-	33%	-	-	-	25%	-	-	-	33%	50%	20%	17%	-
None	17%	-	-	-	-	25%	-	100%	-	-	50%	-	-	-	50%	-	33%	-	-	20%	17%	-
Declined to answer	17%	-	-	-	-	25%	20%	-	-	-	50%	-	-	-	50%	-	33%	-	50%	-	17%	-
Sigma	6 100%	-	-	100%	100%	4 100%	5 100%	100%	100%	3 100%	2 100%	-	-	4 100%	2 100%	-	3 100%	100%	2 100%	5 100%	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  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q845\_5. What made your experience with .realtor very negative?  
5. .realtor

28 Aug 2015  
Table 461

Base: Very Negative Experience

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3**	1**	-**	-**	-**	2**	2**	1**	-**	-**	3**	-**	-**	-**	3**	-**	2**	1**	2**	2**	3**	-**
None	1 33%	-	-	-	-	1 50%	-	1 100%	-	-	1 33%	-	-	-	1 33%	-	1 50%	-	-	1 50%	1 33%	-
Declined to answer	2 67%	1 100%	-	-	-	1 50%	2 100%	-	-	-	2 67%	-	-	-	2 67%	-	1 50%	1 100%	2 100%	1 50%	2 67%	-
Sigma	3 100%	1 100%	-	-	-	2 100%	2 100%	1 100%	-	-	3 100%	-	-	-	3 100%	-	2 100%	1 100%	2 100%	2 100%	3 100%	-

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

Q845\_6. What made your experience with .club very negative?

28 Aug 2015  
Table 462

Base: Very Negative Experience

6. .club

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- stra-nts	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	8**	2**	-**	1**	1**	4**	7**	1**	3**	1**	4**	-**	-**	4**	4**	-**	6**	2**	3**	6**	6**	2**
MISCELLANEOUS (NET)	3 38%	-	-	1 100%	-	2 50%	2 29%	1 100%	1 33%	1 100%	1 25%	-	-	2 50%	1 25%	-	2 33%	1 50%	1 33%	2 33%	2 33%	1 50%
Positive experience mentions	1 13%	-	-	1 100%	-	-	1 14%	-	1 33%	-	-	-	-	1 25%	-	-	1 17%	-	-	1 17%	1 17%	-
Negative/Just was	1 13%	-	-	-	-	1 25%	1 14%	-	-	-	1 25%	-	-	-	1 25%	-	-	1 50%	1 33%	-	-	1 50%
Specific extensions mentions	1 13%	-	-	-	-	1 25%	-	1 100%	-	1 100%	-	-	-	1 25%	-	-	1 17%	-	-	1 17%	1 17%	-
BRAND IMAGE (NET)	1 13%	-	-	-	1 100%	-	1 14%	-	-	-	1 25%	-	-	-	1 25%	-	1 17%	-	1 33%	1 17%	1 17%	-
Not a legitimate/credible site/domain	1 13%	-	-	-	1 100%	-	1 14%	-	-	-	1 25%	-	-	-	1 25%	-	1 17%	-	1 33%	1 17%	1 17%	-
None	1 13%	1 50%	-	-	-	-	1 14%	-	-	-	1 25%	-	-	-	1 25%	-	1 17%	-	-	1 17%	1 17%	-
Declined to answer	3 38%	1 50%	-	-	-	2 50%	3 43%	-	2 67%	-	1 25%	-	-	2 50%	1 25%	-	2 33%	1 50%	1 33%	2 33%	2 33%	1 50%
Sigma	8 100%	2 100%	-	1 100%	1 100%	4 100%	7 100%	1 100%	3 100%	1 100%	4 100%	-	-	4 100%	4 100%	-	6 100%	2 100%	3 100%	6 100%	6 100%	2 100%

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

Q845\_7. What made your experience with .xyz very negative?

28 Aug 2015  
Table 463

Base: Very Negative Experience

7. .xyz

	Demographics																Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	Region					Gender		Age					Age			Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+						
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	7**	-**	1**	3**	-**	3**	5**	2**	1**	-**	4**	1**	1**	1**	4**	2**	6**	1**	4**	6**	7**	-**
BRAND IMAGE (NET)	2 29%	-	-	1 33%	-	1 33%	2 40%	-	-	-	2 50%	-	-	-	2 50%	-	2 33%	-	2 50%	2 33%	2 29%	-
Not a legitimate/credible site/domain	2 29%	-	-	1 33%	-	1 33%	2 40%	-	-	-	2 50%	-	-	-	2 50%	-	2 33%	-	2 50%	2 33%	2 29%	-
SITE APPEAL (NET)	2 29%	-	-	1 33%	-	1 33%	2 40%	-	-	-	2 50%	-	-	-	2 50%	-	2 33%	-	2 50%	2 33%	2 29%	-
Irrelevant websites	1 14%	-	-	1 33%	-	-	1 20%	-	-	-	1 25%	-	-	-	1 25%	-	1 17%	-	1 25%	1 17%	1 14%	-
It's rare	1 14%	-	-	-	-	1 33%	1 20%	-	-	-	1 25%	-	-	-	1 25%	-	1 17%	-	1 25%	1 17%	1 14%	-
FUNCTIONALITY (NET)	1 14%	-	-	1 33%	-	-	1 20%	-	1 100%	-	-	-	-	1 100%	-	-	-	1 100%	-	1 17%	1 14%	-
Not practical/useful	1 14%	-	-	1 33%	-	-	1 20%	-	1 100%	-	-	-	-	1 100%	-	-	-	1 100%	-	1 17%	1 14%	-
CONTENT (NET)	1 14%	-	-	1 33%	-	-	1 20%	-	-	-	1 25%	-	-	-	1 25%	-	1 17%	-	1 25%	1 17%	1 14%	-
A lot of junk mail/spam	1 14%	-	-	1 33%	-	-	1 20%	-	-	-	1 25%	-	-	-	1 25%	-	1 17%	-	1 25%	1 17%	1 14%	-
None	1 14%	-	-	-	-	1 33%	-	1 50%	-	-	1 25%	-	-	-	1 25%	-	1 17%	-	-	1 17%	1 14%	-
Declined to answer	3 43%	-	1 100%	1 33%	-	1 33%	2 40%	1 50%	-	-	1 25%	1 100%	1 100%	-	1 25%	2 100%	3 50%	-	2 50%	2 33%	3 43%	-
Sigma	10 143%	-	1 100%	5 167%	-	4 133%	8 160%	2 100%	1 100%	-	7 175%	1 100%	1 100%	1 100%	7 175%	2 100%	9 150%	1 100%	7 175%	9 150%	10 143%	-

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



Q845\_10. What made your experience with .london very negative?  
10. .london

28 Aug 2015  
Table 466

Base: Very Negative Experience

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1**	..	..	1**	..	..	1**	..	1**	..	..	..	..	1**	..	..	1**	..	..	1**	..	1**
SAFETY (NET)	1 100%	-	-	1 100%	-	-	1 100%	-	1 100%	-	-	-	-	1 100%	-	-	1 100%	-	-	1 100%	-	1 100%
Not safe/secure	1 100%	-	-	1 100%	-	-	1 100%	-	1 100%	-	-	-	-	1 100%	-	-	1 100%	-	-	1 100%	-	1 100%
Sigma	1 100%	-	-	1 100%	-	-	1 100%	-	1 100%	-	-	-	-	1 100%	-	-	1 100%	-	-	1 100%	-	1 100%

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

Q848. How would you describe your satisfaction with the new gTLDs?

Base: All Qualified Respondents

	Total Regi- strants (A)	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	Primary decision maker (Q)	Shared decision maker (R)	Consumer (S)	Commer- cial (T)	Yes (U)	No (V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	1774 53% BD	182 38%	193 48% B	227 43%	223 54% BD	949 62% ABCDE	1049 50%	725 57% G	249 57% LM	607 58% KLM	766 53% LM	115 39%	37 29%	856 57% OP	766 53% P	152 36%	1413 54%	361 50%	1004 53%	1353 54%	766 58% V	1008 50%
Very satisfied	583 17% BD	54 11%	74 19% BD	48 9%	64 15% D	343 22% ABDE	310 15%	273 22% G	76 17% LM	204 19% LM	264 18% LM	29 10%	10 8%	280 19% P	264 18% P	39 9%	498 19% R	85 12%	344 18%	456 18%	293 22% V	290 14%
Somewhat satisfied	1191 35% BC	128 27%	119 30%	179 34% B	159 38% BC	606 39% ABCD	739 35%	452 36%	173 40% LM	403 38% LM	502 35% M	86 29%	27 21%	576 39% OP	502 35% P	113 27%	915 35%	276 38%	660 35%	897 36%	473 36%	718 35%
BOTTOM 2 BOX (NET)	566 17% E	88 19% E	88 22% AEF	102 19% E	46 11% E	242 16% E	413 20% H	153 12%	81 19%	195 19%	227 16%	44 15%	19 15%	276 19% O	227 16%	63 15%	444 17%	122 17%	324 17%	419 17%	256 19% V	310 15%
Somewhat dissatisfied	389 12% E	49 10%	53 13% E	71 13% E	31 7% E	185 12% E	288 14% H	101 8%	59 14%	131 12%	157 11%	28 9%	14 11%	190 13%	157 11%	42 10%	304 12%	85 12%	224 12%	279 11%	156 12%	233 12%
Very dissatisfied	177 5% F	39 8% AEF	35 9% AEF	31 6% F	15 4% F	57 4% F	125 6% H	52 4%	22 5%	64 6%	70 5%	16 5%	5 4%	86 6%	70 5%	21 5%	140 5%	37 5%	100 5%	140 6%	100 8% V	77 4%
No experience with them	1001 30% F	201 42% ACEF	119 30% F	199 37% ACF	144 35% AF	338 22% F	628 30%	373 30%	102 23%	249 24%	445 31% IJ	136 46% IJK	69 55% IJK	351 24%	445 31% N	205 48% NO	766 29%	235 32%	550 29%	702 28%	307 23%	694 34% U
Not Sure	15 *	2 *	-	5 1% E	-	8 1%	5 *	10 1% G	3 1%	3 *	6 *	2 1%	1 1%	6 *	6 *	3 1%	10 *	5 1%	10 1%	9 *	3 *	12 1%
Decline to Answer	1 *	-	-	-	1 *	-	1 *	-	-	-	1 *	-	-	-	1 *	-	-	1 *	-	1 *	-	1 *
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
An Internet search engine	2552 76% D	356 75%	290 73%	383 72%	347 84% ABCD	1176 77% D	1618 77% H	934 74%	334 77% M	820 78% M	1092 76% M	223 75%	83 66%	1154 78% P	1092 76%	306 72%	1996 76%	556 77%	1512 80% T	1866 75%	981 74%	1571 78% U
An Internet encyclopedia	1111 33% BCD	137 29%	110 28%	156 29%	147 36% BCD	561 36% ABCD	672 32%	439 35%	167 38% KLM	396 38% KLM	445 31% M	81 27% M	22 17%	563 38% OP	445 31% P	103 24%	866 33%	245 34%	659 35%	854 34%	482 36% V	629 31%
My Internet service provider	1093 33% BE	99 21%	134 34% BE	166 31% B	110 27% B	584 38% ABDE	662 32%	431 34%	127 29%	351 33%	493 34% L	83 28%	39 31%	478 32%	493 34% P	122 29%	884 34% R	209 29%	619 33%	866 35% S	498 37% V	595 29%
Domain provider/DNS reseller	58 2% F	23 5% ACDEF	5 1%	12 2% F	5 1%	13 1%	40 2%	18 1%	3 1%	12 1%	32 2% IJ	9 3% IJ	2 2%	15 1%	32 2% N	11 3% N	46 2%	12 2%	41 2%	51 2%	38 3% V	20 1%
GoDaddy search	18 1% F	11 2% ADE	3 1% D	-	1	3	15 1%	3	1	4	9 1%	3 1%	1 1%	5	9 1%	4 1%	16 1%	2	10 1%	17 1%	15 1% V	3
ICANN	13 1% F	7 1% AEF	2 1% F	3 1% F	-	1	10	3	-	4	8 1%	1	-	4	8 1%	1	12	1	8	11	12 1% V	1
Friend/Colleague/Family members	12	3 1%	1	3 1%	-	5	5	7 1%	2 J	-	8 1% J	1	1 1% J	2	8 1%	2	7	5 1%	7	9	1	11 1% U
Google	10 F	2	1	1	5 1% AF	1	5	5	1	4	4	-	1 1%	5	4	1	9	1	4	7	4	6
Computer/web/IT specialist/expert	10	3 1%	2 1%	3 1%	-	2	4	6	-	1	6	-	3 2% IJKL	1	6	3 1% N	4	6 1% Q	4	9	1	9
Register.com/ search	9 F	5 1% AF	1	1	1	1	8	1	1	1	3	2 1%	2 2% JK	2	3	4 1% NO	8	1	7	8	5	4
Whois search	8	1	2 1%	1	1	3	8 H	-	-	-	6 J	2 1% J	-	-	6 N	2 N	6	2	2	8 S	5	3
Blogs/Forums	7	1	-	3 1%	-	3	6	1	-	-	6 J	1	-	-	6 N	1	7	-	7	7	5	2
Nic/Nic.br	6	1	2 1%	-	-	3	4	2	-	2	4	-	-	2	4	-	6	-	3	5	4	2
Knowledgeable people/people who use domains	5	1	1	-	2	1	2	3	1	1	3	-	-	2	3	-	2	3 Q	1	4	1	4
OVH	5	-	-	5 1% ABEF	-	-	3	2	-	4	1	-	-	4	1	-	4	1	1	5	5 V	-
Gandi	4	-	-	4 1% AF	-	-	3	1	-	2	2	-	-	2	2	-	2	2	1	4	4 V	-

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

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

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Registro.br	4	-	4 1%	-	-	-	1	3	-	2	2	-	-	2	2	-	3	1	1	4	3	1
Network solutions	3	3 1%	-	-	-	-	2	1	-	1	2	-	-	1	2	-	3	-	3	3	3	-
Ru	3	1	-	-	-	2	3	-	-	1	2	-	-	1	2	-	2	1	2	2	3	-
Nominet	2	-	-	2	-	-	2	-	-	-	1	-	1	-	1	1	1	1	1	2	1	1
Name.com	1	-	-	-	1	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1	1	-
Namecheap	1	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	1	-	1	1	-
Netsol	1	1	-	-	-	-	1	-	-	-	-	1	-	-	-	1	1	-	1	1	1	-
Not interested/Would not look for information	1	1	-	-	-	-	1	-	-	-	-	1	-	-	-	1	-	1	1	1	1	-
Specialized websites/tools	1	-	-	-	1	-	1	-	-	1	-	-	-	1	-	-	1	-	-	1	1	-
Internic	1	-	1	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1	-	1
Other	17 1%	3 1%	5 1%	7 1%	-	2	10	7 1%	-	2	12 1%	2 1%	1 1%	2	12 1%	3 1%	15 1%	2	7	15 1%	13 1%	4
Not sure	182 5%	21 4%	20 5%	38 7%	17 4%	86 6%	108 5%	74 6%	15 3%	37 4%	84 6%	27 9%	19 15%	52 3%	84 6%	46 11%	137 5%	45 6%	96 5%	113 5%	48 4%	134 7%
Declined to answer	2	1	-	1	-	-	2	-	-	1	-	1	-	1	-	1	1	1	1	1	-	2
Sigma	5140 153%	682 144%	584 146%	789 148%	638 154%	2447 159%	3199 153%	1941 154%	652 150%	1647 156%	2228 154%	438 147%	175 139%	2299 154%	2228 154%	613 145%	4041 153%	1099 152%	3001 159%	3877 156%	2137 160%	3003 148%

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

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

28 Aug 2015  
Table 473

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Useful	2228 68% BD	295 62% D	267 67% D	299 56%	277 67% D	1090 71% ABD	1323 63%	905 72% G	281 65%	730 69% M	958 66% M	188 63%	71 56%	1011 68% P	958 66%	259 61%	1754 67%	474 65%	1276 68%	1671 67%	903 68%	1325 65%
Informative	2224 66% D	304 64%	276 69% D	315 59%	285 69% D	1044 68% D	1312 63%	912 72% G	291 67% M	703 67% M	974 67% M	185 62%	71 56%	994 67% P	974 67% P	256 61%	1753 67%	471 65%	1274 67%	1683 68%	910 68% V	1314 65%
Innovative	2194 65% BD	255 54%	246 62% B	305 57%	303 73% ABCD	1085 71% ABCD	1289 61%	905 72% G	298 69% LM	735 70% KLM	934 65% LM	163 55%	64 51%	1033 69% OP	934 65% P	227 54%	1724 65%	470 65%	1273 67%	1629 66%	881 66%	1313 65%
Interesting	2142 64% BD	253 53%	263 66% BD	296 56%	288 70% ABD	1042 68% ABD	1268 60%	874 69% G	292 67% LM	709 67% KLM	917 63% LM	165 56%	59 47%	1001 67% OP	917 63% P	224 53%	1690 64%	452 62%	1250 66%	1610 65%	879 66% V	1263 62%
Helpful	2133 64% BD	267 56%	249 62% D	280 53%	272 66% BD	1065 69% ABCD	1257 60%	876 69% G	277 64% M	700 66% LM	916 63% M	174 59%	66 52%	977 66% P	916 63% P	240 57%	1677 64%	456 63%	1235 65%	1600 64%	881 66% V	1252 62%
Practical	2102 63% BD	266 56%	242 61%	296 56%	269 65% BD	1029 67% ABCD	1237 59%	865 69% G	264 61%	671 64%	919 64%	177 60%	71 56%	935 63%	919 64%	248 59%	1650 63%	452 62%	1205 64%	1576 63%	866 65% V	1236 61%
Technical	2026 60% BD	218 46%	245 61% BD	278 52%	264 64% BD	1021 66% ABD	1205 57%	821 65% G	264 61% M	658 62% LM	885 61% LM	160 54%	59 47%	922 62% P	885 61% P	219 52%	1594 61%	432 60%	1169 62%	1516 61%	817 61%	1209 60%
Cutting edge	1870 56% BC	202 43%	189 47%	279 52% B	237 57% BC	963 63% ABCDE	1083 52%	787 62% G	244 56% LM	618 59% LM	817 57% LM	137 46%	54 43%	862 58% P	817 57% P	191 45%	1483 56%	387 53%	1094 58%	1403 56%	761 57%	1109 55%
Unconventional	1851 55%	244 52%	233 58% BD	275 52%	228 55%	871 57% D	1125 54%	726 58% G	241 55% LM	616 58% LM	797 55% LM	142 48%	55 44%	857 58% P	797 55% P	197 47%	1484 56% R	367 51%	1045 55%	1410 57%	773 58% V	1078 53%
Trustworthy	1760 52% BD	175 37%	204 51% BD	230 43% B	222 54% BD	929 60% ABCDE	1025 49%	735 58% G	237 54% LM	596 57% KLM	759 53% LM	121 41%	47 37%	833 56% P	759 53% P	168 40%	1396 53%	364 50%	1000 53%	1331 54%	716 54%	1044 52%
For people like me	1691 50% BD	170 36%	196 49% BD	213 40%	210 51% BD	902 59% ABCDE	986 47%	705 56% G	220 51% M	564 54% LM	733 51% LM	131 44%	43 34%	784 53% P	733 51% P	174 41%	1357 52% R	334 46%	985 52%	1275 51%	705 53% V	986 49%
Exciting	1683 50% BCD	150 32%	168 42% B	195 37%	251 61% ABCD	919 60% ABCD	970 46%	713 57% G	233 54% LM	607 58% KLM	707 49% LM	106 36% M	30 24%	840 56% OP	707 49% P	136 32%	1338 51%	345 48%	958 51%	1271 51%	702 53% V	981 48%
Extreme	1455 43% BCD	127 27%	146 37% B	164 31%	206 50% ABCD	812 53% ABCD	826 39%	629 50% G	219 50% KLM	492 47% KLM	617 43% LM	100 34% M	27 21%	711 48% OP	617 43% P	127 30%	1165 44% R	290 40%	796 42%	1107 45% S	600 45% V	855 42%
Overwhelming	1380 41% BCD	114 24%	116 29%	165 31% B	189 46% ABCD	796 52% ABCDE	793 38%	587 47% G	199 46% KLM	499 47% KLM	567 39% LM	93 31% M	22 17%	698 47% OP	567 39% P	115 27%	1103 42%	277 38%	768 41%	1048 42%	574 43%	806 40%
Confusing	1353 40% BC	167 35%	125 31%	215 40% C	155 37% ABCE	691 45% ABCE	824 39%	529 42% G	188 43% LM	475 45% KLM	557 39% L	94 32%	39 31%	663 45% OP	557 39% P	133 31%	1083 41%	270 37%	753 40%	1015 41%	566 42% V	787 39%

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

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

28 Aug 2015  
Table 474

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Confusing	1945 58% F	295 62% AF	272 68% ADEF	308 58% F	252 61% F	818 53% F	1237 59% F	708 56% F	240 55% F	565 54% F	859 59% J	195 66% IJK	86 68% IJ	805 54% F	859 59% N	281 66% NO	1505 57% F	440 61% F	1102 58% F	1433 58% F	758 57% F	1187 59% F
Overwhelming	1918 57% F	349 74% ADEF	281 70% AEF	357 67% AEF	219 53% F	712 46% F	1267 60% H	651 52% F	231 53% F	540 51% F	845 58% IJ	199 67% IJK	103 82% IJKL	771 52% F	845 58% N	302 71% NO	1487 56% F	431 60% F	1087 58% F	1397 56% F	749 56% F	1169 58% F
Extreme	1839 55% EF	334 71% ACEF	250 63% AEF	357 67% AEF	202 49% F	696 45% F	1233 59% H	606 48% F	210 48% F	547 52% F	793 55% I	192 65% IJK	97 77% IJKL	757 51% F	793 55% N	289 68% NO	1423 54% F	416 57% F	1058 56% T	1335 54% F	722 54% F	1117 55% F
Exciting	1617 48% EF	311 66% ACEF	227 57% AEF	328 62% AEF	156 38% F	595 39% F	1090 52% H	527 42% F	197 45% F	435 41% F	705 49% J	186 63% IJK	94 75% IJKL	632 42% F	705 49% N	280 66% NO	1251 48% F	366 51% F	899 48% F	1175 47% F	621 47% F	996 49% F
For people like me	1599 48% F	292 62% ACEF	200 50% F	307 58% ACEF	198 48% F	602 39% F	1075 51% H	524 42% F	208 48% F	474 45% F	675 47% F	161 54% JK	81 64% IJK	682 46% F	675 47% F	242 57% NO	1228 47% F	371 51% Q	867 46% F	1165 47% F	614 46% F	985 49% F
Trustworthy	1531 46% F	284 60% ACEF	192 48% F	291 55% ACEF	185 45% F	579 38% F	1032 49% H	499 40% F	193 44% F	442 42% F	649 45% F	170 57% IJK	77 61% IJK	635 43% F	649 45% F	247 58% NO	1185 45% F	346 48% F	851 45% F	1111 45% F	604 45% F	927 46% F
Unconventional	1448 43% F	218 46% F	163 41% F	249 47% F	178 43% F	640 42% F	936 45% H	512 41% F	189 43% F	424 40% F	617 43% F	148 50% JK	70 56% IJK	613 41% F	617 43% F	218 52% NO	1105 42% F	343 47% Q	810 43% F	1040 42% F	552 41% F	896 44% F
Cutting edge	1424 42% F	258 55% ADEF	207 52% AEF	244 46% F	168 41% F	547 36% F	976 47% H	448 36% F	185 43% F	422 40% F	593 41% F	153 52% IJK	71 56% IJK	607 41% F	593 41% F	224 53% NO	1103 42% F	321 44% F	758 40% F	1041 42% F	560 42% F	864 43% F
Technical	1273 38% F	246 52% ACDEF	150 38% F	243 46% ACEF	143 35% F	491 32% F	855 41% H	418 33% F	166 38% F	381 36% F	529 37% F	132 44% JK	65 52% IJK	547 37% F	529 37% F	197 47% NO	996 38% F	277 38% F	687 36% F	931 37% F	504 38% F	769 38% F
Practical	1201 36% F	195 41% AEF	154 39% F	229 43% AEF	139 34% F	484 31% F	826 39% H	375 30% F	166 38% F	372 35% F	496 34% F	114 38% F	53 42% F	538 36% F	496 34% F	167 39% F	941 36% F	260 36% F	654 35% F	874 35% F	457 34% F	744 37% F
Helpful	1165 35% F	195 41% AEF	146 37% F	243 46% ACEF	135 33% F	446 29% F	803 38% H	362 29% F	153 35% F	339 32% F	497 34% F	118 40% J	58 46% IJK	492 33% F	497 34% F	176 42% NO	912 35% F	253 35% F	619 33% F	848 34% F	439 33% F	726 36% F
Interesting	1156 34% EF	209 44% ACEF	133 33% F	229 43% ACEF	119 29% F	466 30% F	792 38% H	364 29% F	138 32% F	330 31% F	496 34% F	127 43% IJK	65 52% IJK	468 31% F	496 34% F	192 45% NO	897 34% F	259 36% F	606 32% F	834 34% F	443 33% F	713 35% F
Innovative	1105 33% EF	208 44% AEF	150 38% AEF	217 41% AEF	105 25% F	425 28% F	771 37% H	334 26% F	130 30% F	305 29% F	481 33% J	129 43% IJK	60 48% IJK	435 29% F	481 33% N	189 45% NO	864 33% F	241 33% F	583 31% F	817 33% F	438 33% F	667 33% F
Useful	1079 32% F	168 36% F	129 32% ABCEF	226 42% F	131 32% F	425 28% F	744 35% H	335 27% F	149 34% F	313 30% F	459 32% F	104 35% JK	54 43% JK	462 31% F	459 32% F	158 37% NO	841 32% F	238 33% F	583 31% F	783 32% F	421 32% F	658 32% F
Informative	1075 32% F	157 33% F	120 30% ABCEF	210 39% F	121 29% F	467 30% F	749 36% H	326 26% F	139 32% F	338 32% F	439 30% F	106 36% IJK	53 42% IJK	477 32% F	439 30% F	159 38% NO	837 32% F	238 33% F	583 31% F	765 31% F	411 31% F	664 33% F

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

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

1. Innovative

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	2194 65% BD	255 54%	246 62% B	305 57%	303 73% ABCD	1085 71% ABCD	1289 61%	905 72% G	298 69% LM	735 70% KLM	934 65% LM	163 55%	64 51%	1033 69% OP	934 65% P	227 54%	1724 65%	470 65%	1273 67%	1629 66%	881 66%	1313 65%
Describes very well	758 23% BD	68 14%	98 25% BD	82 15%	122 29% ABD	388 25% ABD	428 20%	330 26% G	112 26% LM	273 26% KLM	317 22% LM	45 15%	11 9%	385 26% OP	317 22% P	56 13%	614 23%	144 20%	462 24%	574 23%	325 24% V	433 21%
Describes somewhat well	1436 43% C	187 40%	148 37%	223 42%	181 44%	697 45% ABC	861 41%	575 46% G	186 43%	462 44%	617 43%	118 40%	53 42%	648 44%	617 43%	171 40%	1110 42%	326 45%	811 43%	1055 42%	556 42%	880 43%
BOTTOM 2 BOX (NET)	1105 33% EF	208 44% AEF	150 38% AEF	217 41% AEF	105 25%	425 28% H	771 37% H	334 26%	130 30%	305 29%	481 33% J	129 43% IJK	60 48% IJK	435 29%	481 33% N	189 45% NO	864 33%	241 33%	583 31%	817 33%	438 33%	667 33%
Does not describe very well	677 20% EF	111 23% EF	89 22% E	125 23% AEF	67 16%	285 19% H	456 22% H	221 18%	90 21%	201 19%	281 19%	73 25% JK	32 25%	291 20%	281 19%	105 25% NO	515 20%	162 22%	354 19%	484 19%	240 18%	437 22% U
Does not describe at all	428 13% EF	97 21% ACEF	61 15% EF	92 17% AEF	38 9%	140 9% H	315 15% H	113 9%	40 9%	104 10%	200 14% IJ	56 19% IJK	28 22% IJK	144 10%	200 14% N	84 20% NO	349 13%	79 11%	229 12%	333 13%	198 15% V	230 11%
Not Sure	55 2%	10 2%	4 1%	10 2%	6 1%	25 2%	33 2%	22 2%	7 2%	13 1%	28 2%	5 2%	2 2%	20 1%	28 2%	7 2%	42 2%	13 2%	30 2%	36 1%	12 1%	43 2% U
Decline to Answer	3	-	-	1	-	2	3	-	-	1	2	-	-	1	2	-	3	-	2	2	1	2
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

Q856\_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

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	1870 56% BC	202 43%	189 47%	279 52% B	237 57% BC	963 63% ABCDE	1083 52%	787 62% G	244 56% LM	618 59% LM	817 57% LM	137 46%	54 43%	862 58% P	817 57% P	191 45%	1483 56%	387 53%	1094 58%	1403 56%	761 57%	1109 55%
Describes very well	597 18% BD	57 12%	64 16%	77 14%	80 19% BD	319 21% ABCD	324 15%	273 22% G	78 18% LM	218 21% LM	257 18% LM	35 12%	9 7%	296 20% P	257 18% P	44 10%	507 19% R	90 12%	356 19%	466 19%	291 22% V	306 15%
Describes somewhat well	1273 38% BC	145 31%	125 31%	202 38% BC	157 38% BC	644 42% ABC	759 36%	514 41% G	166 38%	400 38%	560 39%	102 34%	45 36%	566 38%	560 39%	147 35%	976 37%	297 41%	738 39%	937 38%	470 35%	803 40% U
BOTTOM 2 BOX (NET)	1424 42% F	258 55% ADEF	207 52% AEF	244 46% F	168 41%	547 36%	976 47% H	448 36%	185 43%	422 40%	593 41%	153 52% IJK	71 56% IJK	607 41%	593 41%	224 53% NO	1103 42%	321 44%	758 40%	1041 42%	560 42%	864 43%
Does not describe very well	876 26%	127 27%	118 30%	131 25%	105 25%	395 26%	574 27% H	302 24%	127 29% K	277 26%	351 24%	85 29%	36 29%	404 27%	351 24%	121 29%	663 25%	213 29% Q	467 25%	608 24%	308 23%	568 28% U
Does not describe at all	548 16% F	131 28% ADEF	89 22% AEF	113 21% AEF	63 15% F	152 10%	402 19% H	146 12%	58 13%	145 14%	242 17% J	68 23% IJK	35 28% IJK	203 14%	242 17% N	103 24% NO	440 17%	108 15%	291 15%	433 17% S	252 19% V	296 15%
Not Sure	59 2%	13 3%	4 1%	9 2%	9 2%	24 2%	34 2%	25 2%	6 1%	13 1%	33 2%	6 2%	1 1%	19 1%	33 2% N	7 2%	43 2%	16 2%	34 2%	37 1%	10 1%	49 2% U
Decline to Answer	4 .	- .	- .	1 .	- .	3 .	3 .	1 .	- .	1 .	2 .	1 .	- .	1 .	2 .	1 .	4 .	- .	2 .	3 .	1 .	3 .
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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



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

28 Aug 2015  
Table 477

3. Extreme

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	1455 43% BCD	127 27%	146 37% B	164 31%	206 50% ABCD	812 53% ABCD	826 39%	629 50% G	219 50% KLM	492 47% KLM	617 43% LM	100 34% M	27 21%	711 48% OP	617 43% P	127 30%	1165 44% R	290 40%	796 42%	1107 45% S	600 45%	855 42%
Describes very well	455 14% BD	37 8%	42 11%	49 9%	62 15% BD	265 17% ABCD	240 11%	215 17% G	69 16% LM	159 15% LM	196 14% LM	24 8%	7 6%	228 15% P	196 14% P	31 7%	382 15% R	73 10%	271 14%	360 14% S	212 16% V	243 12%
Describes somewhat well	1000 30% BD	90 19%	104 26% B	115 22%	144 35% ABCD	547 36% ABCD	586 28%	414 33% G	150 34% KLM	333 32% LM	421 29% M	76 26% M	20 16%	483 32% P	421 29% P	96 23%	783 30%	217 30%	525 28%	747 30% S	388 29%	612 30%
BOTTOM 2 BOX (NET)	1839 55% EF	334 71% ACEF	250 63% AEF	357 67% AEF	202 49%	696 45% ABCD	1233 59% H	606 48%	210 48%	547 52%	793 55% I	192 65% IJK	97 77% IJKL	757 51%	793 55% N	289 68% NO	1423 54%	416 57%	1058 56% T	1335 54%	722 54%	1117 55%
Does not describe very well	1001 30%	131 28%	122 31%	173 32%	126 30%	449 29%	642 31%	359 28%	125 29%	335 32%	413 29%	90 30%	38 30%	460 31%	413 29%	128 30%	738 28%	263 36% Q	581 31% T	682 27%	343 26%	658 32% U
Does not describe at all	838 25% EF	203 43% ACDEF	128 32% AEF	184 35% AEF	76 18%	247 16%	591 28% H	247 20%	85 20%	212 20%	380 26% IJ	102 34% IJK	59 47% IJKL	297 20%	380 26% N	161 38% NO	685 26% R	153 21%	477 25%	653 26%	379 28% V	459 23%
Not Sure	60 2%	12 3%	4 1%	11 2%	6 1%	27 2%	34 2%	26 2%	6 1%	14 1%	33 2%	5 2%	2 2%	20 1%	33 2%	7 2%	42 2%	18 2%	32 2%	40 2%	9 1%	51 3% U
Decline to Answer	3	-	-	1	-	2	3	-	-	1	2	-	-	1	2	-	3	-	2	2	1	2
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

4. Trustworthy

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	1760 52% BD	175 37% B	204 51% BD	230 43% B	222 54% BD	929 60% ABCDE	1025 49% G	735 58% G	237 54% LM	596 57% KLM	759 53% LM	121 41% P	47 37% P	833 56% P	759 53% P	168 40% P	1396 53% P	364 50% P	1000 53% P	1331 54% P	716 54% P	1044 52% P
Describes very well	578 17% BD	45 10% B	76 19% BD	61 11% B	67 16% BD	329 21% ABDE	314 15% G	264 21% G	86 20% LM	198 19% LM	247 17% M	38 13% P	9 7% P	284 19% P	247 17% P	47 11% P	485 18% R	93 13% P	339 18% P	455 18% P	265 20% V	313 15% P
Describes somewhat well	1182 35% B	130 27% B	128 32% B	169 32% B	155 37% B	600 39% ABCD	711 34% G	471 37% G	151 35% L	398 38% L	512 35% L	83 28% P	38 30% P	549 37% P	512 35% P	121 29% P	911 35% P	271 37% P	661 35% P	876 35% P	451 34% P	731 36% P
BOTTOM 2 BOX (NET)	1531 46% F	284 60% ACEF	192 48% F	291 55% ACEF	185 45% F	579 38% ABCD	1032 49% H	499 40% G	193 44% P	442 42% P	649 45% P	170 57% IJK	77 61% IJK	635 43% P	649 45% P	247 58% NO	1185 45% P	346 48% P	851 45% P	1111 45% P	604 45% P	927 46% P
Does not describe very well	934 28% F	148 31% F	106 27% F	159 30% F	119 29% F	402 26% H	607 29% H	327 26% H	130 30% P	280 27% P	395 27% P	91 31% P	38 30% P	410 28% P	395 27% P	129 30% P	697 26% P	237 33% Q	530 28% T	646 26% P	339 25% P	595 29% U
Does not describe at all	597 18% F	136 29% ACEF	86 22% AEF	132 25% AEF	66 16% F	177 12% H	425 20% H	172 14% H	63 14% P	162 15% P	254 18% P	79 27% IJK	39 31% IJK	225 15% P	254 18% P	118 28% NO	488 19% R	109 15% P	321 17% P	465 19% S	265 20% V	332 16% P
Not Sure	63 2% C	14 3% C	4 1% C	11 2% C	7 2% C	27 2% H	36 2% H	27 2% H	5 1% P	15 1% P	35 2% P	6 2% P	2 2% P	20 1% P	35 2% N	8 2% P	49 2% P	14 2% P	35 2% P	40 2% P	11 1% P	52 3% U
Decline to Answer	3	-	-	1	-	2	3	-	-	1	2	-	-	1	2	-	3	-	2	2	1	2
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

28 Aug 2015  
Table 479

Base: All Qualified Respondents

	Total Regi- strants  (A)	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	Primary decision maker (Q)	Shared decision maker (R)	Consumer (S)	Commer- cial (T)	Yes (U)	No (V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	1851 55%	244 52%	233 58% BD	275 52%	228 55%	871 57% D	1125 54%	726 58% G	241 55% LM	616 58% LM	797 55% LM	142 48%	55 44%	857 58% P	797 55% P	197 47%	1484 56% R	367 51%	1045 55%	1410 57%	773 58% V	1078 53%
Describes very well	588 18% D	87 18% D	83 21% D	65 12%	81 20% D	272 18% D	356 17%	232 18%	76 17% L	218 21% KLM	245 17% L	36 12%	13 10%	294 20% P	245 17% P	49 12%	484 18% R	104 14%	345 18%	472 19%	286 21% V	302 15%
Describes somewhat well	1263 38% B	157 33%	150 38%	210 39% B	147 36%	599 39% B	769 37%	494 39%	165 38%	398 38%	552 38%	106 36%	42 33%	563 38%	552 38%	148 35%	1000 38%	263 36%	700 37%	938 38%	487 37%	776 38%
BOTTOM 2 BOX (NET)	1448 43%	218 46%	163 41%	249 47% F	178 43%	640 42%	936 45% H	512 41%	189 43%	424 40%	617 43%	148 50% JK	70 56% IJK	613 41%	617 43%	218 52% NO	1105 42%	343 47% Q	810 43%	1040 42%	552 41%	896 44%
Does not describe very well	861 26%	114 24%	87 22%	128 24%	106 26%	426 28% AC	533 25%	328 26%	111 26%	282 27%	342 24%	86 29%	40 32% K	393 26%	342 24%	126 30% O	625 24%	236 33% Q	482 26%	590 24%	294 22%	567 28% U
Does not describe at all	587 17% F	104 22% AF	76 19% F	121 23% AEF	72 17%	214 14%	403 19% H	184 15%	78 18% J	142 13%	275 19% J	62 21% J	30 24% J	220 15%	275 19% N	92 22% N	480 18% R	107 15%	328 17%	450 18%	258 19% V	329 16%
Not Sure	54 2%	11 2%	4 1%	7 1%	8 2%	24 2%	31 1%	23 2%	5 1%	12 1%	29 2%	7 2%	1 1%	17 1%	29 2%	8 2%	41 2%	13 2%	31 2%	31 1%	6 1%	48 2% U
Decline to Answer	4 .	- .	- .	2 .	- .	2 .	4 .	- .	- .	2 .	2 .	- .	- .	2 .	2 .	- .	3 .	1 .	2 .	3 .	1 .	3 .
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

28 Aug 2015  
Table 480

6. Practical

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	2102 63% BD	266 56%	242 61%	296 56%	269 65% BD	1029 67% ABCD	1237 59%	865 69% G	264 61%	671 64%	919 64%	177 60%	71 56%	935 63%	919 64%	248 59%	1650 63%	452 62%	1205 64%	1576 63%	866 65% V	1236 61%
Describes very well	695 21% BD	81 17%	91 23% BD	76 14%	109 26% ABD	338 22% BD	383 18%	312 25% G	88 20% LM	246 23% LM	308 21% LM	41 14%	12 10%	334 22% P	308 21% P	53 13%	568 22% R	127 18%	424 22%	549 22%	333 25% V	362 18%
Describes somewhat well	1407 42%	185 39%	151 38%	220 41%	160 39%	691 45% ABCE	854 41%	553 44%	176 40%	425 40%	611 42%	136 46%	59 47%	601 40%	611 42%	195 46% N	1082 41%	325 45%	781 41%	1027 41%	533 40%	874 43%
BOTTOM 2 BOX (NET)	1201 36% F	195 41% AEF	154 39% F	229 43% AEF	139 34%	484 31%	826 39% H	375 30%	166 38%	372 35%	496 34%	114 38%	53 42%	538 36%	496 34%	167 39%	941 36%	260 36%	654 35%	874 35%	457 34%	744 37%
Does not describe very well	764 23%	106 22%	96 24%	130 24%	95 23%	337 22%	515 25% H	249 20%	111 26% K	258 24% K	299 21%	68 23%	28 22%	369 25% O	299 21%	96 23%	580 22%	184 25%	414 22%	533 21%	260 20%	504 25% U
Does not describe at all	437 13% F	89 19% AEF	58 15% F	99 19% AEF	44 11%	147 10%	311 15% H	126 10%	55 13%	114 11%	197 14% J	46 15% J	25 20% IJ	169 11%	197 14%	71 17% N	361 14% R	76 10%	240 13%	341 14%	197 15% V	240 12%
Not Sure	51 2%	12 3%	4 1%	7 1%	6 1%	22 1%	30 1%	21 2%	5 1%	10 1%	28 2% J	6 2%	2 2%	15 1%	28 2% N	8 2%	39 1%	12 2%	27 1%	32 1%	8 1%	43 2% U
Decline to Answer	3	-	-	1	-	2	3	-	-	1	2	-	-	1	2	-	3	-	2	2	1	2
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

28 Aug 2015  
Table 481

7. Technical

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	2026 60% BD	218 46%	245 61% BD	278 52%	264 64% BD	1021 66% ABD	1205 57%	821 65% G	264 61% M	658 62% LM	885 61% LM	160 54%	59 47%	922 62% P	885 61% P	219 52%	1594 61%	432 60%	1169 62%	1516 61%	817 61%	1209 60%
Describes very well	657 20% BD	61 13%	93 23% ABD	71 13%	91 22% BD	341 22% ABD	368 18%	289 23% G	87 20% L	214 20% LM	298 21% LM	42 14%	16 13%	301 20% P	298 21% P	58 14%	547 21% R	110 15%	394 21%	508 20%	308 23% V	349 17%
Describes somewhat well	1369 41% B	157 33%	152 38%	207 39%	173 42% B	680 44% ABCD	837 40%	532 42%	177 41%	444 42%	587 41%	118 40%	43 34%	621 42%	587 41%	161 38%	1047 40%	322 44% Q	775 41%	1008 41%	509 38%	860 42% U
BOTTOM 2 BOX (NET)	1273 38% F	246 52% ACDEF	150 38% F	243 46% ACEF	143 35%	491 32%	855 41% H	418 33%	166 38%	381 36%	529 37%	132 44% JK	65 52% IJK	547 37%	529 37%	197 47% NO	996 38%	277 38%	687 36%	931 37%	504 38%	769 38%
Does not describe very well	802 24% F	134 28% AF	99 25%	137 26%	96 23%	336 22%	521 25%	281 22%	122 28% K	246 23%	324 22%	75 25%	35 28%	368 25%	324 22%	110 26%	608 23%	194 27% Q	420 22%	573 23%	301 23%	501 25%
Does not describe at all	471 14% F	112 24% ACEF	51 13%	106 20% ACEF	47 11%	155 10%	334 16% H	137 11%	44 10%	135 13%	205 14% I	57 19% IJK	30 24% IJK	179 12%	205 14%	87 21% NO	388 15% R	83 11%	267 14%	358 14%	203 15%	268 13%
Not Sure	55 2%	9 2%	5 1%	11 2%	7 2%	23 1%	33 2%	22 2%	5 1%	14 1%	29 2%	5 2%	2 2%	19 1%	29 2%	7 2%	40 2%	15 2%	30 2%	35 1%	10 1%	45 2% U
Decline to Answer	3	-	-	1	-	2	3	-	-	1	2	-	-	1	2	-	3	-	2	2	1	2
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

28 Aug 2015  
Table 482

8. Confusing

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	1353 40% BC	167 35%	125 31%	215 40% C	155 37%	691 45% ABCE	824 39%	529 42%	188 43% LM	475 45% KLM	557 39% L	94 32%	39 31%	663 45% OP	557 39% P	133 31%	1083 41%	270 37%	753 40%	1015 41%	566 42% V	787 39%
Describes very well	440 13% BC	48 10%	37 9%	71 13%	53 13%	231 15% ABC	276 13%	164 13%	56 13% L	155 15% L	194 13% L	22 7%	13 10%	211 14% P	194 13% P	35 8%	375 14% R	65 9%	246 13%	343 14%	210 16% V	230 11%
Describes somewhat well	913 27% C	119 25%	88 22%	144 27%	102 25%	460 30% ABCE	548 26%	365 29%	132 30% KM	320 30% KLM	363 25%	72 24%	26 21%	452 30% OP	363 25%	98 23%	708 27%	205 28%	507 27%	672 27%	356 27%	557 28%
BOTTOM 2 BOX (NET)	1945 58% F	295 62% AF	272 68% ADEF	308 58%	252 61% F	818 53%	1237 59%	708 56%	240 55%	565 54%	859 59% J	195 66% IJK	86 68% IJ	805 54%	859 59% N	281 66% NO	1505 57%	440 61%	1102 58%	1433 58%	758 57%	1187 59%
Does not describe very well	1046 31% B	126 27%	132 33% B	147 28%	137 33% B	504 33% BD	642 31%	404 32%	153 35%	322 31%	444 31%	92 31%	35 28%	475 32%	444 31%	127 30%	775 29%	271 37% Q	570 30%	753 30%	371 28%	675 33% U
Does not describe at all	899 27% F	169 36% AEF	140 35% AEF	161 30% F	115 28% F	314 20% F	595 28% H	304 24%	87 20%	243 23%	415 29% IJ	103 35% IJK	51 40% IJK	330 22%	415 29% N	154 36% NO	730 28% R	169 23%	532 28%	680 27%	387 29% V	512 25%
Not Sure	53 2%	10 2%	3 1%	9 2%	6 1%	25 2%	30 1%	23 2%	7 2%	11 1%	27 2%	7 2%	1 1%	18 1%	27 2%	8 2%	39 1%	14 2%	31 2%	31 1%	7 1%	46 2% U
Decline to Answer	6 .	1 .	- .	1 .	1 .	3 .	5 .	1 .	- .	3 .	2 .	1 .	- .	3 .	2 .	1 .	6 .	- .	2 .	5 .	1 .	5 .
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	1380 41% BCD	114 24%	116 29%	165 31% B	189 46% ABCD	796 52% ABCDE	793 38%	587 47% G	199 46% KLM	499 47% KLM	567 39% LM	93 31% M	22 17%	698 47% OP	567 39% P	115 27%	1103 42%	277 38%	768 41%	1048 42%	574 43%	806 40%
Describes very well	442 13% BCD	35 7%	35 9%	52 10% B	54 13% ABCD	266 17% ABCDE	241 11%	201 16% G	58 13% M	167 16% KLM	184 13% M	29 10% M	4 3%	225 15% P	184 13% P	33 8%	381 14% R	61 8%	258 14%	346 14%	210 16% V	232 11%
Describes somewhat well	938 28% BCD	79 17%	81 20%	113 21% ABCD	135 33% ABCD	530 34% ABCD	552 26%	386 31% G	141 32% KLM	332 31% KLM	383 27% M	64 22% M	18 14%	473 32% OP	383 27% P	82 19%	722 27%	216 30%	510 27%	702 28%	364 27%	574 28%
BOTTOM 2 BOX (NET)	1918 57% F	349 74% ADEF	281 70% AEF	357 67% AEF	219 53% F	712 46% F	1267 60% H	651 52%	231 53%	540 51%	845 58% IJ	199 67% IJK	103 82% IJKL	771 52%	845 58% N	302 71% NO	1487 56%	431 60%	1087 58%	1397 56%	749 56%	1169 58%
Does not describe very well	1033 31%	145 31%	134 34%	175 33%	118 29%	461 30%	652 31%	381 30%	140 32%	311 30%	439 30%	100 34%	43 34%	451 30%	439 30%	143 34%	771 29%	262 36% Q	575 30%	729 29%	368 28%	665 33% U
Does not describe at all	885 26% F	204 43% ADEF	147 37% AEF	182 34% AEF	101 24% F	251 16%	615 29% H	270 21%	91 21%	229 22%	406 28% IJ	99 33% IJ	60 48% IJKL	320 21%	406 28% N	159 38% NO	716 27% R	169 23%	512 27%	668 27%	381 29% V	504 25%
Not Sure	55 2%	10 2%	3 1%	10 2%	6 1%	26 2%	32 2%	23 2%	5 1%	14 1%	30 2%	5 2%	1 1%	19 1%	30 2%	6 1%	39 1%	16 2%	30 2%	37 1%	8 1%	47 2% U
Decline to Answer	4 -	-	-	1 -	-	3 -	4 -	-	-	1 -	3 -	-	-	1 -	3 -	-	4 -	-	3 -	2 -	1 -	3 -
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

Base: All Qualified Respondents

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	2228 66% BD	295 62% D	267 67% D	299 56%	277 67% D	1090 71% ABD	1323 63%	905 72% G	281 65%	730 69% M	958 66% M	188 63%	71 56%	1011 68% P	958 66%	259 61%	1754 67%	474 65%	1276 68%	1671 67%	903 68%	1325 65%
Describes very well	749 22% D	95 20% D	115 29% ABDF	72 14%	109 26% ABD	358 23% D	416 20%	333 26% G	100 23% LM	258 24% LM	324 22% LM	50 17%	17 13%	358 24% P	324 22% P	67 16%	601 23%	148 20%	435 23%	593 24%	347 26% V	402 20%
Describes somewhat well	1479 44% C	200 42%	152 38%	227 43%	168 41%	732 48% ABCDE	907 43%	572 45%	181 42%	472 45%	634 44%	138 46%	54 43%	653 44%	634 44%	192 45%	1153 44%	326 45%	841 45%	1078 43%	556 42%	923 46% U
BOTTOM 2 BOX (NET)	1079 32% F	168 36% F	129 32%	226 42% ABCEF	131 32%	425 28%	744 35% H	335 27%	149 34%	313 30%	459 32%	104 35%	54 43% JK	462 31%	459 32%	158 37% NO	841 32%	238 33%	583 31%	783 32%	421 32%	658 32%
Does not describe very well	659 20%	90 19%	80 20%	117 22%	85 21%	287 19%	449 21% H	210 17%	98 23%	200 19%	270 19%	61 21%	30 24%	298 20%	270 19%	91 22%	500 19%	159 22%	351 19%	464 19%	239 18%	420 21% U
Does not describe at all	420 13% F	78 16% AEF	49 12% F	109 20% ACEF	46 11%	138 9%	295 14% H	125 10%	51 12%	113 11%	189 13%	43 14%	24 19% IJ	164 11%	189 13%	67 16% N	341 13%	79 11%	232 12%	319 13%	182 14%	238 12%
Not Sure	47 1%	10 2%	4 1%	7 1%	6 1%	20 1%	26 1%	21 2%	5 1%	10 1%	26 2%	5 2%	1 1%	15 1%	26 2%	6 1%	35 1%	12 2%	27 1%	28 1%	7 1%	40 2% U
Decline to Answer	3	-	-	1	-	2	3	-	-	1	2	-	-	1	2	-	3	-	2	2	1	2
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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



Q856\_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

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	1691 50% BD	170 36%	196 49% BD	213 40%	210 51% BD	902 59% ABCDE	986 47%	705 56% G	220 51% M	564 54% LM	733 51% LM	131 44%	43 34%	784 53% P	733 51% P	174 41%	1357 52% R	334 46%	985 52%	1275 51%	705 53% V	986 49%
Describes very well	568 17% BD	41 9%	74 19% BD	60 11%	81 20% BD	312 20% ABD	313 15%	255 20% G	76 17% LM	194 18% LM	256 18% LM	34 11%	8 6%	270 18% P	256 18% P	42 10%	480 18% R	88 12%	340 18%	451 18%	269 20% V	299 15%
Describes somewhat well	1123 33% BD	129 27%	122 31%	153 29%	129 31% ABCDE	590 38% ABD	673 32%	450 36% G	144 33%	370 35%	477 33%	97 33%	35 28%	514 35%	477 33%	132 31%	877 33%	246 34%	645 34%	824 33%	436 33%	687 34%
BOTTOM 2 BOX (NET)	1599 48% F	292 62% ACEF	200 50% F	307 58% ACEF	198 48% F	602 39% F	1075 51% H	524 42%	208 48%	474 45%	675 47%	161 54% JK	81 64% IJK	682 46%	675 47%	242 57% NO	1228 47%	371 51% Q	867 46%	1165 47%	614 46%	985 49%
Does not describe very well	914 27%	136 29%	102 26%	160 30%	108 26%	408 27%	595 28%	319 25%	137 31% K	290 28%	372 26%	79 27%	36 29%	427 29%	372 26%	115 27%	679 26%	235 32% Q	492 26%	641 26%	307 23%	607 30% U
Does not describe at all	685 20% F	156 33% ACEF	98 25% AF	147 28% AEF	90 22% F	194 13% F	480 23% H	205 16%	71 16%	184 17%	303 21% IJ	82 28% IJK	45 36% IJK	255 17%	303 21% N	127 30% NO	549 21%	136 19%	375 20%	524 21%	307 23% V	378 19%
Not Sure	64 2%	11 2%	4 1%	12 2%	6 1%	31 2%	32 2%	32 3% G	7 2%	15 1%	35 2%	5 2%	2 2%	22 1%	35 2%	7 2%	45 2%	19 3%	34 2%	42 2%	12 1%	52 3% U
Decline to Answer	3	-	-	1	-	2	3	-	-	1	2	-	-	1	2	-	3	-	2	2	1	2
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	2142 64% BD	253 53%	263 66% BD	296 56%	288 70% ABD	1042 68% ABD	1268 60%	874 69% G	292 67% LM	709 67% KLM	917 63% LM	165 56%	59 47%	1001 67% OP	917 63% P	224 53%	1690 64%	452 62%	1250 66%	1610 65%	879 66% V	1263 62%
Describes very well	736 22% BD	64 14%	90 23% BD	77 14%	110 27% ABD	395 26% ABD	421 20%	315 25% G	112 26% LM	251 24% LM	313 22% LM	46 15%	14 11%	363 24% P	313 22% P	60 14%	595 23%	141 19%	449 24%	580 23%	338 25% V	398 20%
Describes somewhat well	1406 42%	189 40%	173 43%	219 41%	178 43%	647 42%	847 40%	559 44% G	180 41%	458 43%	604 42%	119 40%	45 36%	638 43%	604 42%	164 39%	1095 42%	311 43%	801 42%	1030 41%	541 41%	865 43%
BOTTOM 2 BOX (NET)	1156 34% EF	209 44% ACEF	133 33%	229 43% ACEF	119 29%	466 30%	792 38% H	364 29%	138 32%	330 31%	496 34%	127 43% IJK	65 52% IJK	468 31%	496 34%	192 45% NO	897 34%	259 36%	606 32%	834 34%	443 33%	713 35%
Does not describe very well	723 22% E	111 23% E	80 20%	134 25% AE	72 17%	326 21%	468 22%	255 20%	94 22%	219 21%	298 21%	73 25%	39 31% IJK	313 21%	298 21%	112 26% NO	547 21%	176 24% Q	378 20%	488 20%	249 19%	474 23% U
Does not describe at all	433 13% F	98 21% ACEF	53 13% F	95 18% AEF	47 11%	140 9%	324 15% H	109 9%	44 10%	111 11%	198 14% J	54 18% IJK	26 21% IJK	155 10%	198 14% N	80 19% NO	350 13%	83 11%	228 12%	346 14% S	194 15% V	239 12%
Not Sure	56 2%	11 2%	4 1%	7 1%	7 2%	27 2%	33 2%	23 2%	5 1%	14 1%	30 2%	5 2%	2 2%	19 1%	30 2%	7 2%	43 2%	13 2%	30 2%	38 2%	9 1%	47 2% U
Decline to Answer	3	-	-	1	-	2	3	-	-	1	2	-	-	1	2	-	3	-	2	2	1	2
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

13. Exciting

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	1683 50% BCD	150 32%	168 42% B	195 37%	251 61% ABCD	919 60% ABCD	970 46%	713 57% G	233 54% LM	607 58% KLM	707 49% LM	106 36% M	30 24%	840 56% OP	707 49% P	136 32%	1338 51%	345 48%	958 51%	1271 51%	702 53% V	981 48%
Describes very well	549 16% BD	39 8%	57 14% BD	50 9%	92 22% ABCD	311 20% ABCD	300 14%	249 20% G	70 16% LM	192 18% LM	250 17% LM	30 10%	7 6%	262 18% P	250 17% P	37 9%	467 18% R	82 11%	323 17%	427 17%	252 19% V	297 15%
Describes somewhat well	1134 34% BCD	111 23%	111 28%	145 27%	159 38% ABCD	608 40% ABCD	670 32%	464 37% G	163 37% KLM	415 39% KLM	457 32% LM	76 26%	23 18%	578 39% OP	457 32% P	99 23%	871 33%	263 36%	635 34%	844 34%	450 34%	684 34%
BOTTOM 2 BOX (NET)	1617 48% EF	311 66% ACEF	227 57% AEF	328 62% AEF	156 38%	595 39%	1090 52% H	527 42%	197 45%	435 41%	705 49% J	186 63% IJK	94 75% IJKL	632 42%	705 49% N	280 66% NO	1251 48%	366 51%	899 48%	1175 47%	621 47%	996 49%
Does not describe very well	935 28% EF	147 31% EF	129 32% AEF	177 33% AEF	95 23%	387 25% H	613 29% H	322 26%	132 30% J	267 25%	394 27%	100 34% JK	42 33%	399 27%	394 27% NO	142 34% NO	700 27%	235 32% Q	528 28%	647 26%	312 23%	623 31% U
Does not describe at all	682 20% EF	164 35% ACDEF	98 25% AEF	151 28% AEF	61 15%	208 14%	477 23% H	205 16%	65 15%	168 16%	311 22% IJ	86 29% IJK	52 41% IJKL	233 16%	311 22% N	138 33% NO	551 21%	131 18%	371 20%	528 21%	309 23% V	373 18%
Not Sure	53 2%	12 3%	5 1%	8 2%	7 2%	21 1%	32 2%	21 2%	5 1%	10 1%	31 2% J	5 2%	2 2%	15 1%	31 2% N	7 2%	41 2%	12 2%	29 2%	35 1%	8 1%	45 2% U
Decline to Answer	4 .	-	-	2 .	-	2 .	4 .	-	-	2 .	2 .	-	-	2 .	2 .	-	3 .	1 .	2 .	3 .	1 .	3 .
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

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

28 Aug 2015  
Table 488

14. Helpful

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3356	473	400	533	414	1536	2095	1261	435	1054	1444	297	126	1489	1444	423	2632	724	1887	2484	1331	2025
TOP 2 BOX (NET)	2133 64% BD	267 56%	249 62% D	280 53%	272 66% BD	1065 69% ABCD	1257 60%	876 69% G	277 64% M	700 66% LM	916 63% M	174 59%	66 52%	977 66% P	916 63% P	240 57%	1677 64%	456 63%	1235 65%	1600 64%	881 66% V	1252 62%
Describes very well	714 21% BD	69 15%	96 24% BD	81 15%	98 24% BD	370 24% ABD	402 19%	312 25% G	102 23% LM	254 24% LM	302 21% LM	43 14%	13 10%	356 24% P	302 21% P	56 13%	581 22% R	133 18%	423 22%	563 23%	320 24% V	394 19%
Describes somewhat well	1419 42% D	198 42%	153 38%	199 37%	174 42%	695 45% ACD	855 41%	564 45% G	175 40%	446 42%	614 43%	131 44%	53 42%	621 42%	614 43%	184 43%	1096 42%	323 45%	812 43%	1037 42%	561 42%	858 42%
BOTTOM 2 BOX (NET)	1165 35% F	195 41% AEF	146 37% F	243 46% ACEF	135 33%	446 29% F	803 38% H	362 29%	153 35%	339 32%	497 34%	118 40% J	58 46% IJK	492 33%	497 34%	176 42% NO	912 35%	253 35%	619 33%	848 34%	439 33%	726 36%
Does not describe very well	724 22% F	103 22%	91 23%	140 26% AEF	83 20%	307 20% F	493 24% H	231 18%	100 23%	224 21%	298 21%	69 23%	33 26%	324 22%	298 21%	102 24%	556 21%	168 23%	375 20%	511 21%	239 18%	485 24% U
Does not describe at all	441 13% F	92 19% ACEF	55 14% F	103 19% ACEF	52 13% F	139 9% F	310 15% H	131 10%	53 12%	115 11%	199 14% J	49 16% J	25 20% IJ	168 11%	199 14% N	74 17% N	356 14%	85 12%	244 13%	337 14%	200 15% V	241 12%
Not Sure	55 2%	11 2%	5 1%	9 2%	7 2%	23 1%	32 2%	23 2%	5 1%	14 1%	29 2%	5 2%	2 2%	19 1%	29 2%	7 2%	40 2%	15 2%	31 2%	34 1%	10 1%	45 2% U
Decline to Answer	3	-	-	1	-	2	3	-	-	1	2	-	-	1	2	-	3	-	2	2	1	2
Sigma	3356 100%	473 100%	400 100%	533 100%	414 100%	1536 100%	2095 100%	1261 100%	435 100%	1054 100%	1444 100%	297 100%	126 100%	1489 100%	1444 100%	423 100%	2632 100%	724 100%	1887 100%	2484 100%	1331 100%	2025 100%

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

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

15. Informative

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	2224 66% D	304 64%	276 69% D	315 59%	285 69% D	1044 68% D	1312 63%	912 72% G	291 67% M	703 67% M	974 67% M	185 62%	71 56%	994 67% P	974 67% P	256 61%	1753 67%	471 65%	1274 67%	1683 68%	910 68% V	1314 65%
Describes very well	784 23% D	94 20%	109 27% BD	83 16%	114 28% ABD	384 25% ABD	426 20%	358 28% G	102 23% M	275 26% LM	340 24% LM	53 18%	14 11%	377 25% P	340 24% P	67 16%	642 24% R	142 20%	476 25%	629 25%	368 28% V	416 21%
Describes somewhat well	1440 43%	210 44%	167 42%	232 44%	171 41%	660 43%	886 42%	554 44%	189 43%	428 41%	634 44%	132 44%	57 45%	617 41%	634 44%	189 45%	1111 42%	329 45%	798 42%	1054 42%	542 41%	898 44% U
BOTTOM 2 BOX (NET)	1075 32%	157 33%	120 30% ABCE	210 39% F	121 29%	467 30%	749 36% H	326 26%	139 32%	338 32%	439 30%	106 36%	53 42% IJK	477 32%	439 30%	159 38% NO	837 32%	238 33%	583 31%	765 31%	411 31%	664 33%
Does not describe very well	683 20% B	77 16%	72 18%	118 22% B	82 20%	334 22% B	476 23% H	207 16%	92 21%	232 22% K	265 18%	63 21%	31 25%	324 22% O	265 18%	94 22%	512 19%	171 24% Q	373 20%	469 19%	239 18%	444 22% U
Does not describe at all	392 12% F	80 17% ACEF	48 12% F	92 17% ACEF	39 9%	133 9%	273 13% H	119 9%	47 11%	106 10%	174 12%	43 14% J	22 17% IJ	153 10%	174 12%	65 15% N	325 12% R	67 9%	210 11%	296 12%	172 13%	220 11%
Not Sure	55 2%	12 3%	4 1%	7 1%	8 2%	24 2%	32 2%	23 2%	5 1%	12 1%	30 2%	6 2%	2 2%	17 1%	30 2% N	8 2%	40 2%	15 2%	29 2%	34 1%	10 1%	45 2% U
Decline to Answer	3	-	-	1	-	2	3	-	-	1	2	-	-	1	2	-	3	-	2	2	1	2
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

Q866\_1. Do you expect there to be restrictions on purchasing the following new gTLDs?

28 Aug 2015  
Table 490

1. .email

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Strict purchase restrictions should be required	700 21% D	90 19%	84 21% D	84 16%	96 23% D	346 23% AD	416 20%	284 23%	92 21%	245 23% K	286 20%	56 19%	21 17%	337 23%	286 20%	77 18%	535 20%	165 23%	380 20%	536 22%	279 21%	421 21%
Some purchase restrictions should be required	1374 41% B	170 36%	165 41%	205 38%	159 38%	675 44% ABDE	825 39%	549 44% G	188 43%	441 42%	572 40%	124 42%	49 39%	629 42%	572 40%	173 41%	1067 41%	307 42%	749 40%	1001 40%	507 38%	867 43% U
No purchase restrictions should be required	1229 37% F	205 43% AF	149 37% F	230 43% AF	155 37% F	490 32%	823 39% H	406 32%	149 34%	357 34%	556 38% J	113 38%	54 43% J	506 34%	556 38% N	167 39% N	991 38% R	238 33%	729 39%	915 37%	539 40% V	690 34%
Not Sure	48 1%	8 2%	2 1%	11 2% C	4 1%	23 1%	27 1%	21 2%	6 1%	8 1%	28 2% J	4 1%	2 2%	14 1%	28 2% N	6 1%	35 1%	13 2%	29 2%	27 1%	6 *	42 2% U
Decline to Answer	6 *	-	-	3 1% A	-	3 *	5 *	1 *	-	3 *	3 *	-	-	3 *	3 *	-	5 *	1 *	1 *	5 *	1 *	5 *
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

Q866\_2. Do you expect there to be restrictions on purchasing the following new gTLDs?

28 Aug 2015  
Table 491

2. .photography

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Strict purchase restrictions should be required	620 18% D	88 19%	68 17%	75 14%	75 18%	314 20% AD	348 17%	272 22% G	66 15%	217 21% I	260 18%	55 19%	22 17%	283 19%	260 18%	77 18%	478 18%	142 20%	316 17%	474 19% S	246 18%	374 18%
Some purchase restrictions should be required	1463 44% E	191 40%	168 42%	237 44%	159 38%	708 46% ABE	872 42%	591 47% G	199 46%	459 44%	615 43%	133 45%	57 45%	658 44%	615 43%	190 45%	1126 43%	337 47%	817 43%	1054 42%	548 41%	915 45% U
No purchase restrictions should be required	1222 36% F	187 40% F	162 41% F	208 39% F	176 43% AF	489 32% H	846 40% H	376 30%	165 38%	367 35%	540 37%	105 35%	45 36%	532 36%	540 37%	150 35%	991 38% R	231 32%	725 38%	925 37%	531 40% V	691 34%
Not Sure	48 1%	7 1%	2 1%	11 2% C	4 1%	24 2%	27 1%	21 2%	5 1%	10 1%	27 2%	4 1%	2 2%	15 1%	27 2% N	6 1%	34 1%	14 2%	29 2%	28 1%	7 1%	41 2% U
Decline to Answer	4 *	-	-	2 *	-	2 *	3 *	1 *	-	1 *	3 *	-	-	1 *	3 *	-	4 *	-	1 *	3 *	-	4 *
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

Q866\_3. Do you expect there to be restrictions on purchasing the following new gTLDs?  
3. .link

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Strict purchase restrictions should be required	584 17% BD	63 13%	71 18% D	69 13%	66 16%	315 20% ABDE	333 16%	251 20% G	73 17%	203 19%	245 17%	47 16%	16 13%	276 19%	245 17%	63 15%	458 17%	126 17%	298 16%	443 18% S	228 17%	356 18%
Some purchase restrictions should be required	1375 41% BD	133 28%	158 40% B	193 36% B	171 41% B	720 47% ABCDE	820 39%	555 44% G	194 45% K	449 43%	562 39%	120 40%	50 40%	643 43% O	562 39%	170 40%	1044 40%	331 46% Q	752 40%	996 40%	504 38%	871 43% U
No purchase restrictions should be required	1341 40% F	267 56% ACDEF	169 42% F	254 48% AF	174 42% F	477 31% ACEF	912 44% H	429 34%	162 37% J	391 37%	604 42% J	126 42%	58 46%	553 37%	604 42% N	184 43% N	1088 41% R	253 35%	804 43%	1012 41%	590 44% V	751 37%
Not Sure	52 2%	10 2% C	2 1%	15 3% ACEF	3 1%	22 1%	27 1%	25 2%	6 1%	9 1%	31 2% J	4 1%	2 2%	15 1%	31 2% N	6 1%	38 1%	14 2%	33 2% T	29 1%	9 1%	43 2% U
Decline to Answer	5 *	-	-	2 *	-	3 *	4 *	1 *	-	2 *	3 *	-	-	2 *	3 *	-	5 *	-	1 *	4 *	1 *	4 *
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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



Q866\_4. Do you expect there to be restrictions on purchasing the following new gTLDs?

28 Aug 2015  
Table 493

4. .guru

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Strict purchase restrictions should be required	587 17% B	63 13%	72 18%	84 16%	63 15%	305 20% ABDE	336 16%	251 20% G	79 18%	183 17%	260 18%	45 15%	20 16%	262 18%	260 18%	65 15%	468 18%	119 16%	300 16%	442 18% S	232 17%	355 18%
Some purchase restrictions should be required	1357 40% BD	158 33%	156 39%	189 35%	157 38%	697 45% ABCDE	817 39%	540 43% G	188 43% K	449 43% K	543 38%	124 42%	53 42%	637 43% O	543 38%	177 42%	1039 39%	318 44% Q	744 39%	980 39%	479 36%	878 43% U
No purchase restrictions should be required	1353 40% F	241 51% ACF	170 43% F	244 46% AF	190 46% AF	508 33% ABCDE	910 43% H	443 35%	162 37%	410 39%	609 42%	121 41%	51 40%	572 38%	609 42% N	172 41%	1082 41%	271 37%	809 43%	1027 41%	613 46% V	740 37%
Not Sure	55 2% C	11 2% C	2 1%	13 2% C	4 1%	25 2%	29 1%	26 2%	6 1%	10 1%	30 2% J	7 2%	2 2%	16 1%	30 2% N	9 2%	40 2%	15 2%	34 2% T	31 1%	8 1%	47 2% U
Decline to Answer	5 *	-	-	3 1% A	-	2 *	4 *	1 *	-	2 *	3 *	-	-	2 *	3 *	-	4 *	1 *	1 *	4 *	-	5 *
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

Q866\_5. Do you expect there to be restrictions on purchasing the following new gTLDs?  
5. .realtor

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Strict purchase restrictions should be required	664 20% D	139 29% ACDEF	72 18%	77 14%	73 18%	303 20% D	383 18%	281 22% G	76 17%	214 20%	275 19%	67 23%	32 25%	290 19%	275 19%	99 23% O	528 20%	136 19%	351 19%	508 20% S	292 22% V	372 18%
Some purchase restrictions should be required	1455 43% C	190 40%	155 39%	214 40%	165 40%	731 48% ABCDE	881 42%	574 46% G	197 45%	465 44%	607 42%	135 45%	51 40%	662 44%	607 42%	186 44%	1112 42%	343 47% Q	806 43%	1058 43%	527 40%	928 46% U
No purchase restrictions should be required	1181 35% BF	135 29%	171 43% ABF	225 42% ABF	172 42% ABF	478 31%	799 38% H	382 30%	156 36%	365 35%	529 37% L	90 30%	41 33%	521 35%	529 37% P	131 31%	950 36% R	231 32%	698 37%	883 36%	504 38% V	677 33%
Not Sure	53 2%	9 2%	2 1%	15 3% ACE	4 1%	23 1%	30 1%	23 2%	6 1%	9 1%	31 2% J	5 2%	2 2%	15 1%	31 2% N	7 2%	39 1%	14 2%	32 2%	32 1%	9 1%	44 2% U
Decline to Answer	4 *	-	-	2 *	-	2 *	3 *	1 *	-	1 *	3 *	-	-	1 *	3 *	-	4 *	-	1 *	3 *	-	4 *
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

Q866\_6. Do you expect there to be restrictions on purchasing the following new gTLDs?  
6. .club

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Strict purchase restrictions should be required	587 17% D	68 14%	67 17%	71 13%	66 16%	315 20% ABDE	341 16%	246 20% G	75 17%	202 19%	244 17%	49 16%	17 13%	277 19%	244 17%	66 16%	463 18%	124 17%	309 16%	435 18%	239 18%	348 17%
Some purchase restrictions should be required	1495 45% B	188 40%	174 44%	225 42%	172 42%	736 48% ABDE	897 43%	598 47% G	213 49% K	467 44%	618 43%	138 46%	59 47%	680 46%	618 43%	197 47%	1151 44%	344 48%	830 44%	1089 44%	561 42%	934 46% U
No purchase restrictions should be required	1223 36% F	210 44% AF	157 39% F	221 41% AF	172 42% AF	463 30% ABDE	828 40% H	395 31%	141 32%	376 36%	552 38% I	106 36%	48 38%	517 35%	552 38%	154 36%	981 37%	242 33%	720 38%	929 37%	523 39% V	700 35%
Not Sure	48 1%	7 1%	2 1%	14 3% AC	4 1%	21 1%	27 1%	21 2%	6 1%	8 1%	28 2% J	4 1%	2 2%	14 1%	28 2% N	6 1%	34 1%	14 2%	28 1%	28 1%	9 1%	39 2% U
Decline to Answer	4 *	-	-	2 *	-	2 *	3 *	1 *	-	1 *	3 *	-	-	1 *	3 *	-	4 *	-	1 *	3 *	-	4 *
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

Q866\_7. Do you expect there to be restrictions on purchasing the following new gTLDs?

28 Aug 2015  
Table 496

7. .xyz

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Strict purchase restrictions should be required	558 17% B	50 11%	73 18% B	77 14%	59 14%	299 19% ABDE	305 15%	253 20% G	69 16%	193 18%	228 16%	49 16%	19 15%	262 18%	228 16%	68 16%	439 17%	119 16%	280 15%	414 17% S	217 16%	341 17%
Some purchase restrictions should be required	1252 37% BD	126 27%	143 36% B	173 32% B	137 33% B	673 44% ABCDE	753 36%	499 40% G	176 40%	398 38%	523 36%	112 38%	43 34%	574 39%	523 36%	155 37%	961 36%	291 40%	680 36%	889 36%	457 34%	795 39% U
No purchase restrictions should be required	1484 44% F	285 60% ACDEF	182 46% F	266 50% AF	214 52% AF	537 35% H	1004 48% H	480 38%	184 42%	451 43%	657 45%	130 44%	62 49%	635 43%	657 45%	192 45%	1185 45%	299 41%	892 47%	1142 46%	648 49% V	836 41%
Not Sure	58 2% C	12 3% C	2 1%	15 3% ACE	4 1%	25 2%	30 1%	28 2%	6 1%	10 1%	34 2% J	6 2%	2 2%	16 1%	34 2% N	8 2%	43 2%	15 2%	35 2%	35 1%	9 1%	49 2% U
Decline to Answer	5 *	-	-	2 *	-	3 *	4 *	1 *	-	2 *	3 *	-	-	2 *	3 *	-	5 *	-	1 *	4 *	1 *	4 *
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

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

Q866\_8. Do you expect there to be restrictions on purchasing the following new gTLDs?

28 Aug 2015  
Table 497

8. .berlin

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	125	-**	-**	125	-**	-**	75*	50*	15**	29**	59*	15**	7**	44*	59*	22**	103	22**	82*	69*	42*	83*
Strict purchase restrictions should be required	35 28%	-	-	35 28%	-	-	21 28%	14 28%	6 40%	14 48%	10 17%	5 33%	-	20 45% O	10 17%	5 23%	28 27%	7 32%	23 28%	20 29%	13 31%	22 27%
Some purchase restrictions should be required	54 43%	-	-	54 43%	-	-	31 41%	23 46%	6 40%	12 41%	28 47%	4 27%	4 57%	18 41%	28 47%	8 36%	45 44%	9 41%	38 46%	26 38%	19 45%	35 42%
No purchase restrictions should be required	34 27%	-	-	34 27%	-	-	23 31%	11 22%	3 20%	3 10%	19 32%	6 40%	3 43%	6 14%	19 32% N	9 41%	28 27%	6 27%	20 24%	22 32%	10 24%	24 29%
Not Sure	1 1%	-	-	1 1%	-	-	-	1 2%	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	1 1%	-	-	1 1%
Decline to Answer	1 1%	-	-	1 1%	-	-	-	1 2%	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	-	1 1%	-	1 1%
Sigma	125 100%	-	-	125 100%	-	-	75 100%	50 100%	15 100%	29 100%	59 100%	15 100%	7 100%	44 100%	59 100%	22 100%	103 100%	22 100%	82 100%	69 100%	42 100%	83 100%

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

Q866\_9. Do you expect there to be restrictions on purchasing the following new gTLDs?

28 Aug 2015  
Table 498

9. .ovh

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	125	-**	-**	125	-**	-**	75*	50*	15**	29**	59*	15**	7**	44*	59*	22**	103	22**	82*	69*	42*	83*
Strict purchase restrictions should be required	17 14%	-	-	17 14%	-	-	5 7%	12 24% G	1 7%	4 14%	6 10%	6 40%	-	5 11%	6 10%	6 27%	13 13%	4 18%	10 12%	11 16%	5 12%	12 14%
Some purchase restrictions should be required	47 38%	-	-	47 38%	-	-	30 40%	17 34%	8 53%	11 38%	22 37%	3 20%	3 43%	19 43%	22 37%	6 27%	43 42%	4 18%	37 45% T	18 26%	11 26%	36 43%
No purchase restrictions should be required	58 46%	-	-	58 46%	-	-	39 52%	19 38%	6 40%	13 45%	29 49%	6 40%	4 57%	19 43%	29 49%	10 45%	44 43%	14 64%	34 41%	38 55% S	26 62% V	32 39%
Not Sure	2 2%	-	-	2 2%	-	-	1 1%	1 2%	-	1 3%	1 2%	-	-	1 2%	1 2%	-	2 2%	-	1 1%	1 1%	-	2 2%
Decline to Answer	1 1%	-	-	1 1%	-	-	-	1 2%	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	-	1 1%	-	1 1%
Sigma	125 100%	-	-	125 100%	-	-	75 100%	50 100%	15 100%	29 100%	59 100%	15 100%	7 100%	44 100%	59 100%	22 100%	103 100%	22 100%	82 100%	69 100%	42 100%	83 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q866\_10. Do you expect there to be restrictions on purchasing the following new gTLDs?  
10. .london

28 Aug 2015  
Table 499

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	533	-**	-**	533	-**	-**	328	205	64*	120	251	68*	30*	184	251	98*	430	103	282	359	224	309
Strict purchase restrictions should be required	110 21%	-	-	110 21%	-	-	70 21%	40 20%	13 20% M	30 25% M	51 20% M	15 22% M	1 3%	43 23%	51 20%	16 16%	93 22%	17 17%	61 22%	74 21%	56 25% V	54 17%
Some purchase restrictions should be required	232 44%	-	-	232 44%	-	-	146 45%	86 42%	33 52%	52 43%	96 38%	32 47%	19 63% K	85 46%	96 38%	51 52% O	181 42%	51 50%	123 44%	147 41%	81 36%	151 49% U
No purchase restrictions should be required	178 33%	-	-	178 33%	-	-	107 33%	71 35%	16 25%	37 31%	95 38%	20 29%	10 33%	53 29%	95 38%	30 31%	146 34%	32 31%	89 32%	132 37%	85 38%	93 30%
Not Sure	11 2%	-	-	11 2%	-	-	4 1%	7 3%	2 3%	-	8 3% J	1 1%	-	2 1%	8 3%	1 1%	8 2%	3 3%	8 3%	5 1%	2 1%	9 3%
Decline to Answer	2 *	-	-	2 *	-	-	1 *	1 *	-	1 1%	1 *	-	-	1 1%	1 *	-	2 *	-	1 *	1 *	-	2 1%
Sigma	533 100%	-	-	533 100%	-	-	328 100%	205 100%	64 100%	120 100%	251 100%	68 100%	30 100%	184 100%	251 100%	98 100%	430 100%	103 100%	282 100%	359 100%	224 100%	309 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q866\_11. Do you expect there to be restrictions on purchasing the following new gTLDs?

28 Aug 2015  
Table 500

11. .nyc

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	268	268	-**	-**	-**	-**	181	87*	5**	39*	121	57*	46*	44*	121	103	234	34*	152	234	148	120
Strict purchase restrictions should be required	62 23%	62 23%	-	-	-	-	46 25%	16 18%	-	7 18%	27 22%	15 26%	13 28%	7 16%	27 22%	28 27%	52 22%	10 29%	31 20%	55 24%	41 28%	21 18%
Some purchase restrictions should be required	117 44%	117 44%	-	-	-	-	72 40%	45 52%	2 40%	14 36%	56 46%	23 40%	22 48%	16 36%	56 46%	45 44%	104 44%	13 38%	66 43%	101 43%	56 38%	61 51% U
No purchase restrictions should be required	83 31%	83 31%	-	-	-	-	61 34%	22 25%	3 60%	15 38%	37 31%	19 33%	9 20%	18 41%	37 31%	28 27%	72 31%	11 32%	52 34%	74 32%	51 34%	32 27%
Not Sure	6 2%	6 2%	-	-	-	-	2 1%	4 5%	-	3 8% KL	1 1%	-	2 4%	3 7% O	1 1%	2 2%	6 3%	-	3 2%	4 2%	-	6 5% U
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	268 100%	268 100%	-	-	-	-	181 100%	87 100%	5 100%	39 100%	121 100%	57 100%	46 100%	44 100%	121 100%	103 100%	234 100%	34 100%	152 100%	234 100%	148 100%	120 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q866\_12. Do you expect there to be restrictions on purchasing the following new gTLDs?  
12. .wang

28 Aug 2015  
Table 501

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	550	**	**	**	**	550	284	266	66*	237	229	13**	5**	303	229	18**	496	54*	378	356	252	298
Strict purchase restrictions should be required	102 19%	-	-	-	-	102 19%	53 19%	49 18%	15 23%	49 21%	36 16%	1 8%	1 20%	64 21%	36 16%	2 11%	88 18%	14 26%	68 18%	67 19%	48 19%	54 18%
Some purchase restrictions should be required	256 47%	-	-	-	-	256 47%	123 43%	133 50%	30 45%	115 49%	104 45%	6 46%	1 20%	145 48%	104 45%	7 39%	234 47%	22 41%	170 45%	175 49%	121 48%	135 45%
No purchase restrictions should be required	183 33%	-	-	-	-	183 33%	102 36%	81 30%	21 32%	73 31%	82 36%	4 31%	3 60%	94 31%	82 36%	7 39%	168 34%	15 28%	133 35%	112 31%	81 32%	102 34%
Not Sure	9 2%	-	-	-	-	9 2%	6 2%	3 1%	-	-	7 3%	2 15%	-	-	7 3%	2 11%	6 1%	3 6%	7 2%	2 1%	2 1%	7 2%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	550 100%	-	-	-	-	550 100%	284 100%	266 100%	66 100%	237 100%	229 100%	13 100%	5 100%	303 100%	229 100%	18 100%	496 100%	54 100%	378 100%	356 100%	252 100%	298 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q866\_13. Do you expect there to be restrictions on purchasing the following new gTLDs?  
13. .xn-ses554g (Chinese for network address)

28 Aug 2015  
Table 502

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	550	**	**	**	**	550	284	266	66*	237	229	13**	5**	303	229	18**	496	54*	378	356	252	298
Strict purchase restrictions should be required	123 22%	-	-	-	-	123 22%	68 24%	55 21%	18 27%	61 26% K	41 18%	2 15%	1 20%	79 26% O	41 18%	3 17%	104 21%	19 35% Q	85 22%	79 22%	61 24%	62 21%
Some purchase restrictions should be required	247 45%	-	-	-	-	247 45%	114 40%	133 50% G	30 45%	105 44%	106 46%	5 38%	1 20%	135 45%	106 46%	6 33%	223 45%	24 44%	167 44%	167 47%	113 45%	134 45%
No purchase restrictions should be required	169 31%	-	-	-	-	169 31%	96 34%	73 27%	18 27%	71 30%	73 32%	4 31%	3 60%	89 29%	73 32%	7 39%	161 32% R	8 15%	117 31%	107 30%	76 30%	93 31%
Not Sure	11 2%	-	-	-	-	11 2%	6 2%	5 2%	-	-	9 4% J	2 15%	-	-	9 4% N	2 11%	8 2%	3 6%	9 2% T	3 1%	2 1%	9 3%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	550 100%	-	-	-	-	550 100%	284 100%	266 100%	66 100%	237 100%	229 100%	13 100%	5 100%	303 100%	229 100%	18 100%	496 100%	54 100%	378 100%	356 100%	252 100%	298 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q866\_14. Do you expect there to be restrictions on purchasing the following new gTLDs?  
14. .xn-55qx5d (Chinese for company)

28 Aug 2015  
Table 503

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	550	-**	-**	-**	-**	550	284	266	66*	237	229	13**	5**	303	229	18**	496	54*	378	356	252	298	
Strict purchase restrictions should be required	122 22%	-	-	-	-	122 22%	62 22%	60 23%	17 26%	57 24%	45 20%	2 15%	1 20%	74 24%	45 20%	3 17%	102 21%	20 37% Q	88 23%	76 21%	56 22%	66 22%	
Some purchase restrictions should be required	253 46%	-	-	-	-	253 46%	126 44%	127 48%	35 53%	107 45%	104 45%	6 46%	1 20%	142 47%	104 45%	7 39%	233 47%	20 37%	167 44%	177 50% S	122 48%	131 44%	
No purchase restrictions should be required	165 30%	-	-	-	-	165 30%	90 32%	75 28%	14 21%	73 31%	72 31%	3 23%	3 60%	87 29%	72 31%	6 33%	154 31%	11 20%	115 30%	101 28%	72 29%	93 31%	
Not Sure	10 2%	-	-	-	-	10 2%	6 2%	4 2%	-	-	8 3% J	2 15%	-	-	-	8 3% N	2 11%	7 1%	3 6% Q	8 2%	2 1%	2 1%	8 3%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Sigma	550 100%	-	-	-	-	550 100%	284 100%	266 100%	66 100%	237 100%	229 100%	13 100%	5 100%	303 100%	229 100%	18 100%	496 100%	54 100%	378 100%	356 100%	252 100%	298 100%	

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
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?

Base: All Qualified Respondents

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	2032 61% F	360 76% ACDEF	239 60% ACEF	353 66% ACEF	245 59% ACEF	835 54% ACEF	1312 63% H	720 57% H	201 46% I	616 58% I	952 66% IJM	191 64% I	72 57% I	817 55% I	952 66% N	263 62% N	1670 63% R	362 50% R	1179 62% R	1571 63% R	884 66% V	1148 57% V
Very easy	773 23% EF	184 39% ACDEF	104 26% EF	117 22% ACEF	76 18% ACEF	292 19% ACEF	517 25% H	256 20% H	66 15% I	238 23% I	362 25% I	80 27% I	27 21% I	304 20% I	362 25% N	107 25% N	683 26% R	90 12% R	483 26% R	640 26% R	417 31% V	356 18% V
Somewhat easy	1259 38% F	176 37% ACDEF	135 34% ACEF	236 44% ACEF	169 41% ACEF	543 35% ACEF	795 38% H	464 37% H	135 31% I	378 36% I	590 41% IJ	111 37% I	45 36% I	513 34% I	590 41% N	156 37% N	987 37% R	272 38% R	696 37% R	931 37% R	467 35% V	792 39% U
BOTTOM 2 BOX (NET)	1306 39% BD	112 24% BD	160 40% BD	174 33% B	168 41% BD	692 45% ABD	776 37% G	530 42% G	232 53% JKLM	434 41% KL	483 33% KL	103 35% KL	54 43% K	666 45% OP	483 33% KL	157 37% KL	952 36% Q	354 49% Q	695 37% Q	906 36% Q	446 33% U	860 42% U
Somewhat difficult	1124 33% BD	89 19% BD	130 33% B	154 29% B	145 35% BD	606 39% ABCD	679 32% G	445 35% G	200 46% JKLM	373 35% K	408 28% K	92 31% K	51 40% K	573 38% O	408 28% O	143 34% O	808 31% Q	316 44% Q	615 33% Q	768 31% Q	377 28% U	747 37% U
Very difficult	182 5% D	23 5% D	30 8% D	20 4% D	23 6% D	86 6% D	97 5% D	85 7% G	32 7% LM	61 6% LM	75 5% LM	11 4% LM	3 2% LM	93 6% P	75 5% P	14 3% P	144 5% S	38 5% S	80 4% S	138 6% S	69 5% S	113 6% S
Not Sure	18 1% G	1 - G	1 - G	5 1% G	1 - G	10 1% G	7 - G	11 1% G	2 - G	3 - G	10 1% G	3 1% G	- - G	5 - G	10 1% G	3 1% G	10 - G	8 1% Q	13 1% T	7 - T	2 - T	16 1% U
Decline to Answer	1 - G	- - G	- - G	1 - G	- - G	- - G	1 - G	- - G	- - G	1 - G	- - G	- - G	- - G	1 - G	- - G	- - G	1 - G	- - G	1 - G	- - G	- - G	1 - G
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.

Q905. What, if anything, would you change about the domain name purchase process?

Base: Registrants

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Price	1817 54% BCD	236 50%	185 46%	267 50%	269 65% ABCDF	860 56% BCD	1183 56% H	634 50%	247 57% M	575 55%	776 54%	161 54%	58 46%	822 55%	776 54%	219 52%	1434 54%	383 53%	1039 55%	1343 54%	680 51%	1137 56% U
Make it less complicated	1418 42% BCD	131 28%	140 35% B	156 29%	193 47% BCD	798 52% ABCD	822 39%	596 47% G	213 49% KL	479 45%	573 40%	103 35%	50 40%	692 46% OP	573 40%	153 36%	1082 41%	336 46% Q	828 44% T	1004 40%	503 38%	915 45% U
Make it quicker	1363 41% BD	86 18%	163 41% BD	143 27% B	196 47% ABD	775 50% ABCD	833 40%	530 42%	212 49% KLM	484 46% KLM	558 39% LM	79 27%	30 24%	696 47% OP	558 39% P	109 26%	1063 40%	300 41%	801 42%	1010 41%	503 38%	860 42% U
Make it easier to register in multiple TLDs	1119 33% BD	133 28%	119 30%	143 27%	159 38% ABCD	565 37% ABCD	701 33%	418 33%	135 31% IKLM	403 38%	466 32% M	86 29%	29 23%	538 36% OP	466 32% P	115 27%	872 33%	247 34%	655 35%	865 35%	503 38% V	616 30%
More/Better regulations	8 1%	4 1% AF	-	2	-	2	8 H	-	-	3	5	-	-	3	5	-	7	1	8	5	5	3
Verification of identity	7	1	2 1% F	3 1% F	-	1	6	1	-	1	4	-	2 2% IJKL	1	4	2	6	1	5	6	4	3
Security needs to be increased	5	1	2 1%	-	-	2	4	1	-	2	2	1	-	2	2	1	4	1	3	5	3	2
Stop cybersquatting/Domain squatting	5	4 1% AF	-	1	-	-	3	2	-	-	3	1	1 1% J	-	3	2 N	4	1	1	5	1	4
Stop domain front running	4	3 1% AF	1	-	-	-	3	1	-	1	2	1	-	1	2	1	4	-	3	4	4 V	-
More trustworthy	3	1	-	-	-	2	3	-	-	1	1	1	-	1	1	1	1	2	1	3	1	2
Make it free	3	2 AF	1	-	-	-	2	1	-	-	2	1	-	-	2	1	2	1	1	3	2	1
More availability of preferred domain names	2	1	-	1	-	-	1	1	-	-	2	-	-	-	2	-	1	1	-	2	1	1
More awareness	2	-	-	-	-	2	2	-	-	1	1	-	-	1	1	-	2	-	1	2	2	-
Revamp payment system	2	-	2 1% AF	-	-	-	1	1	1	-	1	-	-	1	1	-	1	1	1	2	2	-
Other	11	5 1% AEF	1	1	-	4	9	2	1	3	6	-	1 1%	4	6	1	11	-	10 1%	10	7 1%	4
Nothing	399 12% EF	123 26% ACDEF	61 15% AEF	103 19% AEF	30 7%	82 5%	269 13% H	130 10%	31 7%	79 7%	191 13% IJ	62 21% IJK	36 29% IJK	110 7%	191 13% N	98 23% NO	312 12%	87 12%	230 12%	313 13%	193 14% V	206 10%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.

Q905. What, if anything, would you change about the domain name purchase process?

Base: Registrants

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Don't know	12	-	-	3	-	9	6	6	2	1	7	1	1	3	7	2	6	6	9	5	2	10
				1%		1%							1%	3	7	2		1% Q	T			
Declined to answer	3	-	-	2	-	1	2	1	-	1	1	-	1	1	1	1	3	-	3	1	2	1
				A									1% K					-				
Sigma	6183 184%	731 155%	677 169%	825 155%	847 205%	3103 202%	3858 184%	2325 184%	842 194%	2034 193%	2601 180%	497 167%	209 166%	2876 193%	2601 180%	706 167%	4815 183%	1368 189%	3599 191%	4588 185%	2418 182%	3765 186%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.

Q911. How much do you trust the entities that offer domain names to do each of the following?  
SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Give consumers what they think they're getting	2531 75% D	361 76% D	298 75% D	371 70% D	304 73% D	1197 78% AD	1524 73% D	1007 80% G	313 72% M	810 77% ILM	1119 77% ILM	210 71% D	79 63% D	1123 75% P	1119 77% P	289 68% D	2006 76% R	525 73% D	1468 78% D	1895 76% D	1015 76% D	1516 75% D
Take precautions regarding who gets a domain name	2348 70% BD	265 56% D	265 66% B	331 62% D	304 73% BCD	1183 77% ABCD	1386 66% D	962 76% G	337 77% JKLM	762 72% LM	995 69% LM	183 62% D	71 56% D	1099 74% OP	995 69% P	254 60% D	1841 70% D	507 70% D	1344 71% D	1740 70% D	891 67% D	1457 72% U
Screen individuals/companies who register for certain special domain names	2343 70% BCD	259 55% D	256 64% B	323 61% D	301 73% BCD	1204 78% ABCDE	1396 67% D	947 75% G	325 75% KLM	766 73% KLM	997 69% LM	187 63% D	68 54% D	1091 73% OP	997 69% P	255 60% D	1838 70% D	505 70% D	1337 71% D	1732 70% D	890 67% D	1453 72% U

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.

Q911. How much do you trust the entities that offer domain names to do each of the following?  
SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Screen individuals/companies who register for certain special domain names	985 29% F	210 44% ACDEF	142 36% AEF	201 38% AEF	110 27% F	322 21%	683 33% H	302 24%	107 25%	279 26%	434 30% I	107 36% IJK	58 46% IJK	386 26%	434 30% N	165 39% NO	776 29%	209 29%	538 28%	731 29%	435 33% V	550 27%
Take precautions regarding who gets a domain name	983 29% F	204 43% ACDEF	133 33% EF	196 37% AEF	108 26%	342 22%	693 33% H	290 23%	96 22%	287 27% I	433 30% I	112 38% IJK	55 44% IJK	383 26%	433 30% N	167 39% NO	773 29%	210 29%	530 28%	728 29%	436 33% V	547 27%
Give consumers what they think they're getting	797 24% F	106 22%	100 25%	156 29% ABF	107 26%	328 21%	553 26% H	244 19%	120 28% JK	239 23%	307 21%	84 28% JK	47 37% IJK	359 24%	307 21%	131 31% NO	606 23%	191 26%	404 21%	572 23%	311 23%	486 24%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.



Q911\_1. How much do you trust the entities that offer domain names to do each of the following?  
1. Take precautions regarding who gets a domain name

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	2348 70% BD	265 56%	265 66% B	331 62%	304 73% BCD	1183 77% ABCD	1386 66%	962 76% G	337 77% JKLM	762 72% LM	995 69% LM	183 62%	71 56%	1099 74% OP	995 69% P	254 60%	1841 70%	507 70%	1344 71%	1740 70%	891 67%	1457 72% U
Very trustworthy	811 24% BD	80 17%	98 25% BD	89 17%	120 29% ABD	424 28% ABD	457 22%	354 28% G	119 27% LM	257 24% LM	375 26% LM	49 16% M	11 9%	376 25% P	375 26% P	60 14%	654 25%	157 22%	477 25%	619 25%	345 26%	466 23%
Somewhat trustworthy	1537 46% B	185 39%	167 42%	242 45% B	184 44%	759 49% ABC	929 44%	608 48% G	218 50% K	505 48% K	620 43%	134 45%	60 48%	723 49% O	620 43%	194 46%	1187 45%	350 48%	867 46%	1121 45%	546 41%	991 49% U
BOTTOM 2 BOX (NET)	983 29% F	204 43% ACDEF	133 33% EF	196 37% AEF	108 26%	342 22%	693 33% H	290 23%	96 22% I	287 27% I	433 30% I	112 38% IJK	55 44% IJK	383 26% N	433 30% N	167 39% NO	773 29%	210 29%	530 28%	728 29%	436 33% V	547 27%
Not very trustworthy	664 20% F	115 24% AEF	87 22% F	128 24% AEF	72 17%	262 17%	448 21% H	216 17%	66 15%	202 19%	284 20% I	70 24% I	42 33% IJKL	268 18%	284 20% IJKL	112 26% NO	503 19%	161 22%	354 19%	466 19%	253 19%	411 20%
Not at all trustworthy	319 10% F	89 19% ACDEF	46 12% F	68 13% AEF	36 9% F	80 5%	245 12% H	74 6%	30 7%	85 8%	149 10% I	42 14% IJ	13 10%	115 8%	149 10% N	55 13% N	270 10% R	49 7%	176 9%	262 11%	183 14% V	136 7%
Not sure	24 1%	4 1%	2 1%	5 1%	2 1%	11 1%	15 1%	9 1%	2 1%	4 1%	16 1% J	2 1%	-	6 1%	16 1% N	2 1%	17 1%	7 1%	13 1%	15 1%	5 1%	19 1%
Decline to Answer	2 0%	-	-	1 0%	-	1 0%	2 0%	-	-	1 0%	1 0%	-	-	1 0%	1 0%	-	2 0%	-	1 0%	1 0%	-	2 0%
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.

Q911\_2. How much do you trust the entities that offer domain names to do each of the following?  
2. Give consumers what they think they're getting

Base: All Qualified Respondents

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	2531 75% D	361 76% D	298 75% D	371 70% D	304 73% D	1197 78% AD	1524 73% D	1007 80% G	313 72% M	810 77% ILM	1119 77% ILM	210 71% D	79 63% D	1123 75% P	1119 77% P	289 68% D	2006 76% R	525 73% D	1468 78% D	1895 76% D	1015 76% D	1516 75% D
Very trustworthy	812 24% D	105 22% D	101 25% D	73 14% D	107 26% D	426 28% ABD	448 21% D	364 29% G	100 23% M	264 25% M	374 26% LM	60 20% M	14 11% D	364 24% P	374 26% P	74 17% D	680 26% R	132 18% D	490 26% D	634 26% D	366 27% V	446 22% D
Somewhat trustworthy	1719 51%	256 54%	197 49%	298 56% ACEF	197 48%	771 50%	1076 51%	643 51%	213 49%	546 52%	745 52%	150 51%	65 52%	759 51%	745 52%	215 51%	1326 50%	393 54%	978 52%	1261 51%	649 49%	1070 53% U
BOTTOM 2 BOX (NET)	797 24% F	106 22%	100 25%	156 29% ABF	107 26%	328 21%	553 26% H	244 19%	120 28% JK	239 23%	307 21%	84 28% JK	47 37% IJK	359 24%	307 21%	131 31% NO	606 23%	191 26%	404 21%	572 23%	311 23%	486 24%
Not very trustworthy	587 17% B	66 14%	68 17%	111 21% ABF	88 21% ABF	254 17%	394 19% H	193 15%	92 21% JK	171 16%	227 16%	62 21% K	35 28% JK	263 18%	227 16%	97 23% NO	433 16%	154 21% Q	295 16%	408 16%	202 15%	385 19% U
Not at all trustworthy	210 6% F	40 8% AEF	32 8% EF	45 8% AEF	19 5%	74 5%	159 8% H	51 4%	28 6%	68 6%	80 6%	22 7%	12 10%	96 6%	80 6%	34 8%	173 7%	37 5%	109 6%	164 7%	109 8% V	101 5% D
Not sure	27 1%	6 1%	2 1%	5 1%	3 1%	11 1%	17 1%	10 1%	2 1%	4 1%	18 1% J	3 1%	-	6 1%	18 1% N	3 1%	19 1%	8 1%	15 1%	16 1%	6 1%	21 1%
Decline to Answer	2 1%	-	-	1 1%	-	1 1%	2 1%	-	-	1 1%	1 1%	-	-	1 1%	1 1%	-	2 1%	-	1 1%	1 1%	-	2 1%
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.

Q911\_3. How much do you trust the entities that offer domain names to do each of the following?  
3. Screen individuals/companies who register for certain special domain names

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	2343 70% BCD	259 55%	256 64% B	323 61%	301 73% BCD	1204 78% ABCDE	1396 67%	947 75% G	325 75% KLM	766 73% KLM	997 69% LM	187 63%	68 54%	1091 73% OP	997 69% P	255 60%	1838 70%	505 70%	1337 71%	1732 70%	890 67%	1453 72% U
Very trustworthy	791 24% BD	66 14%	94 24% BD	76 14%	121 29% ABD	434 28% ABD	469 22%	322 26% G	108 25% LM	273 26% LM	349 24% LM	52 18% M	9 7%	381 26% P	349 24% P	61 14%	650 25% R	141 19%	476 25%	611 25%	354 27% V	437 22%
Somewhat trustworthy	1552 46% BC	193 41%	162 41%	247 46%	180 43% ABCE	770 50% ABCE	927 44%	625 50% G	217 50%	493 47%	648 45%	135 45%	59 47%	710 48%	648 45%	194 46%	1188 45%	364 50% Q	861 46%	1121 45%	536 40%	1016 50% U
BOTTOM 2 BOX (NET)	985 29% F	210 44% ACDEF	142 36% AEF	201 38% AEF	110 27% F	322 21% F	683 33% H	302 24%	107 25%	279 26%	434 30% I	107 36% IJK	58 46% IJK	386 26%	434 30% N	165 39% NO	776 29%	209 29%	538 28%	731 29%	435 33% V	550 27%
Not very trustworthy	674 20% F	132 28% ACEF	87 22% F	133 25% AEF	74 18% AEF	248 16% F	447 21% H	227 18%	72 17%	194 18%	301 21% I	67 23% I	40 32% IJKL	266 18%	301 21% N	107 25% N	523 20%	151 21%	367 19%	483 19%	263 20%	411 20%
Not at all trustworthy	311 9% F	78 16% AEF	55 14% AEF	68 13% AEF	36 9% F	74 5% F	236 11% H	75 6%	35 8%	85 8%	133 9%	40 13% IJK	18 14% IJ	120 8%	133 9%	58 14% NO	253 10%	58 8%	171 9%	248 10%	172 13% V	139 7%
Not sure	27 1%	4 1%	2 1%	8 2%	3 1%	10 1%	15 1%	12 1%	3 1%	8 1%	13 1%	3 1%	-	11 1%	13 1%	3 1%	17 1%	10 1% Q	12 1%	20 1%	7 1%	20 1%
Decline to Answer	2	-	-	1	-	1	2	-	-	1	1	-	-	1	1	-	2	-	1	1	-	2
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.

Q916. How much do you trust the Domain Name industry compared to these other industries?  
SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Internet service providers	1496 45% BD	126 27%	174 44% BD	160 30%	191 46% BD	845 55% ABCDE	901 43%	595 47% G	204 47% LM	521 49% KLM	637 44% LM	100 34%	34 27%	725 49% OP	637 44% P	134 32%	1199 46% R	297 41%	878 47%	1105 44%	586 44%	910 45%
Software companies	1404 42% BD	108 23%	164 41% BD	153 29% B	186 45% BD	793 52% ABCDE	829 40%	575 46% G	202 46% LM	485 46% KLM	602 42% LM	81 27%	34 27%	687 46% OP	602 42% P	115 27%	1124 43%	280 39%	831 44% T	1027 41%	544 41%	860 42%
Computer hardware companies	1314 39% BD	109 23%	152 38% BD	142 27%	172 42% BD	739 48% ABCDE	772 37%	542 43% G	201 46% KLM	444 42% KLM	550 38% LM	87 29%	32 25%	645 43% OP	550 38% P	119 28%	1057 40% R	257 35%	779 41%	976 39%	514 39%	800 40%
Web based marketing companies	1283 38% BD	148 31%	141 35% D	154 29%	165 40% BD	675 44% ABCD	767 37%	516 41% G	174 40% M	426 40% LM	550 38% M	99 33%	34 27%	600 40% P	550 38% P	133 31%	1051 40% R	232 32%	758 40%	988 40%	554 42% V	729 36%
E-commerce companies	1260 38% BD	96 20%	157 39% BD	138 26% B	171 41% BD	698 45% ABCD	745 36%	515 41% G	177 41% LM	423 40% LM	551 38% LM	80 27%	29 23%	600 40% P	551 38% P	109 26%	1030 39% R	230 32%	753 40%	952 38%	507 38%	753 37%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.

Q916. How much do you trust the Domain Name industry compared to these other industries?  
SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Web based marketing companies	757 23% F	106 22%	109 27% AF	129 24%	95 23%	318 21%	492 23%	265 21%	104 24%	257 24% K	297 21%	72 24%	27 21%	361 24% O	297 21%	99 23%	581 22%	176 24%	410 22%	560 23%	310 23%	447 22%
E-commerce companies	685 20% F	108 23% F	98 25% AF	134 25% AF	85 21%	260 17%	456 22% H	229 18%	97 22%	222 21%	265 18%	70 24% K	31 25%	319 21% O	265 18%	101 24% O	530 20%	155 21%	365 19%	495 20%	254 19%	431 21%
Computer hardware companies	685 20% F	125 26% AF	88 22% F	126 24% AF	89 21% F	257 17%	476 23% H	209 17%	84 19%	220 21%	273 19%	66 22%	42 33% IJKL	304 20%	273 19%	108 26% NO	537 20%	148 20%	354 19%	526 21% S	282 21%	403 20%
Software companies	597 18% F	126 27% ACEF	76 19% F	122 23% AEF	68 16%	205 13%	420 20% H	177 14%	85 20%	184 17%	231 16%	61 21%	36 29% IJK	269 18%	231 16%	97 23% NO	467 18%	130 18%	316 17%	454 18%	240 18%	357 18%
Internet service providers	524 16% F	101 21% AF	71 18% F	103 19% AF	74 18% F	175 11%	351 17% H	173 14%	82 19% K	169 16%	192 13%	52 18%	29 23% JK	251 17% O	192 13%	81 19% O	405 15%	119 16%	270 14%	395 16% S	211 16%	313 15%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.

Q916\_1. How much do you trust the Domain Name industry compared to these other industries?  
1. Internet service providers

Base: All Qualified Respondents

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker				
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	1496 45% BD	126 27%	174 44% BD	160 30%	191 46% BD	845 55% ABCDE	901 43%	595 47% G	204 47% LM	521 49% KLM	637 44% LM	100 34%	34 27%	725 49% OP	637 44% P	134 32%	1199 46% R	297 41%	878 47%	1105 44%	586 44%	910 45%
Trust much more	588 18% BD	47 10%	69 17% B	68 13%	85 21% BD	319 21% ABD	360 17%	228 18%	80 18% LM	205 19% LM	255 18% LM	37 12%	11 9%	285 19% P	255 18% P	48 11%	487 18% R	101 14%	364 19% T	435 18%	240 18%	348 17%
Trust somewhat more	908 27% BD	79 17%	105 26% BD	92 17%	106 26% BD	526 34% ABCDE	541 26%	367 29% G	124 29% LM	316 30% LM	382 26% M	63 21%	23 18%	440 30% P	382 26% P	86 20%	712 27%	196 27%	514 27%	670 27%	346 26%	562 28%
Trust the same	1310 39% F	242 51% ACEF	153 38% F	261 49% ACEF	147 36%	507 33%	830 40%	480 38%	146 34%	357 34%	601 42% IJ	143 48% IJK	63 50% IJ	503 34%	601 42% N	206 49% NO	1010 38%	300 41%	725 38%	969 39%	531 40%	779 38%
BOTTOM 2 BOX (NET)	524 16% F	101 21% AF	71 18% F	103 19% AF	74 18% F	175 11% H	351 17% H	173 14%	82 19% K	169 16%	192 13%	52 18%	29 23% JK	251 17% O	192 13%	81 19% O	405 15%	119 16%	270 14%	395 16% S	211 16%	313 15%
Trust somewhat less	381 11% F	79 17% AF	48 12% F	73 14% F	52 13% F	129 8% H	245 12%	136 11%	59 14% K	120 11%	138 10%	41 14% K	23 18% JK	179 12% O	138 10% O	64 15% O	288 11%	93 13%	205 11%	275 11%	138 10%	243 12%
Trust much less	143 4% F	22 5%	23 6% F	30 6% F	22 5% F	46 3% H	106 5% H	37 3%	23 5%	49 5%	54 4%	11 4%	6 5%	72 5%	54 4%	17 4%	117 4%	26 4%	65 3%	120 5% S	73 5% V	70 3%
Not Sure	26 1%	4 1%	2 1%	8 2% A	2 1%	10 1%	13 1%	13 1%	3 1%	6 1%	15 1%	2 1%	-	9 1%	15 1%	2 1%	18 1%	8 1%	14 1%	15 1%	4 1%	22 1% U
Decline to Answer	1	-	-	1	-	-	1	-	-	1	-	-	-	1	-	-	1	-	1	-	-	1
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.

Q916\_2. How much do you trust the Domain Name industry compared to these other industries?  
2. Web based marketing companies

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	1283 38% BD	148 31%	141 35% D	154 29%	165 40% BD	675 44% ABCD	767 37%	516 41% G	174 40% M	426 40% LM	550 38% M	99 33%	34 27%	600 40% P	550 38% P	133 31%	1051 40% R	232 32%	758 40%	988 40%	554 42% V	729 36%
Trust much more	464 14% B	39 8%	61 15% B	62 12%	60 14% B	242 16% ABD	289 14%	175 14%	54 12%	173 16% LM	199 14% M	29 10%	9 7%	227 15% P	199 14% P	38 9%	387 15% R	77 11%	282 15%	379 15%	232 17% V	232 11%
Trust somewhat more	819 24% CD	109 23% D	80 20%	92 17%	105 25% D	433 28% ABCD	478 23%	341 27% G	120 28%	253 24%	351 24%	70 24%	25 20%	373 25% P	351 24%	95 22%	664 25% R	155 21%	476 25%	609 25%	322 24%	497 25%
Trust the same	1287 38% F	215 45% ACEF	148 37%	240 45% ACEF	152 37%	532 35%	820 39%	467 37%	154 35%	365 35%	579 40% J	124 42% IJK	65 52% IJK	519 35%	579 40% N	189 45% N	978 37% Q	309 43% Q	703 37%	919 37%	463 35%	824 41% U
BOTTOM 2 BOX (NET)	757 23% F	106 22%	109 27% AF	129 24%	95 23%	318 21%	492 23%	265 21%	104 24%	257 24% K	297 21%	72 24%	27 21%	361 24% O	297 21%	99 23%	581 22%	176 24%	410 22%	560 23%	310 23%	447 22%
Trust somewhat less	544 16%	78 16%	70 18%	90 17%	65 16%	241 16%	332 16%	212 17%	74 17%	190 18% K	214 15%	48 16%	18 14%	264 18% O	214 15%	66 16%	415 16%	129 18%	305 16%	394 16%	212 16%	332 16%
Trust much less	213 6% F	28 6%	39 10% ABF	39 7% F	30 7%	77 5%	160 8% H	53 4%	30 7%	67 6%	83 6%	24 8%	9 7%	97 7%	83 6%	33 8%	166 6%	47 6%	105 6%	166 7% S	98 7%	115 6%
Not Sure	29 1%	4 1%	2 1%	9 2% A	2 1%	12 1%	16 1%	13 1%	3 1%	5 1%	19 1% J	2 1%	-	8 1%	19 1% N	2 1%	22 1%	7 1%	16 1%	17 1%	5 1%	24 1% U
Decline to Answer	1	-	-	1	-	-	1	-	-	1	-	-	-	1	-	-	1	-	1	-	-	1
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.

Q916\_3. How much do you trust the Domain Name industry compared to these other industries?  
3. E-commerce companies

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	1260 38% BD	96 20%	157 39% BD	138 26% B	171 41% BD	698 45% ABCD	745 36%	515 41% G	177 41% LM	423 40% LM	551 38% LM	80 27%	29 23%	600 40% P	551 38% P	109 26%	1030 39% R	230 32%	753 40%	952 38%	507 38%	753 37%
Trust much more	484 14% BD	23 5%	57 14% B	58 11% B	68 16% BD	278 18% ABD	271 13%	213 17% G	59 14% LM	166 16% LM	228 16% LM	24 8%	7 6%	225 15% P	228 16% P	31 7%	411 16% R	73 10%	296 16%	387 16%	220 17% V	264 13%
Trust somewhat more	776 23% BD	73 15%	100 25% BD	80 15%	103 25% BD	420 27% ABD	474 23%	302 24%	118 27% KLM	257 24% L	323 22%	56 19%	22 17%	375 25% P	323 22%	78 18%	619 24%	157 22%	457 24%	565 23%	287 22%	489 24%
Trust the same	1380 41% CF	262 55% ACDEF	143 36%	252 47% ACEF	156 38%	567 37%	879 42%	501 40%	158 36%	400 38%	612 42% IJ	144 48% IJ	66 52% IJK	558 37%	612 42% N	210 50% NO	1050 40%	330 46% Q	751 40%	1020 41%	567 43%	813 40%
BOTTOM 2 BOX (NET)	685 20% F	108 23% F	98 25% AF	134 25% AF	85 21%	260 17%	456 22% H	229 18%	97 22%	222 21%	265 18%	70 24% K	31 25%	319 21% O	265 18%	101 24% O	530 20%	155 21%	365 19%	495 20%	254 19%	431 21%
Trust somewhat less	507 15% F	80 17% F	67 17% F	103 19% AF	64 15%	193 13%	323 15%	184 15%	69 16%	158 15%	200 14%	55 19% K	25 20%	227 15%	200 14%	80 19% O	390 15%	117 16%	280 15%	352 14%	165 12%	342 17% U
Trust much less	178 5% F	28 6%	31 8% AF	31 6%	21 5%	67 4%	133 6% H	45 4%	28 6%	64 6%	65 4%	15 5%	6 5%	92 6% O	65 4%	21 5%	140 5%	38 5%	85 5%	143 6% S	89 7% V	89 4%
Not Sure	30 1%	7 1%	2 1%	7 1%	2 1%	12 1%	14 1%	16 1%	3 1%	7 1%	17 1%	3 1%	-	10 1%	17 1%	3 1%	22 1%	8 1%	18 1%	16 1%	4 1%	26 1% U
Decline to Answer	2 1%	-	-	2 1% AF	-	-	2 1%	-	-	2 1%	-	-	-	2 1%	-	-	1 1%	1 1%	1 1%	1 1%	-	2 1%
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.



Q916\_4. How much do you trust the Domain Name industry compared to these other industries?  
4. Software companies

Base: All Qualified Respondents

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker				
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	Commer- cial	Yes
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	1404 42% BD	108 23%	164 41% BD	153 29% B	186 45% BD	793 52% ABCDE	829 40%	575 46% G	202 46% LM	485 46% KLM	602 42% LM	81 27%	34 27%	687 46% OP	602 42% P	115 27%	1124 43%	280 39%	831 44% T	1027 41%	544 41%	860 42%
Trust much more	496 15% BD	33 7%	60 15% BD	47 9%	70 17% BD	286 19% ABD	284 14%	212 17% G	66 15% LM	177 17% LM	220 15% LM	27 9%	6 5%	243 16% P	220 15% P	33 8%	397 15%	99 14%	299 16%	373 15%	212 16%	284 14%
Trust somewhat more	908 27% BD	75 16%	104 26% BD	106 20%	116 28% BD	507 33% ABCD	545 26%	363 29%	136 31% KL	308 29% L	382 26% L	54 18%	28 22%	444 30% OP	382 26% P	82 19%	727 28%	181 25%	532 28%	654 26%	332 25%	576 28% U
Trust the same	1327 40% F	235 50% ACEF	158 40% F	250 47% ACEF	158 38%	526 34%	832 40%	495 39%	145 33%	379 36%	594 41% IJ	153 52% IJK	56 44% I	524 35%	594 41% N	209 49% NO	1020 39%	307 42%	725 38%	987 40%	544 41%	783 39%
BOTTOM 2 BOX (NET)	597 18% F	126 27% ACEF	76 19% F	122 23% AEF	68 16%	205 13%	420 20% H	177 14%	85 20%	184 17%	231 16%	61 21%	36 29% IJK	269 18%	231 16% NO	97 23% NO	467 18%	130 18%	316 17%	454 18%	240 18%	357 18%
Trust somewhat less	429 13% F	92 19% ACEF	51 13%	86 16% AEF	45 11%	155 10%	292 14% H	137 11%	62 14%	128 12%	165 11%	48 16% K	26 21% JK	190 13%	165 11% NO	74 17% NO	332 13%	97 13%	232 12%	321 13%	159 12%	270 13%
Trust much less	168 5% F	34 7% AF	25 6% F	36 7% AF	23 6% F	50 3%	128 6% H	40 3%	23 5%	56 5%	66 5%	13 4%	10 8%	79 5%	66 5%	23 5%	135 5%	33 5%	84 4%	133 5%	81 6% V	87 4%
Not Sure	28 1%	4 1%	2 1%	7 1%	2 1%	13 1%	14 1%	14 1%	3 1%	5 1%	18 1% J	2 1%	-	8 1%	18 1% N	2 1%	21 1%	7 1%	15 1%	16 1%	4 1% U	24 1% U
Decline to Answer	1	-	-	1	-	-	1	-	-	1	-	-	-	1	-	-	1	-	1	-	-	1
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.

Q916\_5. How much do you trust the Domain Name industry compared to these other industries?

28 Aug 2015  
Table 517

5. Computer hardware companies

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	1314 39% BD	109 23%	152 38% BD	142 27%	172 42% BD	739 48% ABCDE	772 37%	542 43% G	201 46% KLM	444 42% KLM	550 38% LM	87 29%	32 25%	645 43% OP	550 38% P	119 28%	1057 40% R	257 35%	779 41%	976 39%	514 39%	800 40%
Trust much more	498 15% BD	36 8%	61 15% BD	52 10%	71 17% BD	278 18% ABD	289 14%	209 17% G	75 17% LM	178 17% LM	210 15% LM	29 10%	6 5%	253 17% P	210 15% P	35 8%	406 15%	92 13%	301 16%	379 15%	207 16%	291 14%
Trust somewhat more	816 24% BD	73 15%	91 23% BD	90 17%	101 24% BD	461 30% ABCDE	483 23%	333 26% G	126 29% KL	266 25% L	340 24%	58 20%	26 21%	392 26% P	340 24%	84 20%	651 25%	165 23%	478 25%	597 24%	307 23%	509 25%
Trust the same	1328 40% F	235 50% ACEF	158 40%	257 48% ACEF	151 36%	527 34%	832 40%	496 39%	147 34%	384 36%	603 42% IJ	142 48% IJ	52 41%	531 36%	603 42% N	194 46% N	1017 39%	311 43% Q	738 39%	965 39%	532 40%	796 39%
BOTTOM 2 BOX (NET)	685 20% F	125 26% AF	88 22% F	126 24% AF	89 21% F	257 17%	476 23% H	209 17%	84 19%	220 21%	273 19%	66 22%	42 33% IJKL	304 20%	273 19%	108 26% NO	537 20%	148 20%	354 19%	526 21% S	282 21%	403 20%
Trust somewhat less	467 14% F	86 18% ACF	51 13%	77 14%	62 15%	191 12%	307 15%	160 13%	56 13%	151 14%	184 13%	44 15%	32 25% IJKL	207 14%	184 13%	76 18% NO	356 14%	111 15%	242 13%	347 14%	174 13%	293 14%
Trust much less	218 6% F	39 8% F	37 9% AF	49 9% AF	27 7%	66 4%	169 8% H	49 4%	28 6%	69 7%	89 6%	22 7%	10 8%	97 7%	89 6%	32 8%	181 7%	37 5%	112 6%	179 7% S	108 8% V	110 5%
Not Sure	29 1%	4 1%	2 1%	7 1%	2 1%	14 1%	15 1%	14 1%	3 1%	5 1%	19 1% J	2 1%	-	8 1%	19 1% N	2 1%	21 1%	8 1%	16 1%	17 1%	4 1%	25 1% U
Decline to Answer	1	-	-	1	-	-	1	-	-	1	-	-	-	1	-	-	1	-	1	-	-	1
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.

Q1000. Which devices do you use to access the Internet?

Base: All Qualified Respondents

	Total Regi- strants (A)	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	Primary decision maker (Q)	Shared decision maker (R)	Consumer (S)	Commer- cial (T)	Yes (U)	No (V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Laptop computer	2723 81% F	407 86% ACDF	316 79%	432 81%	358 86% ACDF	1210 79%	1712 82%	1011 80%	358 82% M	866 82% LM	1181 82% LM	228 77%	90 71%	1224 82% P	1181 82% P	318 75%	2127 81%	596 82%	1567 83%	2075 84%	1119 84% V	1604 79%
Smartphone	2589 77% F	397 84% ADF	320 80% F	400 75%	337 81% ADF	1135 74%	1641 78% H	948 75%	342 79% LM	852 81% KLM	1119 77% LM	209 70% M	67 53%	1194 80% P	1119 77% P	276 65%	2032 77%	557 77%	1522 81% T	1937 78%	1046 79%	1543 76%
Desktop computer	2503 75% E	366 77% E	314 79% E	390 73% E	277 67%	1156 75% E	1628 78% H	875 69%	297 68%	768 73%	1097 76% I	245 82% IJK	96 76%	1065 72%	1097 76% N	341 81% NO	1980 75%	523 72%	1448 77%	1867 75%	1038 78% V	1465 72%
Tablet	1807 54% F	315 67% ACDEF	222 56% F	313 59% AF	217 52%	740 48%	1163 55% H	644 51%	180 41%	586 56% IL	836 58% ILM	146 49% I	59 47%	766 51%	836 58% NP	205 48%	1430 54%	377 52%	1062 56%	1406 57%	815 61% V	992 49%
TV (Unspec.)	13 4% F	4 1% F	3 1% F	6 1% AEF	-	-	9 3%	4 1%	-	2 1%	9 1%	1 1%	1 1%	2 1%	9 1% N	2 1%	11 3%	2 1%	7 2%	12 3%	9 1% V	4 1%
Smart TV	6 1% F	2 1% F	3 1% ADF	-	-	1 3%	6 2%	-	-	-	6 2% J	-	-	-	6 2% N	-	4 1%	2 1%	5 1%	6 2%	3 1%	3 1%
E-Reader/E-Book	4 1% F	-	-	3 1% AF	-	1 3%	2 1%	2 1%	-	1 3%	3 1%	-	-	1 3%	3 1%	-	3 1%	1 3%	2 1%	4 1%	3 1%	1 3%
Game system (i.e., PSP, Wii, Xbox 360, etc.)	4 1% F	4 1% ADF	-	-	-	-	4 1%	-	1 3%	1 3%	1 3%	1 3%	-	2 1%	1 3%	1 3%	3 1%	1 3%	3 1%	3 1%	1 3%	3 1%
Watch/Smartwatch	3 1% F	1 3% F	1 3% F	1 3% F	-	-	2 1%	1 3%	-	-	2 1%	1 3%	-	-	2 1%	1 3%	2 1%	1 3%	1 3%	3 1%	3 1% V	-
All/everything	2 1% F	1 3% F	-	1 3% F	-	-	1 3% F	1 3% F	1 3% F	-	1 3% F	-	-	1 3% F	1 3% F	-	1 3% F	1 3% F	2 1% F	1 3% F	2 1% F	-
Regular mobile phone (Not Smartphone)	2 1% F	-	-	1 3% F	1 3% F	-	1 3% F	1 3% F	1 3% F	1 3% F	-	-	-	2 1% F	-	-	1 3% F	1 3% F	1 3% F	1 3% F	1 3% F	1 3% F
Notebook	1 3% F	-	-	-	-	1 3% F	-	1 3% F	-	-	-	1 3% K	-	-	-	1 3% F	-	1 3% F	1 3% F	-	-	1 3% F
Ipod	1 3% F	-	1 3% A	-	-	-	-	1 3% F	-	1 3% F	-	-	-	1 3% F	-	-	-	1 3% F	1 3% F	-	1 3% F	-
Other	11 F	5 1% AEF	3 1% F	1 3% F	-	2 1% F	11 1% H	-	-	2 1% F	7 2% H	2 1% F	-	2 1% F	7 2% H	2 1% F	10 3% F	1 3% F	10 1% F	9 2% F	10 1% V	1 3% F
Not Sure	2 1% F	-	-	-	-	2 1% F	1 3% F	1 3% F	-	1 3% F	-	1 3% K	-	1 3% F	-	1 3% F	1 3% F	1 3% F	-	2 1% F	-	2 1% F
Declined to answer	1 3% F	-	-	1 3% F	-	-	-	1 3% F	-	-	-	-	1 3% JK	-	-	1 3% F	1 3% F	-	1 3% F	1 3% F	1 3% F	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.

Q1000. Which devices do you use to access the Internet?

28 Aug 2015  
Table 518

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Sigma	9672 288%	1502 318%	1183 296%	1549 291%	1190 287%	4248 276%	6181 295%	3491 277%	1180 271%	3081 292%	4262 295%	835 281%	314 249%	4261 286%	4262 295%	1149 272%	7606 289%	2066 285%	5633 298%	7327 295%	4052 304%	5620 278%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.

Q1005. What is your experience with URL shorteners?

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
USE THEM (NET)	1824 54% D	285 60% ADF	227 57% D	236 44% ACDF	265 64% ACDF	811 53% D	1177 56% H	647 51% H	232 53% LM	623 59% IKLM	793 55% LM	133 45% M	43 34% M	855 57% P	793 55% P	176 42% P	1463 56% R	361 50% R	1095 58% R	1406 57% R	824 62% V	1000 49% V
I use them frequently	592 18% D	92 19% D	85 21% AD	62 12% D	84 20% D	269 18% D	365 17% D	227 18% D	63 14% M	225 21% IKLM	258 18% LM	37 12% M	9 7% M	288 19% P	258 18% P	46 11% P	507 19% R	85 12% R	349 18% R	485 20% R	308 23% V	284 14% V
I use them, but not frequently	1232 37% D	193 41% ADF	142 36% AD	174 33% ACDF	181 44% ACDF	542 35% D	812 39% H	420 33% H	169 39% M	398 38% M	535 37% M	96 32% M	34 27% M	567 38% P	535 37% P	130 31% P	956 36% R	276 38% R	746 40% T	921 37% R	516 39% V	716 35% V
NEVER USES THEM (NET)	1519 45% BE	186 39% BE	172 43% E	294 55% ABCEF	149 36% ABCE	718 47% BE	914 44% H	605 48% G	202 46% J	429 41% J	642 44% J	163 55% IJK	83 66% IJKL	631 42% J	642 44% J	246 58% NO	1158 44% NO	361 50% Q	783 41% Q	1072 43% Q	506 38% U	1013 50% U
I have heard of them but never used them	1017 30% BE	116 25% BE	114 29% ABE	184 35% ABE	102 25% ABE	501 33% ABE	611 29% H	406 32% H	147 34% J	300 28% J	433 30% J	97 33% J	40 32% J	447 30% J	433 30% J	137 32% J	770 29% Q	247 34% Q	538 28% Q	734 30% Q	344 26% U	673 33% U
I have never heard of them or used them	502 15% E	70 15% E	58 15% ABCEF	110 21% ABCEF	47 11% ABCE	217 14% ABCE	303 14% H	199 16% H	55 13% J	129 12% J	209 14% J	66 22% IJK	43 34% IJKL	184 12% J	209 14% J	109 26% NO	388 15% NO	114 16% R	245 13% R	338 14% R	162 12% U	340 17% U
Not Sure	14	2	1	3 1%	-	8 1%	5	9 1% G	1	2	10 1%	1	-	3	10 1% N	1	12	2	10 1% T	6	2	12 1%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.

Q1010. Why haven't you used URL shorteners?

Base: Not Used URL Shorteners

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1519	186	172	294	149	718	914	605	202	429	642	163	83*	631	642	246	1158	361	783	1072	506	1013
Never needed to	712 47%	89 48%	83 48%	142 48%	71 48%	327 46%	436 48%	276 46%	91 45%	200 47%	293 46%	87 53%	41 49%	291 46%	293 46%	128 52%	530 46%	182 50%	388 50%	494 46%	224 44%	488 48%
I have never heard of them	396 26% F	63 34% AF	54 31% F	85 29% F	37 25%	157 22%	227 25%	169 28%	43 21%	99 23%	169 26%	54 33% IJ	31 37% IJK	142 23%	169 26%	85 35% NO	293 25%	103 29%	182 23%	283 26% S	126 25%	270 27%
Confused about which website I'm going to	361 24% BD	30 16%	38 22%	55 19%	38 26% B	200 28% ABD	217 24%	144 24%	41 20%	110 26%	162 25%	30 18%	18 22%	151 24%	162 25%	48 20%	282 24%	79 22%	206 26%	258 24%	142 28% V	219 22%
Don't trust them	167 11%	16 9%	15 9%	32 11%	21 14%	83 12%	107 12%	60 10%	37 18% JKLM	40 9%	69 11%	15 9%	6 7%	77 12%	69 11%	21 9%	130 11%	37 10%	86 11%	127 12%	74 15% V	93 9%
Don't like them	134 9% E	11 6%	19 11% E	26 9%	4 3%	74 10% E	96 11% H	38 6%	20 10% L	41 10% L	63 10% L	7 4%	3 4%	61 10% P	63 10% P	10 4%	118 10% R	16 4%	73 9%	100 9%	71 14% V	63 6%
Don't know how to use them	8 1%	3 2% AF	1 1%	2 1%	-	2 *	6 1%	2 *	-	3 1%	4 1%	1 1%	-	3 *	4 1%	1 *	5 *	3 1%	6 1%	6 1%	5 1%	3 *
Have used URL shortener's before	3 *	1 1% F	-	2 1% F	-	-	3 *	-	-	-	2 *	1 1%	-	-	2 *	1 *	3 *	-	3 *	2 *	2 *	1 *
Unreliable/Doesn't work	3 *	1 1% F	1 1% F	1 *	-	-	2 *	1 *	-	1 *	1 *	-	1 1%	1 *	1 *	1 *	3 *	-	2 *	3 *	2 *	1 *
Other	4 *	1 1%	-	2 1%	-	1 *	4 *	-	1 *	1 *	1 *	1 1%	-	2 *	1 *	1 *	4 *	-	4 1%	2 *	4 1% V	-
Don't know	8 1%	2 1%	1 1%	-	1 1%	4 1%	5 1%	3 *	2 1%	1 *	4 1%	-	1 1%	3 *	4 1%	1 *	6 1%	2 1%	5 1%	7 1%	2 *	6 1%
Declined to answer	2 *	-	-	-	-	2 *	2 *	-	-	1 *	1 *	-	-	1 *	1 *	-	2 *	-	1 *	1 *	1 *	1 *
Sigma	1798 118%	217 117%	212 123%	347 118%	172 115%	850 118%	1105 121%	693 115%	235 116%	497 116%	769 120%	196 120%	101 122%	732 116%	769 120%	297 121%	1376 119%	422 117%	956 122%	1283 120%	653 129%	1145 113%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base

Q1015. Why do you use URL shorteners?

Base: Have Used URL Shorteners

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1824	285	227	236	265	811	1177	647	232	623	793	133	43*	855	793	176	1463	361	1095	1406	824	1000
They are convenient	1216 67% C	194 68% C	134 59%	163 69% C	181 68% C	544 67% C	810 69% H	406 63%	166 72% K	437 70% K	493 62%	90 68%	30 70%	603 71% O	493 62%	120 68%	986 67%	230 64%	756 69%	938 67%	564 68%	652 65%
They save me time	944 52% BD	111 39%	114 50% B	101 43%	146 55% BD	472 58% ABCD	589 50%	355 55% G	130 56% L	334 54% L	408 51% L	54 41%	18 42%	464 54% P	408 51% P	72 41%	741 51%	203 56%	564 52%	736 52%	400 49%	544 54% U
It's the latest thing	404 22% BCD	23 8%	37 16% B	33 14% B	56 21% BD	255 31% ABCDE	241 20%	163 25% G	62 27% KLM	172 28% KLM	159 20% LM	11 8%	-	234 27% OP	159 20% P	11 6%	344 24% R	60 17%	262 24%	322 23%	196 24%	208 21%
To shorten address/save space/use where there are character limits	66 4% F	28 10% ACDEF	7 3%	10 4% F	8 3%	13 2%	37 3%	29 4%	5 2%	22 4%	29 4%	10 8% IJK	-	27 3%	29 4%	10 6%	51 3%	15 4%	39 4%	59 4%	36 4%	30 3%
For social media such as Twitter/Facebook	42 2% EF	25 9% ACDEF	3 1%	8 3% EF	1 1%	5 1%	25 2%	17 3%	1 1%	10 2%	25 3% I	4 3%	2 5% I	11 1%	25 3% N	6 3% N	37 3%	5 1%	25 2%	33 2%	26 3% V	16 2%
As a link/To click/share/post the link	12 1%	5 2% ACF	-	2 1%	1 1%	4 1%	9 1%	3 1%	1 1%	4 1%	5 1%	2 2%	-	5 1%	5 1%	2 1%	11 1%	1 1%	7 1%	12 1%	8 1%	4 1%
Tracking	11 1% F	3 1% F	3 1% F	4 2% AF	1 1%	-	10 1%	1 1%	-	3 1%	7 1%	1 1%	-	3 1%	7 1%	1 1%	11 1%	-	9 1%	11 1%	9 1% V	2 1%
Looks better/more professional	8 1%	3 1% F	1 1%	2 1% F	2 1% F	-	4 1%	4 1%	1 1%	2 1%	4 1%	1 1%	-	3 1%	4 1%	1 1%	4 1%	4 1% Q	5 1%	8 1%	7 1% V	1 1%
Generates earnings/income	7 1%	-	1 1%	-	4 2% ABF	2 1%	6 1%	1 1%	2 1%	2 1%	3 1%	-	-	4 1%	3 1%	-	4 1%	3 1%	1 1%	7 1% S	1 1%	6 1%
Use out of need/Required to	7 1%	3 1% F	1 1%	2 1%	-	1 1%	7 1% H	-	-	1 1%	4 1%	2 2% J	-	1 1%	4 1%	2 1% N	5 1%	2 1%	6 1%	5 1%	2 1%	5 1%
For confidentiality/to keep hidden/protect affiliate links	7 1%	-	1 1%	1 1%	1 1%	4 1%	5 1%	2 1%	-	4 1%	2 1%	1 1%	-	4 1%	2 1%	1 1%	6 1%	1 1%	3 1%	7 1%	4 1%	3 1%
Easy to remember	5 1%	1 1%	1 1%	-	1 1%	2 1%	3 1%	2 1%	1 1%	3 1%	-	1 1% K	-	4 1%	-	1 1% O	4 1%	1 1%	3 1%	4 1%	3 1%	2 1%
For advertising	5 1%	2 1%	1 1%	1 1%	-	1 1%	2 1%	3 1%	1 1%	1 1%	2 1%	1 1%	-	2 1%	2 1%	1 1%	5 1%	-	4 1%	4 1%	2 1%	3 1%
Complete/Not fragmented	5 1%	2 1%	-	1 1%	-	2 1%	5 1%	-	-	1 1%	3 1%	1 1%	-	1 1%	3 1%	1 1%	4 1%	1 1%	4 1%	4 1%	2 1%	3 1%
Some sites require/provide it that way	5 1%	2 1%	1 1%	1 1%	-	1 1%	5 1%	-	1 1%	1 1%	1 1%	1 1%	1 2% JK	2 1%	1 1%	2 1% O	3 1%	2 1%	4 1%	4 1%	1 1%	4 1%
Provides statistics/information	4 1%	1 1%	2 1% A	-	-	1 1%	3 1%	1 1%	-	-	3 1%	-	1 2% IJ	-	3 1%	1 1% N	4 1%	-	3 1%	3 1%	3 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  
Overlap formulae used. \* small base

Q1015. Why do you use URL shorteners?

Base: Have Used URL Shorteners

	Demographics																Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	Region					Gender		Age					Age			Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+						
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)						
Unweighted Base	1824	285	227	236	265	811	1177	647	232	623	793	133	43*	855	793	176	1463	361	1095	1406	824	1000
To try it/For fun	3	1	-	-	-	2	3	-	-	-	3	-	-	-	3	-	2	1	2	2	2	1
Easy to understand	2	-	2 1% AF	-	-	-	2	-	-	-	1	1 1% J	-	-	1	1 1% N	2	-	1	2	1	1
For handicapped/illiterate people	2	-	1	1	-	-	1	1	-	-	-	1 1% JK	1 2% IJK	-	-	2 1% NO	2	-	2	2	2	-
Used passively/seldom	2	-	-	2 1% AF	-	-	1	1	1	1	-	-	-	2	-	-	2	-	-	1	-	2
Safe/Reliable	2	-	1	-	-	1	1	1	-	1	1	-	-	1	1	-	1	1	1	1	2	-
Do not use URL shorteners	2	1	-	-	1	-	1	1	-	-	2	-	-	-	2	-	1	1	2	2	1	1
Other	14 1%	4 1%	1	2 1%	4 2% F	3	13 1% H	1	1	3	9 1%	-	1 2%	4	9 1%	1 1%	13 1%	1	10 1%	12 1%	10 1% V	4
Don't know	4	-	-	2 1%	1	1	1	3	-	1	2	1 1%	-	1	2	1 1%	4	-	4 T	1	1	3
Declined to answer	2	-	1	-	-	1	1	1	1	-	1	-	-	1	1	-	2	-	1	1	-	2
Sigma	2781 152%	409 144%	313 138%	336 142%	408 154%	1315 162%	1785 152%	996 154%	374 161%	1003 161%	1167 147%	183 138%	54 126%	1377 161%	1167 147%	237 135%	2249 154%	532 147%	1718 157%	2181 155%	1283 156%	1498 150%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base



Q1020. What is your experience with QR codes?

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
USE THEM (NET)	1915 57% DE	283 60% CDE	212 53% E	275 52% E	187 45% F	958 62% ACDE	1232 59% H	683 54% H	219 50% M	652 62% ILM	851 59% ILM	148 50% M	45 36% M	871 58% P	851 59% P	193 46% R	1550 59% R	365 50% R	1188 63% T	1425 57% T	843 63% V	1072 53% V
I use them frequently	500 15% BCDE	37 8% F	44 11% E	50 9% E	31 7% F	338 22% ABCDE	295 14% H	205 16% H	57 13% M	209 20% IKLM	201 14% M	29 10% M	4 3% M	266 18% OP	201 14% P	33 8% R	437 17% R	63 9% R	322 17% T	388 16% T	253 19% V	247 12% V
I use them, but not frequently	1415 42% E	246 52% ACDEF	168 42% E	225 42% E	156 38% F	620 40% ACDE	937 45% H	478 38% H	162 37% M	443 42% M	650 45% IM	119 40% M	41 33% M	605 41% NP	650 45% NP	160 38% R	1113 42% R	302 42% R	866 46% T	1037 42% T	590 44% V	825 41% V
NEVER USES THEM (NET)	1431 43% F	189 40% F	187 47% BF	256 48% ABF	227 55% ABCDF	572 37% F	858 41% H	573 45% G	214 49% JK	401 38% JK	587 41% JK	148 50% JK	81 64% IJKL	615 41% JK	587 41% JK	229 54% NO	1074 41% NO	357 49% Q	693 37% S	1054 42% S	486 36% U	945 47% U
I have heard of them but never used them	1017 30% F	154 33% F	121 30% F	196 37% ACF	135 33% F	411 27% ABCDF	613 29% H	404 32% H	134 31% JK	289 27% JK	440 30% JK	96 32% JK	58 46% IJKL	423 28% JK	440 30% JK	154 36% NO	786 30% NO	231 32% Q	518 27% S	745 30% S	355 27% U	662 33% U
I have never heard of them or used them	414 12% BF	35 7% F	66 17% ABDF	60 11% B	92 22% ABCDF	161 10% B	245 12% H	169 13% H	80 18% JK	112 11% JK	147 10% JK	52 18% JK	23 18% JK	192 13% O	147 10% JK	75 18% NO	288 11% NO	126 17% Q	175 9% S	309 12% S	131 10% U	283 14% U
Not Sure	11	1	1	2	-	7	6	5	2	1	7	1	-	3	7	1	9	2	7	5	3	8
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.

Q1025. Why haven't you used QR codes?

Base: Not Used QR Codes

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1431	189	187	256	227	572	858	573	214	401	587	148	81*	615	587	229	1074	357	693	1054	486	945
Never needed to	810 57%	106 56%	102 55%	161 63% AF	132 58%	309 54%	492 57%	318 55%	104 49%	225 56%	353 60% I	81 55%	47 58%	329 53%	353 60% N	128 56%	616 57%	194 54%	432 62% T	575 55%	251 52%	559 59% U
I have never heard of them or seen them	326 23% D	37 20%	51 27% D	43 17% ABDF	72 32%	123 22%	205 24%	121 21%	56 26%	90 22%	124 21%	39 26%	17 21%	146 24%	124 21%	56 24%	221 21%	105 29% Q	138 20%	252 24% S	112 23%	214 23%
Don't like them	202 14% E	33 17% CDE	19 10%	28 11%	16 7% ACDE	106 19% ACDE	123 14%	79 14%	37 17%	58 14%	83 14%	17 11%	7 9%	95 15%	83 14%	24 10%	163 15% R	39 11%	97 14%	156 15%	95 20% V	107 11%
Don't trust them	160 11% BE	11 6%	18 10%	31 12% B	17 7% ABE	83 15% ABE	105 12%	55 10%	29 14% M	52 13% M	60 10% M	17 11% M	2 2%	81 13%	60 10%	19 8%	129 12%	31 9%	61 9%	128 12% S	69 14% V	91 10%
Don't own smartphone/device required	26 2% F	8 4% AEF	3 2%	9 4% AEF	1 1%	5 1%	10 1%	16 3% G	2 1%	4 1%	10 2%	2 1%	8 10% IJKL	6 1%	10 2%	10 4% NO	21 2%	5 1%	15 2%	20 2%	10 2%	16 2%
Hard to use/Don't know how to use them	17 1% F	5 3% F	3 2%	4 2%	3 1%	2 1%	10 1%	7 1%	4 2%	4 1%	7 1%	1 1%	1 1%	8 1%	7 1%	2 1%	10 1%	7 2%	9 1%	14 1%	8 2%	9 1%
Couldn't get it to work	7 1% ADF	3 2% ADF	1 1%	-	2 1%	1 1%	3 1%	4 1%	-	2 1%	4 1%	-	1 1%	2 1%	4 1%	1 1%	6 1%	1 1%	4 1%	5 1%	4 1%	3 1%
Inconvenient	4 1% V	-	1 1%	1 1%	1 1%	1 1%	3 1%	1 1%	1 1%	2 1%	1 1%	-	-	3 1%	1 1%	-	4 1%	-	4 1%	4 1%	4 1% V	-
Time consuming/Takes too long	3 1% A	2 1% A	-	-	-	1 1%	2 1%	1 1%	-	3 1% K	-	-	-	3 1%	-	-	1 1%	2 1%	1 1%	3 1%	2 1%	1 1%
Don't use often enough	2 1% Q	1 1%	-	-	-	1 1%	1 1%	1 1%	-	1 1%	1 1%	-	-	1 1%	1 1%	-	-	2 1% Q	1 1%	2 1%	1 1%	1 1%
Not interested/Don't want to/Prefer another method	2 1% K	-	-	1 1%	-	1 1%	1 1%	1 1%	-	1 1%	1 1%	-	-	1 1%	1 1%	-	2 1%	-	2 1%	2 1%	1 1%	1 1%
Don't have required App to operate them	2 1% K	1 1%	-	1 1%	-	-	1 1%	1 1%	-	1 1%	-	1 1% K	-	1 1%	-	1 1%	1 1%	1 1%	1 1%	2 1%	1 1%	1 1%
Can get a virus/Trojan/worm from it	1 1% J	1 1%	-	-	-	-	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	1 1%	-	1 1%
I have used QR codes	1 1% J	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	1 1%	1 1%	1 1%	-
Other	7 1% AD	3 2% AD	1 1%	-	-	3 1%	1 1%	6 1% G	-	2 1%	4 1%	1 1%	-	2 1%	4 1%	1 1%	5 1%	2 1%	1 1%	6 1%	3 1%	4 1%
Don't know	5 1% G	1 1%	-	1 1%	-	3 1%	-	5 1% G	1 1%	-	3 1%	-	1 1% J	1 1%	3 1%	1 1%	5 1%	-	3 1%	4 1%	1 1%	4 1%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base

Q1025. Why haven't you used QR codes?

Base: Not Used QR Codes

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1431	189	187	256	227	572	858	573	214	401	587	148	81*	615	587	229	1074	357	693	1054	486	945
Declined to answer	2	-	-	2 1% AF	-	-	-	2	2 1% K	-	-	-	-	2	-	-	2	-	2	1	1	1
Sigma	1577 110%	212 112%	200 107%	282 110%	244 107%	639 112%	958 112%	619 108%	236 110%	446 111%	652 111%	159 107%	84 104%	682 111%	652 111%	243 106%	1187 111%	390 109%	772 111%	1176 112%	564 116%	1013 107%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base

Q1030. Why do you use QR codes?

Base: Used QR Codes

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1915	283	212	275	187	958	1232	683	219	652	851	148	45*	871	851	193	1550	365	1188	1425	843	1072
They are convenient	1259 66% BC	167 59%	117 55%	176 64% C	117 63% ABCDE	682 71% ABCDE	827 67%	432 63%	142 65%	427 65%	562 66%	95 64%	33 73%	569 65%	562 66%	128 66%	1038 67% R	221 61%	819 69% T	923 65%	568 67%	691 64%
They save me time	994 52% BD	124 44%	108 51% D	114 41% ABCD	118 63% ABCD	530 55% ABD	652 53%	342 50%	123 56%	359 55% K	418 49%	72 49%	22 49%	482 55% O	418 49%	94 49%	798 51%	196 54%	622 52%	747 52%	422 50%	572 53%
It's the latest thing	648 34% BD	52 18%	64 30% B	69 25% BD	72 39% BD	391 41% ABCD	397 32%	251 37% G	81 37% LM	257 39% KLM	273 32% LM	31 21%	6 13%	338 39% OP	273 32% P	37 19%	527 34%	121 33%	412 35%	502 35%	282 33%	366 34%
No choice/No other options available	22 1%	6 2%	2 1%	5 2%	1 1%	8 1%	13 1%	9 1%	3 1% J	1 1%	15 2% J	2 1% J	1 2% J	4 1%	15 2% N	3 2%	17 1%	5 1%	16 1%	16 1%	12 1%	10 1%
Informative/Access to needed information	16 1% F	11 4% ACDEF	1 1%	3 1% F	-	1 1%	11 1%	5 1%	-	2 1%	12 1% J	2 1%	-	2 1%	12 1% N	2 1%	14 1%	2 1%	11 1%	14 1%	10 1%	6 1%
Curiosity/To try/test it out	14 1%	3 1%	1 1%	4 1%	2 1%	4 1%	10 1%	4 1%	3 1% K	6 1%	2 1%	3 2% K	-	9 1% O	2 1%	3 2% O	14 1%	-	9 1%	10 1%	4 1%	10 1%
Don't use QR codes	10 1% F	4 1% AF	3 1% F	1 1%	-	2 1%	5 1%	5 1%	-	4 1%	6 1%	-	-	4 1%	6 1%	-	9 1%	1 1%	6 1%	8 1%	6 1%	4 1%
For posters/displays/prints	7 1%	-	1 1%	4 1% ABF	-	2 1%	6 1%	1 1%	-	1 1%	5 1%	-	1 2% IJ	1 1%	5 1%	1 1%	5 1%	2 1%	3 1%	7 1%	5 1%	2 1%
Practicality	6 1%	2 1% F	2 1% F	2 1% F	-	-	6 1%	-	1 1%	-	4 1%	1 1% J	-	1 1%	4 1%	1 1%	6 1%	-	4 1%	6 1%	4 1%	2 1%
Use at work/for my job	6 1%	1 1%	3 1% AF	2 1% F	-	-	4 1%	2 1%	1 1%	-	5 1%	-	-	1 1%	5 1%	-	4 1%	2 1%	4 1%	6 1%	3 1%	3 1%
Easier to use	5 1%	2 1%	-	1 1%	1 1%	1 1%	4 1%	1 1%	-	-	4 1%	1 1% J	-	-	4 1% N	1 1% N	5 1%	-	3 1%	5 1%	4 1%	1 1%
Security/Hides identity	4 1%	1 1%	-	-	1 1%	2 1%	4 1%	-	-	2 1%	2 1%	-	-	2 1%	2 1%	-	3 1%	1 1%	3 1%	2 1%	2 1%	2 1%
For various needs/occasions	4 1%	1 1%	1 1%	-	-	2 1%	3 1%	1 1%	-	-	2 1%	1 1% J	1 2% IJK	-	2 1%	2 1% N	3 1%	1 1%	3 1%	3 1%	2 1%	2 1%
For promotions	3 1%	3 1% AF	-	-	-	-	1 1%	2 1%	-	1 1%	2 1%	-	-	1 1%	2 1%	-	3 1%	-	1 1%	3 1%	2 1%	1 1%
Fast/Quick	3 1%	2 1% AF	1 1% F	-	-	-	2 1%	1 1%	1 1%	-	1 1%	1 1% J	-	1 1%	1 1%	1 1%	3 1%	-	1 1%	2 1%	2 1%	1 1%
Benefits/Many benefits	2 1%	-	-	-	-	2 1%	2 1%	-	-	1 1%	1 1%	-	-	1 1%	1 1%	-	1 1%	1 1%	2 1%	2 1%	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 - U/V  
Overlap formulae used. \* small base

Q1030. Why do you use QR codes?

Base: Used QR Codes

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1915	283	212	275	187	958	1232	683	219	652	851	148	45*	871	851	193	1550	365	1188	1425	843	1072
Interactive	2	2 1% AF	-	-	-	-	1	1	-	-	2	-	-	-	2	-	2	-	2	2	2	-
Marketing	2	1	1 F	-	-	-	2	-	-	2	-	-	-	2	-	-	2	-	2	1	1	1
Not widespread	2	1	-	1	-	-	2	-	1	-	1	-	-	1	1	-	2	-	2	2	2	-
Outdated technology	2	1	-	1	-	-	-	2	-	1	1	-	-	1	1	-	1	1	2	2	2	-
Sharing data	2	2 1% AF	-	-	-	-	2	-	-	-	2	-	-	-	2	-	2	-	1	2	2	-
For coupons/sweepstakes	2	2 1% AF	-	-	-	-	1	1	-	1	1	-	-	1	1	-	2	-	2	1	1	1
It's Interesting	2	-	1	-	-	1	1	1	1	-	1	-	-	1	1	-	2	-	2	1	1	1
It's Fun	1	-	-	1	-	-	-	1	1 K	-	-	-	-	1	-	-	-	1 Q	1	-	-	1
Other	11 1% F	3 1% F	3 1% F	2 1%	1 1%	2 1%	7 1%	4 1%	2 1%	2 1%	4 1%	2 1%	1 2%	4 1%	4 1%	3 2%	9 1%	2 1%	6 1%	8 1%	5 1%	6 1%
Don't know	2	-	-	1	-	1	-	2	2 1% JK	-	-	-	-	2	-	-	-	2 1% Q	1	2	-	2
Declined to answer	5	2 1%	1	1	-	1	3	2	2 1% J	-	2	-	1 2% JK	2	2	1 1%	4	1	5	3	4	1
Sigma	3036 159%	393 139%	310 146%	388 141%	313 167%	1632 170%	1966 180%	1070 157%	364 166%	1067 164%	1328 156%	211 143%	66 147%	1431 164%	1328 156%	277 144%	2476 160%	560 153%	1945 164%	2280 160%	1350 160%	1686 157%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base

Q1035. Which of these is the safest way to access a specific website?

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Typing the domain name into a browser	1224 36% F	243 51% ACDEF	171 43% AF	210 39% F	177 43% AF	423 28% H	816 39% H	408 32% H	142 33% H	358 34% H	543 38% H	130 44% IJK	51 40% H	500 34% H	543 38% N	181 43% N	956 36% H	268 37% H	710 38% H	943 38% H	513 39% V	711 35% H
Finding via an Internet search engine	834 25% D	101 21% H	99 25% H	110 21% H	107 26% H	417 27% ABD	521 25% H	313 25% H	115 26% H	271 26% H	359 25% H	65 22% H	24 19% H	386 26% P	359 25% H	89 21% H	629 24% Q	205 28% Q	458 24% H	599 24% H	326 24% H	508 25% H
Accessing via a QR code	412 12% B	28 6% H	43 11% B	53 10% B	48 12% B	240 16% ABCDE	256 12% H	156 12% H	59 14% L	157 15% KL	165 11% L	20 7% H	11 9% H	216 15% OP	165 11% P	31 7% H	345 13% R	67 9% H	242 13% H	307 12% H	182 14% V	230 11% H
Using an app	370 11% BC	27 6% H	32 8% H	57 11% B	43 10% B	211 14% ABC	190 9% H	180 14% G	63 14% KLM	128 12% L	149 10% H	22 7% H	8 6% H	191 13% OP	149 10% P	30 7% H	288 11% H	82 11% H	193 10% H	273 11% H	124 9% H	246 12% U
Accessing via a bookmark	338 10% E	44 9% H	40 10% H	52 10% H	28 7% H	174 11% AE	219 10% H	119 9% H	42 10% H	104 10% H	143 10% H	34 11% H	15 12% H	146 10% H	143 10% H	49 12% H	279 11% H	59 8% H	185 10% H	250 10% H	139 10% H	199 10% H
Not sure	165 5% E	27 6% E	14 4% H	48 9% ABCEF	10 2% H	66 4% H	87 4% H	78 6% G	11 3% H	34 3% H	78 5% IJ	25 8% IJK	17 13% IJK	45 3% H	78 5% N	42 10% NO	126 5% H	39 5% H	90 5% H	105 4% H	45 3% H	120 6% U
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3343 100%	470 99%	399 100%	530 99%	413 100%	1531 100%	2089 100%	1254 99%	432 99%	1052 100%	1437 99%	296 100%	126 100%	1484 100%	1437 99%	422 100%	2623 100%	720 99%	1878 99%	2477 100%	1329 100%	2014 99%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.

Q1040. How often do you remember the address of the website you want to visit so you can type it directly into the browser?

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
TOP 2 BOX (NET)	1582 47% F	272 58% ACDF	199 50% F	242 45% F	231 56% ADF	638 42% H	1064 51% H	518 41% H	200 46% H	510 48% H	690 48% H	126 42% H	56 44% H	710 48% H	690 48% H	182 43% H	1277 48% R	305 42% H	936 50% H	1237 50% H	708 53% V	874 43% H
Always	365 11% F	48 10% ACDF	51 13% F	49 9% F	67 16% ABDF	150 10% H	246 12% H	119 9% H	57 13% LM	135 13% KLM	145 10% H	21 7% H	7 6% H	192 13% OP	145 10% P	28 7% H	310 12% R	55 8% H	211 11% H	292 12% H	174 13% V	191 9% H
Often	1217 36% F	224 47% ACDEF	148 37% F	193 36% F	164 40% F	488 32% H	818 39% H	399 32% H	143 33% H	375 36% H	545 38% H	105 35% H	49 39% H	518 35% H	545 38% H	154 36% H	967 37% H	250 35% H	725 38% H	945 38% H	534 40% V	683 34% H
Sometimes	1159 35% F	148 31% ACDEF	123 31% F	182 34% F	144 35% F	562 37% ABC	678 32% H	481 38% G	139 32% H	385 37% H	500 35% H	93 31% H	42 33% H	524 35% H	500 35% H	135 32% H	891 34% H	268 37% H	639 34% H	833 34% H	429 32% H	730 36% U
BOTTOM 2 BOX (NET)	607 18% BE	52 11% BE	77 19% BE	108 20% BE	39 9% BE	331 22% ABE	350 17% H	257 20% G	94 22% JK	158 15% H	250 17% H	77 26% JK	28 22% J	252 17% H	250 17% H	105 25% NO	461 18% H	146 20% H	309 16% H	407 16% H	192 14% H	415 20% H
Rarely	502 15% BE	44 9% BE	63 16% BE	87 16% BE	35 8% BE	273 18% ABE	288 14% H	214 17% G	82 19% JK	134 13% H	205 14% H	60 20% JK	21 17% H	216 15% H	205 14% H	81 19% NO	380 14% H	122 17% H	257 14% H	339 14% H	162 12% H	340 17% U
Never	105 3% BE	8 2% BE	14 4% E	21 4% BE	4 1% BE	58 4% BE	62 3% H	43 3% H	12 3% H	24 2% H	45 3% H	17 6% IJK	7 6% J	36 2% H	45 3% H	24 6% NO	81 3% H	24 3% H	52 3% H	68 3% H	30 2% H	75 4% U
Not Sure	9	1	1	1	-	6	4	5	2	1	5	1	-	3	5	1	4	5 1% Q	4	7	3	6
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.

Q1045. What was your preferred way of finding websites 2-3 years ago?

Base: All Qualified Respondents

	Total Regi- strants (A)	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	Primary decision maker (Q)	Shared decision maker (R)	Consumer (S)	Commer- cial (T)	Yes (U)	No (V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Use a search engine	2229 66% F	342 72% ACF	252 63% CF	373 70% CF	306 74% ACF	956 62% H	1445 69% H	784 62% I	272 63% I	688 65% I	986 68% I	197 66% I	86 68% I	960 64% I	986 68% N	283 67% N	1738 66% N	491 68% T	1285 68% T	1609 65% U	827 62% U	1402 69% U
Type the domain name directly into my browser and see if it comes up	742 22% A	111 23% ADE	106 27% ADE	106 20% ADE	81 20% ADE	338 22% ADE	446 21% ADE	296 23% ADE	100 23% ADE	229 22% ADE	293 20% ADE	84 28% JK	36 29% K	329 22% K	293 20% K	120 28% NO	565 21% NO	177 24% NO	417 22% NO	560 23% NO	314 24% NO	428 21% NO
Use an app	232 7% BE	13 3% BE	25 6% BE	34 6% BE	12 3% BE	148 10% ABCDE	110 5% G	122 10% LM	33 8% LM	87 8% LM	102 7% LM	7 2% LM	3 2% LM	120 8% P	102 7% P	10 2% P	202 8% R	30 4% R	105 6% S	191 8% S	108 8% V	124 6% V
Use a QR code	130 4% B	4 1% B	12 3% B	16 3% B	12 3% B	86 6% ABCDE	80 4% G	50 4% LM	27 6% KLM	45 4% LM	53 4% M	5 2% M	- LM	72 5% P	53 4% P	5 1% P	108 4% P	22 3% P	66 3% S	106 4% S	73 5% V	57 3% V
Use Bookmarks/Favorites/ Saved It	6 0% F	1 0% F	2 1% F	2 0% F	1 0% F	- 0% F	4 0% F	2 0% F	- 0% F	- 0% F	4 0% F	2 1% J	- 0% J	- 0% J	4 0% N	2 0% N	5 0% N	1 0% N	3 0% N	6 0% N	2 0% N	4 0% N
Use Google	2 0% J	- 0% J	1 0% J	- 0% J	1 0% J	- 0% J	1 0% J	1 0% J	- 0% J	1 0% J	1 0% J	- 0% J	- 0% J	1 0% J	1 0% J	- 0% J	2 0% J	- 0% J	2 0% J	1 0% J	- 0% J	2 0% J
Didn't have internet	1 0% K	1 0% K	- 0% K	- 0% K	- 0% K	- 0% K	1 0% K	- 0% K	1 0% K	- 0% K	- 0% K	- 0% K	- 0% K	1 0% K	- 0% K	- 0% K	1 0% K	- 0% K	1 0% K	1 0% K	- 0% K	1 0% K
Specific address mentions	1 0% L	- 0% L	1 0% L	- 0% L	- 0% L	- 0% L	1 0% L	- 0% L	- 0% L	- 0% L	1 0% L	- 0% L	- 0% L	- 0% L	1 0% L	- 0% L	1 0% L	- 0% L	- 0% L	1 0% L	1 0% L	- 0% L
Varies/Depends on what I am looking for	1 0% M	1 0% M	- 0% M	- 0% M	- 0% M	- 0% M	- 0% M	1 0% M	- 0% M	- 0% M	1 0% M	- 0% M	- 0% M	- 0% M	1 0% M	- 0% M	1 0% M	- 0% M	1 0% M	1 0% M	1 0% M	- 0% M
Other	3 0% N	- 0% N	- 0% N	2 0% N	1 0% N	- 0% N	2 0% N	1 0% N	- 0% N	1 0% N	1 0% N	- 0% N	1 1% K	1 0% N	1 0% N	1 0% N	3 0% N	- 0% N	2 0% N	2 0% N	2 0% N	1 0% N
Don't know	6 0% O	- 0% O	1 0% O	- 0% O	- 0% O	5 0% O	3 0% O	3 0% O	2 0% O	1 0% O	1 0% O	2 1% K	- 0% O	3 0% O	1 0% O	2 0% O	3 0% O	3 0% O	3 0% O	4 0% O	- 0% O	6 0% O
Declined to answer	4 0% P	- 0% P	- 0% P	- 0% P	- 0% P	4 0% P	3 0% P	1 0% P	- 0% P	2 0% P	2 0% P	- 0% P	- 0% P	2 0% P	2 0% P	- 0% P	4 0% P	- 0% P	3 0% P	2 0% P	4 0% P	- 0% P
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.



Q1050. What is your preferred way of finding websites now?

Base: All Qualified Respondents

	Total Regi- strants  (A)	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America  (B)	South America  (C)	Europe  (D)	Africa  (E)	Asia  (F)	Male  (G)	Female  (H)	18-24  (I)	25-34  (J)	35-54  (K)	55-64  (L)	65+  (M)	18-34  (N)	35-54  (O)	55+  (P)	Primary decision maker  (Q)	Shared decision maker  (R)	Consumer  (S)	Commer- cial  (T)	Yes  (U)	No  (V)
		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Use a search engine	1977 59% F	311 66% AF	244 61% F	340 64% AF	247 60%	835 54%	1324 63% H	653 52%	226 52%	607 58% I	865 60% I	204 69% IJK	75 60%	833 56%	865 60% N	279 66% NO	1539 58%	438 60%	1115 59%	1442 58%	751 56%	1226 61% U
Type the domain name directly into my browser and see if it comes up	765 23%	114 24%	95 24%	118 22%	102 25%	336 22%	458 22%	307 24%	118 27% K	236 22%	307 21%	65 22%	39 31% JKL	354 24%	307 21%	104 25%	598 23%	167 23%	425 23%	570 23%	309 23%	456 23%
Use an app	362 11% BD	27 6%	34 9%	42 8%	39 9% B	220 14% ABCDE	185 9%	177 14% G	50 11% L	121 11% L	168 12% L	15 5%	8 6%	171 11% P	168 12% P	23 5%	291 11%	71 10%	192 10%	280 11%	156 12%	206 10%
Use a QR code	224 7% B	13 3%	24 6% B	31 6% B	22 5%	134 9% ABDE	111 5%	113 9% G	38 9% LM	84 8% LM	92 6% LM	10 3% M	-	122 8% P	92 6% P	10 2%	180 7%	44 6%	136 7%	176 7%	104 8% V	120 6%
Use Bookmarks/Favorites/ Saved It	13	6 1% ADF	1	-	1	5	8	5	2	2	4	2 1%	3 2% IJK	4	4	5 1% NO	10	3	11 1% T	5	3	10
Links	3	-	1	-	1	1	2	1	-	-	3	-	-	-	3	-	3	-	3	2	2	1
Use Google	2	-	-	-	2 AF	-	1	1	-	2	-	-	-	2	-	-	2	-	1	-	-	2
Specific address mentions	1	-	-	1	-	-	-	1	-	-	-	-	1 1% JK	-	-	1	1	-	1	1	1	-
Varies/Depends on what I am looking for	1	1	-	-	-	-	-	1	-	-	1	-	-	-	1	-	1	-	1	1	1	-
Other	2	-	-	1	-	1	2	-	-	-	2	-	-	-	2	-	2	-	1	1	2	-
None	1	1	-	-	-	-	-	1	-	-	1	-	-	-	1	-	1	-	-	1	1	-
Don't know	6	-	1	-	-	5	3	3	2	1	2	1	-	3	2	1	4	2	3	4	-	6 U
Declined to answer	2	-	-	-	-	2	2	-	-	1	1	-	-	1	1	-	2	-	1	1	2	-
Sigma	3359 100%	473 100%	400 100%	533 100%	414 100%	1539 100%	2096 100%	1263 100%	436 100%	1054 100%	1446 100%	297 100%	126 100%	1490 100%	1446 100%	423 100%	2634 100%	725 100%	1890 100%	2484 100%	1332 100%	2027 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.

Q1100. Which types of abusive Internet behavior, if any, are you aware of?

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi-straunts	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Spamming - The use of electronic messaging systems to send unsolicited messages.	2664 F	447 95% ACDEF	331 83% F	432 81% F	358 86% ADF	1096 71% H	1721 82% H	943 75% H	306 70% I	829 79% I	1168 81% I	252 85% IJ	109 87% IJ	1135 76% N	1168 81% N	361 85% NO	2077 79% Q	587 81% R	1539 82% S	2001 81% T	1059 80% U	1605 79% V
Malware - Short for "malicious software", used to disrupt computer operations, gather sensitive information or gain access to private computer systems.	2558 76% F	439 93% ACDEF	324 81% AF	424 80% AF	330 80% F	1041 68% H	1689 81% H	869 69% H	296 68% I	791 75% I	1118 77% I	245 82% IJ	108 86% IJK	1087 73% N	1118 77% N	353 83% NO	2019 77% Q	539 74% R	1477 78% S	1924 77% T	1016 76% U	1542 76% V
Phishing - The attempt to acquire sensitive information such as usernames, passwords, and credit card details by masquerading as a trustworthy entity in electronic communication.	2473 74% CF	421 89% ACDEF	270 68% F	395 74% CF	321 78% CF	1066 69% H	1632 78% H	841 67% H	259 60% I	759 72% I	1093 76% IJ	250 84% IJK	112 89% IJK	1018 68% N	1093 76% N	362 86% NO	1948 74% Q	525 73% R	1458 77% T	1840 74% T	1003 75% U	1470 73% V
Stolen credentials - When hackers steal personal information stored online such as usernames, passwords, social security numbers, credit cards numbers, etc.	2379 71% F	405 86% ACDEF	267 67% F	401 75% ACF	312 75% ACF	994 65% H	1545 74% H	834 66% H	270 62% I	743 70% I	1045 72% I	220 74% I	101 80% IJ	1013 68% N	1045 72% N	321 76% N	1859 71% Q	520 72% R	1411 75% T	1763 71% T	975 73% V	1404 69% V
Cyber squatting - Registering or using a domain name with bad faith intent to profit from the goodwill of a trademark belonging to someone else.	1820 54% CDF	335 71% ACDEF	193 48% F	264 50% ACDF	251 61% ACDF	777 51% H	1259 60% H	561 44% H	196 45% I	581 55% I	811 56% I	167 56% I	65 52% J	777 52% N	811 56% N	232 55% NO	1465 56% R	355 49% R	1085 57% S	1409 57% T	841 63% V	979 48% V
None of the above	139 4% BE	4 1% -	13 3% BE	27 5% BE	5 1% -	90 6% ABCE	62 3% H	77 6% G	24 6% J	33 3% J	61 4% I	15 5% J	6 5% J	57 4% N	61 4% N	21 5% NO	117 4% Q	22 3% R	81 4% T	76 3% T	32 2% U	107 5% U
Not Sure	10	-	1	2	-	7	6	4	1	2	5	2 1%	-	3	5	2	7	3	7	3	1	9
Decline to Answer	1	-	-	-	-	1	1	-	-	-	1	-	-	-	1	-	1	-	1	1	-	1
Sigma	12044 359%	2051 434%	1399 350%	1945 365%	1577 381%	5072 330%	7915 378%	4129 327%	1352 311%	3738 355%	5302 367%	1151 388%	501 398%	5090 342%	5302 367%	1652 391%	9493 361%	2551 352%	7059 374%	9017 363%	4927 370%	7117 351%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.

Q1105. What do you think are the source(s) for each type of abusive Internet behavior?  
SUMMARY TABLE OF ORGANIZED GROUPS

Base: Aware Of Abusive Internet Behavior

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	3207	469	386	504	409	1439	2027	1180	410	1019	1378	280	120	1429	1378	400	2508	699	1799	2404	1299	1908
Malware	1764 69% CE	336 77% ACEF	201 62% ACE	310 73% ACE	201 61% ACE	716 69% CE	1186 70% CE	578 67% CE	187 63% CE	539 68% CE	785 70% IJ	171 70% IJ	82 76% IJ	726 67% IJ	785 70% IJ	253 72% N	1421 70% R	343 64% R	1047 71% T	1327 69% T	732 72% V	1032 67% V
Stolen credentials	1595 67% CE	307 76% ACEF	164 61% ACE	283 71% CE	171 55% CE	670 67% E	1064 69% H	531 64% H	165 61% CE	475 64% CE	724 69% IJ	153 70% IJ	78 77% IJ	640 63% IJ	724 69% N	231 72% N	1259 68% R	336 65% R	975 69% T	1180 67% T	678 70% V	917 65% V
Spamming	1704 64% CE	337 75% ACDEF	184 56% ACEF	298 69% ACEF	189 53% ACEF	696 64% CE	1139 66% H	565 60% H	177 58% CE	519 63% CE	755 65% IJ	174 69% IJ	79 72% IJ	696 61% IJ	755 65% N	253 70% N	1356 65% R	348 59% R	1017 66% T	1293 65% T	730 69% V	974 61% V
Cyber squatting	1163 64% CE	221 66% CE	110 57% CE	181 69% CE	139 55% CE	512 66% CE	810 64% H	353 63% H	112 57% CE	367 63% CE	533 66% IJ	106 63% IJ	45 69% IJ	479 62% IJ	533 66% N	151 65% N	948 65% R	215 61% R	713 66% T	910 65% T	552 66% V	611 62% V
Phishing	1574 64% CE	305 72% ACEF	143 53% ACEF	278 70% ACEF	156 49% ACEF	692 65% CE	1066 65% H	508 60% H	141 54% CE	450 59% CE	735 67% IJ	171 68% IJ	77 69% IJ	591 58% IJ	735 67% N	248 69% N	1275 65% R	299 57% R	969 66% T	1178 64% T	674 67% V	900 61% V

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base

Q1105. What do you think are the source(s) for each type of abusive Internet behavior?  
SUMMARY TABLE OF INDIVIDUALS

Base: Aware Of Abusive Internet Behavior

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3207	469	386	504	409	1439	2027	1180	410	1019	1378	280	120	1429	1378	400	2508	699	1799	2404	1299	1908
Phishing	1518 61% DE	301 71% ADEF	175 65% DE	218 55% DE	180 56% DE	644 60% DE	1008 62% DE	510 61% DE	167 64% L	493 65% KL	653 60% DE	136 54% DE	69 62% DE	660 65% OP	653 60% DE	205 57% DE	1206 62% DE	312 59% DE	905 62% DE	1146 62% DE	636 63% DE	882 60% DE
Spamming	1603 60% DE	304 68% ADEF	212 64% DE	217 50% DE	198 55% DE	672 61% DE	1039 60% DE	564 60% DE	181 59% DE	514 62% DE	699 60% DE	142 56% DE	67 61% DE	695 61% DE	699 60% DE	209 58% DE	1271 61% R	332 57% DE	946 61% DE	1214 61% DE	666 63% V	937 58% DE
Cyber squatting	1090 60% E	249 74% ACDEF	117 61% E	154 58% E	119 47% E	451 58% E	755 60% DE	335 60% DE	108 55% DE	357 61% DE	492 61% DE	97 58% DE	36 55% DE	465 60% DE	492 61% DE	133 57% DE	895 61% R	195 55% DE	666 61% DE	856 61% DE	538 64% V	552 56% DE
Stolen credentials	1413 59% ACDEF	286 71% ACDEF	151 57% DE	228 57% DE	171 55% DE	577 58% DE	917 59% DE	496 59% DE	152 56% L	468 63% L	619 59% DE	115 52% DE	59 58% DE	620 61% P	619 59% DE	174 54% DE	1120 60% DE	293 56% DE	844 60% DE	1070 61% DE	597 61% DE	816 58% DE
Malware	1454 57% E	302 69% ACDEF	175 54% DE	233 55% DE	160 48% DE	584 56% E	966 57% DE	488 56% DE	166 56% DE	466 59% DE	628 56% DE	133 54% DE	61 56% DE	632 58% DE	628 56% DE	194 55% DE	1164 58% DE	290 54% DE	853 58% DE	1105 57% DE	598 59% DE	856 56% DE

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base

Q1105\_1. What do you think are the source(s) for each type of abusive Internet behavior?

1. Phishing

Base: Aware Of Abusive Internet Behavior

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2473	421	270	395	321	1066	1632	841	259	759	1093	250	112	1018	1093	362	1948	525	1458	1840	1003	1470
ORGANIZED GROUPS (NET)	1574 64% CE	305 72% ACEF	143 53% ACEF	278 70% ACEF	156 49% CE	692 65% CE	1066 65% H	508 60% H	141 54% I	450 59% I	735 67% IJ	171 68% IJ	77 69% I	591 58% I	735 67% N	248 69% N	1275 65% R	299 57% R	969 66% T	1178 64% T	674 67% V	900 61% V
Organized groups from outside my country	1316 53% CE	273 65% ACEF	110 41% ACEF	249 63% ACEF	134 42% CE	550 52% CE	903 55% H	413 49% H	107 41% I	364 48% I	623 57% IJ	151 60% IJ	71 63% IJ	471 46% I	623 57% N	222 61% N	1066 55% R	250 48% R	811 56% T	991 54% T	577 58% V	739 50% V
Organized groups from within my country	1107 45% E	225 53% ACEF	106 39% E	202 51% ACE	81 25% CE	493 46% CE	730 45% H	377 45% H	104 40% I	316 42% I	523 48% IJ	112 45% IJ	52 46% I	420 41% I	523 48% N	164 45% N	894 46% R	213 41% R	690 47% T	813 44% T	464 46% V	643 44% V
INDIVIDUALS (NET)	1518 61% DE	301 71% ADEF	175 65% DE	218 55% DE	180 56% CE	644 60% CE	1008 62% H	510 61% H	167 64% L	493 65% KL	653 60% KL	136 54% L	69 62% L	660 65% OP	653 60% OP	205 57% OP	1206 62% OP	312 59% OP	905 62% OP	1146 62% OP	636 63% OP	882 60% OP
Individuals from outside my country	1222 49% EF	275 65% ACDEF	124 46% ACDEF	195 49% ACDEF	142 44% CE	486 46% CE	822 50% H	400 48% H	119 46% I	377 50% I	547 50% IJ	119 48% IJ	60 54% I	496 49% I	547 50% N	179 49% N	982 50% R	240 46% R	744 51% T	914 50% T	511 51% V	711 48% V
Individuals from my country	1109 45% E	232 55% ADEF	130 48% E	161 41% E	114 36% CE	472 44% CE	716 44% H	393 47% H	121 47% I	354 47% L	485 44% L	97 39% L	52 46% L	475 47% L	485 44% N	149 41% N	888 46% R	221 42% R	669 46% T	825 45% T	455 45% V	654 44% V
Don't know	298 12% B	37 9% B	30 11% B	54 14% ABC	58 18% ABC	119 11% ABC	184 11% H	114 14% H	31 12% I	81 11% I	138 13% IJ	36 14% I	12 11% I	112 11% I	138 13% N	48 13% N	216 11% R	82 16% Q	168 12% Q	207 11% Q	101 10% U	197 13% U
Not Sure	2	-	-	1	-	1	1	1	1	-	1	-	-	1	1	-	1	1	1	1	-	2
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	5054 204%	1042 248%	500 185%	862 218%	529 165%	2121 199%	3356 206%	1698 202%	483 186%	1492 197%	2317 212%	515 206%	247 221%	1975 194%	2317 212%	762 210%	4047 208%	1007 192%	3083 211%	3751 204%	2108 210%	2946 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  
Overlap formulae used.

Q1105\_2. What do you think are the source(s) for each type of abusive Internet behavior?

28 Aug 2015  
Table 533

2. Spamming

Base: Aware Of Abusive Internet Behavior

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2664	447	331	432	358	1096	1721	943	306	829	1168	252	109	1135	1168	361	2077	587	1539	2001	1059	1605
ORGANIZED GROUPS (NET)	1704 64% CE	337 75% ACDEF	184 56% ACEF	298 69% ACEF	189 53% CE	696 64% CE	1139 66% H	565 60% H	177 58% I	519 63% I	755 65% I	174 69% I	79 72% IJ	696 61% I	755 65% I	253 70% N	1356 65% R	348 59% R	1017 66% R	1293 65% R	730 69% V	974 61% V
Organized groups from outside my country	1334 50% CEF	287 64% ACEF	139 42% ACEF	255 59% ACEF	147 41% CE	506 46% CE	909 53% H	425 45% H	123 40% I	386 47% I	615 53% IJ	140 56% IJ	70 64% IJK	509 45% I	615 53% N	210 58% N	1070 52% R	264 45% R	803 52% R	1007 50% R	573 54% V	761 47% V
Organized groups from within my country	1314 49% CE	282 63% ACDEF	143 43% E	244 56% ACEF	113 32% CE	532 49% E	867 50% H	447 47% H	137 45% I	391 47% I	592 51% I	132 52% I	62 57% I	528 47% I	592 51% N	194 54% N	1040 50% R	274 47% R	791 51% R	994 50% R	563 53% V	751 47% V
INDIVIDUALS (NET)	1603 60% DE	304 68% ADEF	212 64% DE	217 50% DE	198 55% DE	672 61% DE	1039 60% H	564 60% H	181 59% I	514 62% I	699 60% I	142 56% I	67 61% I	695 61% I	699 60% I	209 58% I	1271 61% R	332 57% R	946 61% R	1214 61% R	666 63% V	937 58% V
Individuals from outside my country	1254 47% C	258 58% ACDEF	139 42% ACEF	185 43% ACEF	153 43% CE	519 47% CE	818 48% H	436 46% H	130 42% I	379 46% I	578 49% I	111 44% I	56 51% I	509 45% I	578 49% N	167 46% N	1015 49% R	239 41% R	750 49% R	950 47% R	517 49% V	737 46% V
Individuals from my country	1227 46% DEF	262 59% ADEF	178 54% ADEF	175 41% ADEF	135 38% DE	477 44% DE	799 46% H	428 45% H	134 44% I	381 46% I	542 46% I	116 46% I	54 50% I	515 45% I	542 46% I	170 47% I	972 47% R	255 43% R	742 48% T	918 46% R	521 49% V	706 44% V
Don't know	303 11% F	41 9% F	38 11% ABF	65 15% ABF	52 15% ABF	107 10% G	178 10% G	125 13% G	34 11% J	78 9% J	144 12% J	36 14% J	11 10% J	112 10% J	144 12% J	47 13% J	225 11% J	78 13% J	163 11% J	218 11% J	91 9% U	212 13% U
Not Sure	3	-	-	1	-	2	2	1	1	-	2	-	-	1	2	-	2	1	3	-	1	2
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	5435 204%	1130 253%	637 192%	925 214%	600 168%	2143 196%	3573 208%	1862 197%	559 183%	1615 195%	2473 212%	535 212%	253 232%	2174 192%	2473 212%	788 218%	4324 208%	1111 189%	3252 211%	4087 204%	2266 214%	3169 197%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.

Q1105\_3. What do you think are the source(s) for each type of abusive Internet behavior?

28 Aug 2015  
Table 534

3. Cyber squatting

Base: Aware Of Abusive Internet Behavior

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1820	335	193	264	251	777	1259	561	196	581	811	167	65*	777	811	232	1465	355	1085	1409	841	979
ORGANIZED GROUPS (NET)	1163 64% CE	221 66% CE	110 57%	181 69% CE	139 55%	512 66% CE	810 64%	353 63%	112 57%	367 63%	533 66% I	106 63%	45 69%	479 62%	533 66%	151 65%	948 65%	215 61%	713 66%	910 65%	552 66%	611 62%
Organized groups from outside my country	926 51% F	192 57% ACEF	89 46%	159 60% ACEF	117 47%	369 47%	658 52%	268 48%	83 42%	267 46%	442 55% IJ	92 55% IJ	42 65% IJ	350 45%	442 55% N	134 58% N	752 51%	174 49%	577 53%	717 51%	438 52%	488 50%
Organized groups from within my country	855 47% CE	184 55% ACE	77 40% E	144 55% ACE	73 29%	377 49% CE	596 47%	259 46%	81 41%	271 47%	395 49%	76 46%	32 49%	352 45%	395 49%	108 47%	698 48%	157 44%	535 49%	661 47%	407 48%	448 46%
INDIVIDUALS (NET)	1090 60% E	249 74% ACDEF	117 61% E	154 58% E	119 47%	451 58% E	755 60%	335 60%	108 55%	357 61%	492 61%	97 58%	36 55%	465 60%	492 61%	133 57%	895 61% R	195 55%	666 61%	856 61%	538 64% V	552 56%
Individuals from outside my country	891 49% EF	201 60% ACEF	96 50% E	138 52% E	97 39%	359 46% E	622 49%	269 48%	84 43%	283 49%	411 51% I	83 50%	30 46%	367 47%	411 51%	113 49%	732 50%	159 45%	556 51%	689 49%	432 51%	459 47%
Individuals from my country	789 43% EF	216 64% ACDEF	72 37%	124 47% CEF	72 29%	305 39% E	552 44%	237 42%	73 37%	246 42%	359 44%	82 49% I	29 45%	319 41%	359 44%	111 48%	643 44%	146 41%	494 46%	626 44%	396 47% V	393 40%
Don't know	219 12% B	28 8%	21 11%	39 15% B	49 20% ABCF	82 11%	147 12%	72 13%	24 12%	65 11%	95 12%	28 17%	7 11%	89 11%	95 12%	35 15%	163 11% Q	56 16% Q	138 13% T	152 11%	79 9%	140 14% U
Not Sure	1	-	-	-	1	-	1	-	-	-	1	-	-	-	1	-	-	1 Q	-	1	-	1
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3681 202%	821 245%	355 184%	604 229%	409 163%	1492 192%	2576 205%	1105 197%	345 176%	1132 195%	1703 210%	361 216%	140 215%	1477 190%	1703 210%	501 216%	2988 204%	693 195%	2300 212%	2846 202%	1752 208%	1929 197%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base

Q1105\_4. What do you think are the source(s) for each type of abusive Internet behavior?  
4. Stolen credentials

Base: Aware Of Abusive Internet Behavior

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2379	405	267	401	312	994	1545	834	270	743	1045	220	101	1013	1045	321	1859	520	1411	1763	975	1404
ORGANIZED GROUPS (NET)	1595 67% CE	307 76% ACEF	164 61% CE	283 71% CE	171 55% CE	670 67% E	1064 69% H	531 64% H	165 61% H	475 64% H	724 69% IJ	153 70% IJ	78 77% IJ	640 63% IJ	724 69% N	231 72% N	1259 68% N	336 65% N	975 69% N	1180 67% N	678 70% V	917 65% V
Organized groups from outside my country	1281 54% CEF	279 69% ACDEF	122 46% ACEF	245 61% ACEF	132 42% ACEF	503 51% E	863 56% H	418 50% H	119 44% H	372 50% H	594 57% IJ	127 58% IJ	69 68% IJK	491 48% IJ	594 57% N	196 61% N	1021 55% R	260 50% R	791 56% R	951 54% R	560 57% V	721 51% V
Organized groups from within my country	1201 50% E	244 60% ACEF	125 47% E	226 56% ACEF	106 34% ACEF	500 50% E	790 51% H	411 49% H	124 46% H	357 48% H	552 53% IJ	110 50% IJ	58 57% I	481 47% IJ	552 53% N	168 52% N	943 51% N	258 50% N	745 53% T	879 50% T	493 51% T	708 50% T
INDIVIDUALS (NET)	1413 59% ACDEF	286 71% ACDEF	151 57% ABF	228 57% B	171 55% BF	577 58% E	917 59% H	496 59% H	152 56% L	468 63% L	619 59% L	115 52% L	59 58% L	620 61% P	619 59% P	174 54% P	1120 60% P	293 56% P	844 60% P	1070 61% P	597 61% P	816 58% P
Individuals from outside my country	1152 48% CE	256 63% ACDEF	105 39% CE	201 50% CE	123 39% CE	467 47% CE	755 49% H	397 48% H	115 43% H	367 49% H	520 50% I	100 45% I	50 50% I	482 48% I	520 50% I	150 47% I	935 50% R	217 42% R	699 50% R	874 50% R	502 51% V	650 46% V
Individuals from my country	1098 46% EF	246 61% ACDEF	122 46% ABF	189 47% B	125 40% BF	416 42% E	713 46% H	385 46% H	116 43% H	346 47% H	493 47% H	94 43% H	49 49% H	462 46% H	493 47% H	143 45% H	852 46% H	246 47% H	668 47% H	819 46% H	446 46% H	652 46% H
Don't know	267 11% B	33 8% ABF	40 15% ABF	53 13% B	44 14% BF	97 10% E	168 11% H	99 12% H	33 12% H	70 9% H	121 12% H	35 16% J	8 8% J	103 10% J	121 12% J	43 13% J	199 11% J	68 13% J	158 11% J	187 11% J	93 10% J	174 12% U
Not Sure	2	-	-	1	-	1	2	-	1	-	1	-	-	1	1	-	2	-	2	-	1	1
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	5001 210%	1058 261%	514 193%	915 228%	530 170%	1984 200%	3291 213%	1710 205%	508 186%	1512 203%	2281 218%	466 212%	234 232%	2020 199%	2281 218%	700 218%	3952 213%	1049 202%	3063 217%	3710 210%	2095 215%	2906 207%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.



Q1105\_5. What do you think are the source(s) for each type of abusive Internet behavior?

5. Malware

Base: Aware Of Abusive Internet Behavior

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2558	439	324	424	330	1041	1689	869	296	791	1118	245	108	1087	1118	353	2019	539	1477	1924	1016	1542
ORGANIZED GROUPS (NET)	1764 69% CE	336 77% ACEF	201 62% ACE	310 73% ACEF	201 61% CE	716 69% CE	1186 70% CE	578 67% CE	187 63% CE	539 68% CE	785 70% I	171 70% I	82 76% I	726 67% I	785 70% I	253 72% I	1421 70% R	343 64% R	1047 71% R	1327 69% R	732 72% V	1032 67% V
Organized groups from outside my country	1487 58% CF	307 70% ACEF	171 53% ACEF	279 66% ACEF	180 55% CE	550 53% CE	1025 61% H	462 53% H	142 48% I	438 55% I	675 60% IJ	156 64% IJ	76 70% IJK	580 53% I	675 60% N	232 66% N	1195 59% R	292 54% R	901 61% T	1122 58% R	635 63% V	852 55% V
Organized groups from within my country	1240 48% CE	256 58% ACEF	135 42% E	241 57% ACEF	82 25% CE	526 51% CE	811 48% H	429 49% H	137 46% I	373 47% I	556 50% I	116 47% I	58 54% IJK	510 47% I	556 50% N	174 49% N	1001 50% R	239 44% R	735 50% T	916 48% R	502 49% V	738 48% V
INDIVIDUALS (NET)	1454 57% E	302 69% ACDEF	175 54% ACEF	233 55% ACEF	160 48% CE	584 56% E	966 57% H	488 56% H	166 56% I	466 59% I	628 56% I	133 54% I	61 56% IJK	632 58% I	628 56% N	194 55% N	1164 58% R	290 54% R	853 58% T	1105 57% R	598 59% V	856 56% V
Individuals from outside my country	1251 49% EF	280 64% ACDEF	144 44% ACEF	211 50% E	134 41% CE	482 46% CE	841 50% H	410 47% H	137 46% I	378 48% I	556 50% I	122 50% I	58 54% IJK	515 47% I	556 50% N	180 51% N	1013 50% R	238 44% R	752 51% T	949 49% R	523 51% V	728 47% V
Individuals from my country	1080 42% E	252 57% ACDEF	122 38% E	186 44% E	100 30% CE	420 40% CE	715 42% H	365 42% H	116 39% I	341 43% I	467 42% I	108 44% I	48 44% IJK	457 42% I	467 42% N	156 44% N	867 43% R	213 40% R	646 44% T	807 42% R	440 43% V	640 42% V
Don't know	326 13% B	40 9% B	48 15% B	61 14% B	54 16% ABF	123 12% CE	207 12% H	119 14% H	40 14% I	87 11% I	149 13% I	38 16% I	12 11% IJK	127 12% I	149 13% N	50 14% N	238 12% R	88 16% Q	181 12% T	237 12% R	101 10% U	225 15% U
Not Sure	4	1	-	1	-	2	3	1	1	-	3	-	-	1	3	-	4	-	4	1	1	3
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	5388 211%	1136 259%	620 191%	979 231%	550 167%	2103 202%	3602 213%	1786 206%	573 194%	1617 204%	2406 215%	540 220%	252 233%	2190 201%	2406 215%	792 224%	4318 214%	1070 199%	3219 218%	4032 210%	2202 217%	3186 207%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.

Q1110\_1. Who should be responsible for stopping these various types of abusive Internet behavior?

28 Aug 2015  
Table 537

1. Phishing

Base: Aware Of Abusive Internet Behavior

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2473	421	270	395	321	1066	1632	841	259	759	1093	250	112	1018	1093	362	1948	525	1458	1840	1003	1470
National law enforcement	1028 42% B	80 19%	99 37% B	199 50% ABCE	119 37% B	531 50% ABCE	690 42%	338 40%	95 37%	324 43% M	476 44% IM	102 41% M	31 28%	419 41%	476 44% P	133 37%	814 42%	214 41%	627 43% T	739 40%	385 38%	643 44% U
Interpol	849 34% F	146 35%	103 38% F	162 41% AEF	100 31%	338 32%	601 37% H	248 29%	75 29%	241 32%	395 36% I	104 42% IJM	34 30%	316 31%	395 36% N	138 38% N	690 35% R	159 30%	516 35%	644 35%	379 38% V	470 32%
Consumer protection agency	823 33% CD	163 39% ACDF	73 27%	114 29%	124 39% ACD	349 33%	515 32%	308 37% G	105 41% K	259 34%	337 31%	84 34%	38 34%	364 36% O	337 31%	122 34%	628 32%	195 37% Q	519 36% T	599 33%	318 32%	505 34%
ICANN	693 28% CD	117 28% CD	55 20%	82 21%	93 29% CD	346 32% ACD	476 29%	217 26%	76 29% LM	241 32% LM	308 28% LM	51 20%	17 15%	317 31% P	308 28% P	68 19%	566 29% R	127 24%	446 31%	542 29%	341 34% V	352 24%
Federal police	630 25% BF	69 16%	93 34% ABEF	149 38% ABEF	77 24% B	242 23% B	433 27%	197 23%	70 27% M	201 26% LM	293 27% LM	50 20%	16 14%	271 27% P	293 27% P	66 18%	504 26%	126 24%	388 27%	472 26%	277 28% V	353 24%
Local police	607 25% BDE	71 17%	65 24% BD	69 17%	63 20% ABCDE	339 32%	407 25%	200 24%	66 25%	196 26%	272 25%	51 20%	22 20%	262 26% P	272 25%	73 20%	494 25%	113 22%	371 25%	435 24%	244 24%	363 25%
Private security companies	420 17% F	84 20% F	55 20% F	65 16%	56 17%	160 15%	268 16%	152 18%	65 25% KLM	147 19% KM	160 15%	36 14%	12 11%	212 21% OP	160 15%	48 13%	330 17%	90 17%	250 17%	322 18%	179 18%	241 16%
FBI	126 5% CDEF	126 30% ACDEF	-	-	-	-	96 6% H	30 4%	-	19 3% I	57 5% IJ	29 12% IJK	21 19% IJK	19 2%	57 5% N	50 14% NO	111 6% R	15 3%	72 5%	114 6% S	78 8% V	48 3%
CIA	47 2% CDEF	47 11% ACDEF	-	-	-	-	32 2%	15 2%	-	9 1%	20 2% I	10 4% IJK	8 7% IJK	9 1%	20 2% NO	18 5% NO	39 2%	8 2%	24 2%	42 2%	27 3% V	20 1%
Don't know	293 12% F	71 17% ACF	27 10%	54 14% F	42 13% F	99 9%	184 11%	109 13%	32 12%	82 11%	125 11%	34 14%	20 18% JK	114 11%	125 11%	54 15%	226 12%	67 13%	164 11%	208 11%	110 11%	183 12%
Not Sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	5516 223%	974 231%	570 211%	894 226%	674 210%	2404 226%	3702 227%	1814 216%	584 225%	1719 226%	2443 224%	551 220%	219 196%	2303 226%	2443 224%	770 213%	4402 226%	1114 212%	3377 232%	4117 224%	2338 233%	3178 216%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.

Q1110\_2. Who should be responsible for stopping these various types of abusive Internet behavior?

28 Aug 2015  
Table 538

2. Spamming

Base: Aware Of Abusive Internet Behavior

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2664	447	331	432	358	1096	1721	943	306	829	1168	252	109	1135	1168	361	2077	587	1539	2001	1059	1605
Consumer protection agency	986 37% F	191 43% AF	119 36%	160 37%	152 42% AF	364 33%	606 35%	380 40% G	117 38%	301 36%	433 37%	96 38%	39 36%	418 37%	433 37%	135 37%	736 35%	250 43% Q	595 39%	743 37%	410 39%	576 36%
National law enforcement	891 33% BE	62 14%	97 29% B	166 38% ABCE	97 27% B	469 43% ABCE	594 35%	297 31%	94 31% M	296 36% M	391 33% M	88 35% M	22 20%	390 34%	391 33%	110 30%	719 35% R	172 29%	531 35% T	643 32%	342 32%	549 34%
ICANN	700 26% CD	136 30% ACD	53 16%	83 19%	94 26% CD	334 30% ACD	487 28% H	213 23%	64 21%	237 29% IM	318 27% IM	61 24%	20 18%	301 27%	318 27%	81 22%	561 27%	139 24%	429 28%	566 28%	340 32% V	360 22%
Interpol	608 23%	98 22%	67 20%	112 26%	73 20%	258 24%	427 25% H	181 19%	53 17%	182 22%	281 24% I	67 27% I	25 23%	235 21%	281 24%	92 25%	489 24%	119 20%	367 24%	463 23%	251 24%	357 22%
Federal police	488 18% B	44 10%	65 20% B	112 26% ABCEF	62 17% B	205 19% B	338 20% H	150 16%	63 21% LM	168 20% LM	212 18% M	35 14%	10 9%	231 20% P	212 18% P	45 12%	386 19%	102 17%	290 19%	370 18%	196 19%	292 18%
Local police	477 18% BDE	50 11%	53 16% E	60 14%	39 11%	275 25% ABCDE	321 19%	156 17%	53 17%	165 20% L	205 18%	35 14%	19 17%	218 19%	205 18%	54 15%	384 18%	93 16%	285 19%	343 17%	176 17%	301 19%
Private security companies	470 18%	89 20%	69 21% D	65 15%	64 18%	183 17%	299 17%	171 18%	85 28% JKLM	155 19% K	179 15%	36 14%	15 14%	240 21% OP	179 15%	51 14%	369 18%	101 17%	272 18%	358 18%	180 17%	290 18%
FBI	85 3% CDEF	85 19% ACDEF	-	-	-	-	65 4% H	20 2%	-	13 2% I	37 3% IJ	22 9% IJK	13 12% IJK	13 1%	37 3% N	35 10% NO	73 4%	12 2%	45 3%	76 4% S	54 5% V	31 2%
CIA	31 1% CDEF	31 7% ACDEF	-	-	-	-	24 1%	7 1%	-	6 1%	13 1%	8 3% IJK	4 4% IJK	6 1%	13 1%	12 3% NO	26 1%	5 1%	13 1%	29 1% S	19 2% V	12 1%
Don't know	384 14% F	82 18% AF	55 17% F	71 16% F	55 15% F	121 11%	237 14%	147 16%	43 14%	117 14%	164 14%	34 13% IJKL	26 24% IJKL	160 14%	164 14%	60 17%	295 14%	89 15%	212 14%	279 14%	137 13%	247 15%
Not Sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	5120 192%	868 194%	578 175%	829 192%	636 178%	2209 202%	3398 197%	1722 183%	572 187%	1640 198%	2233 191%	482 191%	193 177%	2212 195%	2233 191%	675 187%	4038 194%	1082 184%	3039 197%	3870 193%	2105 199%	3015 188%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.

Q1110\_3. Who should be responsible for stopping these various types of abusive Internet behavior?

3. Cyber squatting

Base: Aware Of Abusive Internet Behavior

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1820	335	193	264	251	777	1259	561	196	581	811	167	65*	777	811	232	1465	355	1085	1409	841	979
ICANN	676 37% C	150 45% ACDE	51 26%	88 33%	82 33%	305 39% C	503 40% H	173 31%	58 30%	221 38% I	315 39% I	63 38%	19 29%	279 36%	315 39%	82 35%	559 38%	117 33%	432 40%	535 38%	362 43% V	314 32%
National law enforcement	626 34% B	43 13%	68 35% B	116 44% ABE	84 33% B	315 41% ABE	433 34%	193 34%	61 31% M	214 37% M	287 35% M	54 32% M	10 15%	275 35% P	287 35% P	64 28%	499 34%	127 36%	382 35%	469 33%	252 30%	374 38% U
Consumer protection agency	594 33%	105 31%	61 32%	81 31%	93 37%	254 33%	400 32%	194 35%	77 39% K	193 33%	255 31%	51 31%	18 28%	270 35%	255 31%	69 30%	469 32%	125 35%	357 33%	473 34%	284 34%	310 32%
Interpol	502 28% BF	74 22%	76 39% ABDF	79 30% B	79 31% BF	194 25%	369 29% H	133 24%	57 29%	144 25%	230 28%	55 33% J	16 25%	201 26%	230 28%	71 31%	396 27%	106 30%	309 28%	391 28%	232 28%	270 28%
Federal police	426 23% BF	37 11%	75 39% ABEF	85 32% ABF	70 28% BF	159 20% B	309 25%	117 21%	47 24% L	143 25% L	201 25% LM	26 16%	9 14%	190 24% P	201 25% P	35 15%	353 24%	73 21%	262 24%	340 24%	204 24%	222 23%
Local police	359 20% B	36 11%	39 20% B	48 18% B	48 19% B	188 24% ABD	249 20%	110 20%	40 20% M	120 21% M	165 20% M	28 17%	6 9%	160 21% P	165 20%	34 15%	293 20%	66 19%	223 21%	271 19%	174 21%	185 19%
Private security companies	313 17% B	45 13%	44 23% AB	44 17%	42 17%	138 18%	205 16%	108 19%	54 28% JKLM	100 17%	131 16%	19 11%	9 14%	154 20% P	131 16%	28 12%	249 17%	64 18%	193 18%	247 18%	158 19%	155 16%
FBI	58 3% CDEF	58 17% ACDEF	-	-	-	-	43 3%	15 3%	-	8 1%	27 3% IJ	14 8% IJK	9 14% IJK	8 1%	27 3% N	23 10% NO	52 4%	6 2%	35 3%	51 4%	37 4% V	21 2%
CIA	24 1% F	24 7% ACDEF	-	-	-	-	17 1%	7 1%	-	4 1%	11 1%	6 4% IJK	3 5% IJK	4 1%	11 1%	9 4% NO	21 1%	3 1%	10 1%	23 2% S	14 2%	10 1%
Don't know	216 12% F	61 18% ACDEF	21 11%	32 12%	29 12%	73 9%	148 12%	68 12%	13 7%	69 12% I	92 11%	25 15% I	17 26% IJKL	82 11%	92 11%	42 18% NO	172 12%	44 12%	131 12%	156 11%	81 10%	135 14% U
Not Sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3794 208%	633 189%	435 225%	573 217%	527 210%	1626 209%	2676 213%	1118 199%	407 208%	1216 209%	1714 211%	341 204%	116 178%	1623 209%	1714 211%	457 197%	3063 209%	731 206%	2334 215%	2956 210%	1798 214%	1996 204%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base

Q1110\_4. Who should be responsible for stopping these various types of abusive Internet behavior?

28 Aug 2015  
Table 540

4. Stolen credentials

Base: Aware Of Abusive Internet Behavior

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2379	405	267	401	312	994	1545	834	270	743	1045	220	101	1013	1045	321	1859	520	1411	1763	975	1404
National law enforcement	1037 44% B	80 20%	111 42% B	227 57% ABCEF	124 40% B	495 50% ABCE	690 45%	347 42%	111 41% M	327 44% M	470 45% M	104 47% M	25 25%	438 43%	470 45%	129 40%	811 44%	226 43%	632 45% T	746 42%	393 40%	644 46% U
Interpol	892 37% F	175 43% AEF	106 40% F	175 44% AEF	107 34%	329 33%	624 40% H	268 32%	84 31%	250 34%	417 40% IJ	106 48% IJKM	35 35%	334 33%	417 40% N	141 44% N	718 39% R	174 33%	544 39%	687 39%	387 40%	505 36%
Federal police	741 31% BF	80 20%	122 46% ABEF	175 44% ABEF	100 32% B	264 27% B	513 33% H	228 27%	86 32% M	235 32% M	341 33% M	58 26%	21 21%	321 32% P	341 33% P	79 25%	590 32%	151 29%	453 32%	559 32%	326 33% V	415 30%
Consumer protection agency	717 30% CD	136 34% CD	62 23%	104 26%	108 35% CD	307 31% C	440 28%	277 33% G	93 34% K	234 31%	296 28%	65 30%	29 29%	327 32%	296 28%	94 29%	547 29%	170 33%	444 31%	529 30%	290 30%	427 30%
Local police	698 29% E	118 29% E	77 29%	102 25%	70 22%	331 33% ADE	466 30%	232 28%	74 27%	216 29%	307 29%	67 30%	34 34%	290 29%	307 29%	101 31%	561 30%	137 26%	432 31%	513 29%	294 30%	404 29%
ICANN	587 25% CD	97 24% C	45 17%	76 19%	85 27% CD	284 29% ACD	400 26%	187 22%	61 23%	209 28% LM	256 24%	45 20%	16 16%	270 27% P	256 24% P	61 19%	475 26%	112 22%	374 27%	458 26%	289 30% V	298 21%
Private security companies	412 17%	80 20%	55 21%	66 16%	51 16%	160 16%	259 17%	153 18%	71 26% JKLM	141 19% KL	159 15%	28 13%	13 13%	212 21% OP	159 15%	41 13%	317 17%	95 18%	261 18%	302 17%	171 18%	241 17%
FBI	170 7% CDEF	170 42% ACDEF	-	-	-	-	122 8%	48 6%	2 1%	25 3% I	74 7% IJ	39 18% IJK	30 30% IJKL	27 3%	74 7% N	69 21% NO	145 8% R	25 5%	101 7%	149 8%	104 11% V	66 5%
CIA	62 3% CDEF	62 15% ACDEF	-	-	-	-	42 3%	20 2%	2 1%	10 1%	26 2%	15 7% IJK	9 9% IJK	12 1%	26 2% N	24 7% NO	53 3%	9 2%	35 2%	53 3%	38 4% V	24 2%
Don't know	247 10% F	61 15% ACDF	26 10%	41 10%	34 11%	85 9%	147 10%	100 12%	22 8%	77 10%	114 11%	21 10%	13 13%	99 10%	114 11%	34 11%	188 10%	59 11%	138 10%	176 10%	86 9%	161 11% U
Not Sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	5563 234%	1059 261%	604 226%	966 241%	679 218%	2255 227%	3703 240%	1860 223%	606 224%	1724 232%	2460 235%	548 249%	225 223%	2330 230%	2460 235%	773 241%	4405 237%	1158 223%	3414 242%	4172 237%	2378 244%	3185 227%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.

Q1110\_5. Who should be responsible for stopping these various types of abusive Internet behavior?

5. Malware

Base: Aware Of Abusive Internet Behavior

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2558	439	324	424	330	1041	1689	869	296	791	1118	245	108	1087	1118	353	2019	539	1477	1924	1016	1542
National law enforcement	941 37% BE	60 14%	106 33% B	182 43% ABCE	102 31% B	491 47% ABCE	637 38%	304 35%	102 34% M	298 38% M	428 38% M	91 37% M	22 20%	400 37%	428 38% P	113 32%	762 38%	179 33%	568 38% T	687 36%	350 34%	591 38% U
Consumer protection agency	813 32%	159 36% ACDF	88 27%	120 28%	127 38% ACDF	319 31%	523 31%	290 33%	106 36%	260 33%	338 30%	75 31%	34 31%	366 34%	338 30%	109 31%	632 31%	181 34%	494 33%	619 32%	331 33%	482 31%
Interpol	767 30%	133 30%	91 28%	147 35% AE	89 27%	307 29%	554 33% H	213 25%	77 26%	215 27%	360 32% IJM	91 37% IJM	24 22%	292 27%	360 32% N	115 33% N	623 31%	144 27%	471 32%	588 31%	335 33% V	432 28%
ICANN	693 27% CD	132 30% CD	57 18%	87 21%	93 28% CD	324 31% ACD	463 27%	230 26%	81 27%	232 29% M	303 27%	57 23%	20 19%	313 29% P	303 27% P	77 22%	552 27%	141 26%	427 29%	541 28%	313 31% V	380 25%
Federal police	566 22% B	54 12%	83 26% BF	144 34% ABCEF	74 22% B	211 20% B	405 24% H	161 19%	66 22% M	177 22% M	258 23% M	52 21% M	13 12%	243 22%	258 23%	65 18%	456 23%	110 20%	350 24%	430 22%	238 23%	328 21%
Private security companies	520 20% F	107 24% AF	80 25% AF	87 21%	70 21%	176 17%	352 21%	168 19%	83 28% JKL	161 20%	212 19%	42 17%	22 20%	244 22% O	212 19%	64 18%	406 20%	114 21%	314 21%	401 21%	225 22%	295 19%
Local police	520 20% BE	57 13%	54 17%	73 17%	51 15% ABCDE	285 27% H	366 22% H	154 18%	53 18%	181 23% M	224 20%	47 19%	15 14%	234 22%	224 20%	62 18%	435 22% R	85 16%	306 21%	381 20%	220 22%	300 19%
FBI	129 5% CDEF	129 29% ACDEF	-	-	-	-	99 6% H	30 3%	-	18 2% I	57 5% IJ	34 14% IJK	20 19% IJK	18 2%	57 5% N	54 15% NO	112 6% R	17 3%	74 5%	116 6%	80 8% V	49 3%
CIA	53 2% CDEF	53 12% ACDEF	-	-	-	-	39 2%	14 2%	-	11 1% I	22 2% I	13 5% IJK	7 6% IJK	11 1%	22 2% NO	20 6% NO	45 2%	8 1%	28 2%	47 2%	33 3% V	20 1%
Don't know	354 14% F	77 18% AF	54 17% F	62 15%	45 14%	116 11%	218 13%	136 16%	33 11%	110 14%	155 14%	34 14%	22 20% I	143 13%	155 14%	56 16%	272 13%	82 15%	192 13%	254 13%	127 13%	227 15%
Not Sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	5356 209%	961 219%	613 189%	902 213%	651 197%	2229 214%	3656 216%	1700 196%	601 203%	1663 210%	2357 211%	536 219%	199 184%	2264 208%	2357 211%	735 208%	4295 213%	1061 197%	3224 218%	4064 211%	2252 222%	3104 201%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.

Q1117. How common do you feel each type of abusive Internet behavior is?  
SUMMARY TABLE OF TOP 2 BOX

28 Aug 2015  
Table 542

Base: Aware Of Abusive Internet Behavior

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3207	469	386	504	409	1439	2027	1180	410	1019	1378	280	120	1429	1378	400	2508	699	1799	2404	1299	1908
Spamming	2482 93% F	430 96% ADF	310 94%	400 93%	337 94%	1005 92%	1605 93%	877 93%	276 90%	767 93%	1093 94% I	242 96% I	104 95%	1043 92%	1093 94%	346 96% N	1942 94%	540 92%	1445 94%	1873 94%	996 94%	1486 93%
Malware	2336 91% ACDF	415 95% ACDF	294 91%	379 89%	305 92%	943 91%	1542 91%	794 91%	265 90%	722 91%	1023 92%	231 94% IM	95 88%	987 91%	1023 92%	326 92%	1848 92%	488 91%	1343 91%	1779 92% S	931 92%	1405 91%
Phishing	2161 87% ACDEF	395 94% ACDEF	228 84%	347 88%	274 85%	917 86%	1432 88%	729 87%	215 83%	646 85%	967 88% IJ	232 93% IJK	101 90%	861 85%	967 88% N	333 92% N	1721 88% R	440 84%	1267 87%	1619 88%	893 89% V	1268 86%
Stolen credentials	1954 82% CD	361 89% ACDEF	205 77%	302 75%	261 84% CD	825 83% CD	1243 80%	711 85% G	211 78%	603 81%	867 83%	187 85%	86 85%	814 80%	867 83%	273 85%	1535 83%	419 81%	1151 82%	1464 83%	810 83%	1144 81%
Cyber squatting	1391 76% D	274 82% ADE	144 75%	184 70%	188 75%	601 77% D	948 75%	443 79%	135 69%	447 77% IM	639 79% IM	128 77%	42 65%	582 75%	639 79%	170 73%	1124 77%	267 75%	833 77%	1100 78%	661 79% V	730 75%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base

Q1117. How common do you feel each type of abusive Internet behavior is?  
SUMMARY TABLE OF BOTTOM 2 BOX

Base: Aware Of Abusive Internet Behavior

																	Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Region					Gender		Age					Age			Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54							55+
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3207	469	386	504	409	1439	2027	1180	410	1019	1378	280	120	1429	1378	400	2508	699	1799	2404	1299	1908
Cyber squatting	335 18% B	43 13%	35 18%	60 23% B	53 21% B	144 19% B	245 19%	90 16%	49 25% K	109 19%	132 16%	28 17%	17 26% K	158 20% O	132 16%	45 19%	267 18%	68 19%	198 18%	244 17%	145 17%	190 19%
Stolen credentials	339 14% B	33 8%	45 17% B	80 20% ABEF	43 14% B	138 14% B	242 16% H	97 12%	46 17%	115 15%	139 13%	28 13%	11 11%	161 16%	139 13%	39 12%	260 14%	79 15%	213 15%	240 14%	133 14%	206 15%
Phishing	238 10% B	15 4%	31 11% B	34 9% B	38 12% B	120 11% AB	153 9%	85 10%	33 13% L	87 11% L	96 9%	14 6%	8 7%	120 12% OP	96 9%	22 6%	166 9%	72 14% Q	142 10%	176 10%	85 8%	153 10%
Malware	134 5% B	12 3%	15 5%	28 7% B	16 5%	63 6% B	90 5%	44 5%	20 7%	41 5%	57 5%	8 3%	8 7%	61 6%	57 5%	16 5%	101 5%	33 6%	80 5%	90 5%	53 5%	81 5%
Spamming	115 4% B	7 2%	9 3%	13 3%	15 4% B	71 6% ABCD	73 4%	42 4%	21 7% LM	37 4%	50 4%	6 2%	1 1%	58 5% P	50 4% P	7 2%	82 4%	33 6%	57 4%	84 4%	38 4%	77 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  
Overlap formulae used. \* small base



Q1117\_1. How common do you feel each type of abusive Internet behavior is?

28 Aug 2015  
Table 544

1. Phishing

Base: Aware Of Abusive Internet Behavior

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2473	421	270	395	321	1066	1632	841	259	759	1093	250	112	1018	1093	362	1948	525	1458	1840	1003	1470
TOP 2 BOX (NET)	2161 87%	395 94% ACDEF	228 84%	347 88%	274 85%	917 86%	1432 88%	729 87%	215 83%	646 85%	967 88% IJ	232 93% IJK	101 90%	861 85%	967 88% N	333 92% N	1721 88% R	440 84%	1267 87%	1619 88%	893 89% V	1268 86%
Very common	1346 54% F	305 72% ACDEF	134 50%	223 56% F	174 54% F	510 48%	878 54%	468 56%	112 43%	371 49%	628 57% IJ	160 64% IJ	75 67% IJ	483 47%	628 57% N	235 65% NO	1091 56% R	255 49%	795 55%	1017 55%	572 57% V	774 53%
Somewhat common	815 33% B	90 21% B	94 35% B	124 31% B	100 31% B	407 38% ABDE	554 34%	261 31%	103 40% KLM	275 36% KLM	339 31%	72 29%	26 23%	378 37% OP	339 31%	98 27%	630 32%	185 35%	472 32%	602 33%	321 32%	494 34%
BOTTOM 2 BOX (NET)	238 10% B	15 4% B	31 11% B	34 9% B	38 12% B	120 11% AB	153 9%	85 10%	33 13% L	87 11% L	96 9%	14 6%	8 7%	120 12% OP	96 9%	22 6%	166 9%	72 14% Q	142 10%	176 10%	85 8%	153 10%
Not very common	193 8% B	13 3% B	25 9% B	27 7% B	29 9% B	99 9% AB	119 7%	74 9%	27 10% L	73 10% KL	77 7%	10 4%	6 5%	100 10% OP	77 7%	16 4%	132 7%	61 12% Q	117 8%	145 8%	70 7%	123 8%
Not at all common	45 2% B	2 0% B	6 2% B	7 2% B	9 3% B	21 2% B	34 2%	11 1%	6 2%	14 2%	19 2%	4 2%	2 2%	20 2%	19 2%	6 2%	34 2%	11 2%	25 2%	31 2%	15 1%	30 2%
Don't know	71 3%	10 2%	11 4%	14 4%	9 3%	27 3%	46 3%	25 3%	11 4%	25 3%	28 3%	4 2%	3 3%	36 4%	28 3%	7 2%	58 3%	13 2%	47 3% T	43 2%	25 2%	46 3%
Not Sure	3 0%	1 0%	-	-	-	2 0%	1 0%	2 0%	-	1 0%	2 0%	-	-	1 0%	2 0%	-	3 0%	-	2 0%	2 0%	-	3 0%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2473 100%	421 100%	270 100%	395 100%	321 100%	1066 100%	1632 100%	841 100%	259 100%	759 100%	1093 100%	250 100%	112 100%	1018 100%	1093 100%	362 100%	1948 100%	525 100%	1458 100%	1840 100%	1003 100%	1470 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.

Q1117\_2. How common do you feel each type of abusive Internet behavior is?

28 Aug 2015  
Table 545

2. Spamming

Base: Aware Of Abusive Internet Behavior

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2664	447	331	432	358	1096	1721	943	306	829	1168	252	109	1135	1168	361	2077	587	1539	2001	1059	1605
TOP 2 BOX (NET)	2482 93% F	430 96% ADF	310 94% 94%	400 93% 93%	337 94% 94%	1005 92% 92%	1605 93% 93%	877 93% 93%	276 90% 90%	767 93% 93%	1093 94% 94%	242 96% 96%	104 95% 95%	1043 92% 92%	1093 94% 94%	346 96% 96%	1942 94% 94%	540 92% 92%	1445 94% 94%	1873 94% 94%	996 94% 94%	1486 93% 93%
Very common	2095 79% F	403 90% ACDEF	278 84% AF	342 79% F	301 84% AF	771 70% 70%	1369 80% 80%	726 77% 77%	221 72% 72%	631 76% 76%	939 80% 80%	209 83% IJ	95 87% IJ	852 75% 75%	939 80% N	304 84% N	1640 79% 79%	455 78% 78%	1220 79% 79%	1595 80% 80%	861 81% V	1234 77% 77%
Somewhat common	387 15% BCE	27 6% 6%	32 10% 10%	58 13% B	36 10% B	234 21% ABCDE	236 14% 14%	151 16% 16%	55 18% KM	136 16% KM	154 13% 13%	33 13% 13%	9 8% 8%	191 17% OP	154 13% 13%	42 12% 12%	302 15% 15%	85 14% 14%	225 15% 15%	278 14% 14%	135 13% 13%	252 16% U
BOTTOM 2 BOX (NET)	115 4% B	7 2% 2%	9 3% 3%	13 3% 3%	15 4% B	71 6% ABCD	73 4% 4%	42 4% 4%	21 7% LM	37 4% 4%	50 4% 4%	6 2% 2%	1 1% 1%	58 5% P	50 4% P	7 2% 2%	82 4% 4%	33 6% 6%	57 4% 4%	84 4% 4%	38 4% 4%	77 5% 5%
Not very common	92 3% BC	6 1% 1%	5 2% 2%	9 2% 2%	13 4% B	59 5% ABCD	58 3% 3%	34 4% 4%	15 5% LM	31 4% M	42 4% M	4 2% 2%	- - -	46 4% P	42 4% P	4 1% 1%	63 3% 3%	29 5% Q	45 3% 3%	68 3% 3%	29 3% 3%	63 4% 4%
Not at all common	23 1% 1%	1 - -	4 1% 1%	4 1% 1%	2 1% 1%	12 1% 1%	15 1% 1%	8 1% 1%	6 2% K	6 1% 1%	8 1% 1%	2 1% 1%	1 1% 1%	12 1% 1%	8 1% 1%	3 1% 1%	19 1% 1%	4 1% 1%	12 1% 1%	16 1% 1%	9 1% 1%	14 1% 1%
Don't know	64 2% F	9 2% 2%	12 4% F	18 4% AEF	6 2% 2%	19 2% 2%	41 2% 2%	23 2% 2%	8 3% 3%	24 3% 3%	24 2% 2%	4 2% 2%	4 4% 4%	32 3% 3%	24 2% 2%	8 2% 2%	50 2% 2%	14 2% 2%	35 2% 2%	43 2% 2%	24 2% 2%	40 2% 2%
Not Sure	3 - -	1 - -	- - -	1 - -	- - -	1 - -	2 - -	1 - -	1 - -	1 - -	1 - -	- - -	- - -	2 - -	1 - -	- - -	3 - -	- - -	2 - -	1 - -	1 - -	2 - -
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2664 100%	447 100%	331 100%	432 100%	358 100%	1096 100%	1721 100%	943 100%	306 100%	829 100%	1168 100%	252 100%	109 100%	1135 100%	1168 100%	361 100%	2077 100%	587 100%	1539 100%	2001 100%	1059 100%	1605 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.

Q1117\_3. How common do you feel each type of abusive Internet behavior is?

28 Aug 2015  
Table 546

3. Cyber squatting

Base: Aware Of Abusive Internet Behavior

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1820	335	193	264	251	777	1259	561	196	581	811	167	65*	777	811	232	1465	355	1085	1409	841	979
TOP 2 BOX (NET)	1391 76% D	274 82% ADE	144 75%	184 70%	188 75%	601 77% D	948 75%	443 79%	135 69%	447 77% IM	639 79% IM	128 77%	42 65%	582 75%	639 79%	170 73%	1124 77%	267 75%	833 77%	1100 78%	661 79% V	730 75%
Very common	685 38%	145 43% ADF	74 38%	86 33%	101 40%	279 36%	456 36%	229 41%	57 29%	216 37% I	323 40% I	69 41% I	20 31%	273 35%	323 40%	89 38%	560 38%	125 35%	408 38%	547 39%	332 39%	353 36%
Somewhat common	706 39%	129 39%	70 36%	98 37%	87 35%	322 41% A	492 39%	214 38%	78 40%	231 40%	316 39%	59 35%	22 34%	309 40%	316 39%	81 35%	564 38%	142 40%	425 39%	553 39%	329 39%	377 39%
BOTTOM 2 BOX (NET)	335 18% B	43 13%	35 18%	60 23% B	53 21% B	144 19% B	245 19%	90 16%	49 25% K	109 19%	132 16%	28 17%	17 26% K	158 20% O	132 16%	45 19%	267 18%	68 19%	198 18%	244 17%	145 17%	190 19%
Not very common	295 16% B	37 11%	29 15%	54 20% AB	46 18% B	129 17% B	214 17%	81 14%	42 21% K	98 17%	113 14%	26 16%	16 25% K	140 18% O	113 14%	42 18%	234 16%	61 17%	180 17%	208 15%	125 15%	170 17%
Not at all common	40 2%	6 2%	6 3%	6 2%	7 3%	15 2%	31 2%	9 2%	7 4%	11 2%	19 2%	2 1%	1 2%	18 2%	19 2%	3 1%	33 2%	7 2%	18 2%	36 3% S	20 2%	20 2%
Don't know	92 5%	17 5%	14 7%	20 8% AF	10 4%	31 4%	65 5%	27 5%	12 6%	24 4%	39 5%	11 7%	6 9%	36 5%	39 5%	17 7%	72 5%	20 6%	53 5%	64 5%	35 4%	57 6%
Not Sure	2 *	1 *	-	-	-	1 *	1 *	1 *	-	1 *	1 *	-	-	1 *	1 *	-	2 *	-	1 *	1 *	-	2 *
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1820 100%	335 100%	193 100%	264 100%	251 100%	777 100%	1259 100%	561 100%	196 100%	581 100%	811 100%	167 100%	65 100%	777 100%	811 100%	232 100%	1465 100%	355 100%	1085 100%	1409 100%	841 100%	979 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base

Q1117\_4. How common do you feel each type of abusive Internet behavior is?

28 Aug 2015  
Table 547

4. Stolen credentials

Base: Aware Of Abusive Internet Behavior

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2379	405	267	401	312	994	1545	834	270	743	1045	220	101	1013	1045	321	1859	520	1411	1763	975	1404
TOP 2 BOX (NET)	1954 82% CD	361 89% ACDEF	205 77% ACDEF	302 75% ACDEF	261 84% CD	825 83% CD	1243 80% G	711 85% G	211 78% G	603 81% G	867 83% G	187 85% G	86 85% G	814 80% G	867 83% G	273 85% G	1535 83% G	419 81% G	1151 82% G	1464 83% G	810 83% G	1144 81% G
Very common	1104 46% DF	249 61% ACDEF	119 45% ACDEF	152 38% ACDF	169 54% ACDF	415 42% ACDF	709 46% ACDF	395 47% ACDF	117 43% ACDF	330 44% ACDF	500 48% ACDF	111 50% ACDF	46 46% ACDF	447 44% ACDF	500 48% ACDF	157 49% ACDF	863 46% ACDF	241 46% ACDF	648 46% ACDF	835 47% ACDF	470 48% ACDF	634 45% ACDF
Somewhat common	850 36% BE	112 28% BE	86 32% BE	150 37% BE	92 29% ABCE	410 41% ABCE	534 35% ABCE	316 38% ABCE	94 35% ABCE	273 37% ABCE	367 35% ABCE	76 35% ABCE	40 40% ABCE	367 36% ABCE	367 35% ABCE	116 36% ABCE	672 36% ABCE	178 34% ABCE	503 36% ABCE	629 36% ABCE	340 35% ABCE	510 36% ABCE
BOTTOM 2 BOX (NET)	339 14% B	33 8% B	45 17% B	80 20% ABEF	43 14% B	138 14% B	242 16% H	97 12% H	46 17% H	115 15% H	139 13% H	28 13% H	11 11% H	161 16% H	139 13% H	39 12% H	260 14% H	79 15% H	213 15% H	240 14% H	133 14% H	206 15% H
Not very common	297 12% B	30 7% B	36 13% B	70 17% ABEF	36 12% B	125 13% B	208 13% H	89 11% H	38 14% H	103 14% H	124 12% H	25 11% H	7 7% H	141 14% H	124 12% H	32 10% H	230 12% H	67 13% H	188 13% H	213 12% H	116 12% H	181 13% H
Not at all common	42 2% B	3 1% B	9 3% ABF	10 2% B	7 2% B	13 1% H	34 2% H	8 1% H	8 3% H	12 2% H	15 1% H	3 1% H	4 4% H	20 2% H	15 1% H	7 2% H	30 2% H	12 2% H	25 2% H	27 2% H	17 2% H	25 2% H
Don't know	83 3% B	10 2% B	17 6% ABEF	18 4% B	8 3% B	30 3% H	58 4% H	25 3% H	12 4% H	24 3% H	38 4% H	5 2% H	4 4% H	36 4% H	38 4% H	9 3% H	61 3% H	22 4% H	45 3% H	58 3% H	31 3% H	52 4% H
Not Sure	3 0% B	1 0% B	- 0% B	1 0% B	- 0% B	1 0% H	2 0% H	1 0% H	1 0% H	1 0% H	1 0% H	- 0% H	- 0% H	2 0% H	1 0% H	- 0% H	3 0% H	- 0% H	2 0% H	1 0% H	1 0% H	2 0% H
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2379 100%	405 100%	267 100%	401 100%	312 100%	994 100%	1545 100%	834 100%	270 100%	743 100%	1045 100%	220 100%	101 100%	1013 100%	1045 100%	321 100%	1859 100%	520 100%	1411 100%	1763 100%	975 100%	1404 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.

Q1117\_5. How common do you feel each type of abusive Internet behavior is?

28 Aug 2015  
Table 548

5. Malware

Base: Aware Of Abusive Internet Behavior

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2558	439	324	424	330	1041	1689	869	296	791	1118	245	108	1087	1118	353	2019	539	1477	1924	1016	1542
TOP 2 BOX (NET)	2336 91%	415 95% ACDF	294 91%	379 89%	305 92%	943 91%	1542 91%	794 91%	265 90%	722 91%	1023 92%	231 94% IM	95 88%	987 91%	1023 92%	326 92%	1848 92%	488 91%	1343 91%	1779 92% S	931 92%	1405 91%
Very common	1737 68% DF	351 80% ACDF	233 72% DF	260 61%	247 75% ADF	646 62%	1173 69% H	564 65%	176 59%	517 65%	792 71% IJ	178 73% IJ	74 69%	693 64%	792 71% N	252 71% N	1378 68%	359 67%	1005 68%	1342 70%	721 71% V	1016 66%
Somewhat common	599 23% BCE	64 15%	61 19%	119 28% ABCE	58 18%	297 29% ABCE	369 22%	230 26% G	89 30% KLM	205 26% K	231 21%	53 22%	21 19%	294 27% OP	231 21%	74 21%	470 23%	129 24%	338 23%	437 23%	210 21%	389 25% U
BOTTOM 2 BOX (NET)	134 5% B	12 3%	15 5%	28 7% B	16 5%	63 6% B	90 5%	44 5%	20 7%	41 5%	57 5%	8 3%	8 7%	61 6%	57 5%	16 5%	101 5%	33 6%	80 5%	90 5%	53 5%	81 5%
Not very common	96 4% B	9 2%	9 3%	21 5% B	11 3%	46 4% B	65 4%	31 4%	13 4%	28 4%	44 4%	5 2%	6 6%	41 4%	44 4%	11 3%	72 4%	24 4%	58 4%	66 3%	38 4%	58 4%
Not at all common	38 1%	3 1%	6 2%	7 2%	5 2%	17 2%	25 1%	13 1%	7 2%	13 2%	13 1%	3 1%	2 2%	20 2%	13 1%	5 1%	29 1%	9 2%	22 1%	24 1%	15 1%	23 1%
Don't know	82 3%	10 2%	15 5%	16 4%	9 3%	32 3%	54 3%	28 3%	10 3%	27 3%	34 3%	6 2%	5 5%	37 3%	34 3%	11 3%	64 3%	18 3%	49 3%	52 3%	31 3%	51 3%
Not Sure	6	2	-	1	-	3	3	3	1	1	4	-	-	2	4	-	6	-	5	3	1	5
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2558 100%	439 100%	324 100%	424 100%	330 100%	1041 100%	1689 100%	869 100%	296 100%	791 100%	1118 100%	245 100%	108 100%	1087 100%	1118 100%	353 100%	2019 100%	539 100%	1477 100%	1924 100%	1016 100%	1542 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.

Q1121. Have you ever been impacted by any of these types of abusive Internet behaviors?  
SUMMARY TABLE OF YES

Base: Aware Of Abusive Internet Behavior

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3207	469	386	504	409	1439	2027	1180	410	1019	1378	280	120	1429	1378	400	2508	699	1799	2404	1299	1908
Spamming	2086 78% F	385 86% ADEF	276 83% ADEF	333 77%	272 76%	820 75%	1348 78%	738 78%	232 76%	655 79%	917 79%	201 80%	81 74%	887 78%	917 79%	282 78%	1631 79%	455 78%	1219 79%	1595 80%	875 83% V	1211 75%
Malware	1714 67% DF	341 78% ADEF	240 74% ADF	245 58%	228 69% D	660 63% D	1167 69% H	547 63%	192 65%	540 68%	752 67%	161 66%	69 64%	732 67%	752 67%	230 65%	1366 68%	348 65%	988 67%	1324 69%	722 71% V	992 64%
Phishing	958 39% D	207 49% ACDEF	110 41%	132 33%	118 37%	391 37%	628 38%	330 39%	71 27%	289 38% I	452 41% I	94 38% I	52 46% I	360 35% I	452 41% N	146 40%	780 40% R	178 34%	554 38%	762 41% S	460 46% V	498 34%
Cyber squatting	484 27% DE	107 32% ADE	49 25%	47 18%	52 21%	229 29% ADE	330 26%	154 27%	38 19%	184 32% IL	218 27% IL	30 18%	14 22%	222 29% P	218 27% P	44 19%	410 28% R	74 21%	291 27%	415 29% S	280 33% V	204 21%
Stolen credentials	562 24% D	107 26% D	61 23% D	64 16%	69 22% D	261 26% AD	366 24%	196 24%	55 20%	204 27% ILM	245 23%	41 19%	17 17%	259 26% P	245 23% P	58 18%	456 25% R	106 20%	341 24%	441 25%	280 29% V	282 20%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base

Q1121\_1. Have you ever been impacted by any of these types of abusive Internet behaviors?  
1. Phishing

Base: Aware Of Abusive Internet Behavior

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2473	421	270	395	321	1066	1632	841	259	759	1093	250	112	1018	1093	362	1948	525	1458	1840	1003	1470
Yes	958 39% D	207 49% ACDEF	110 41%	132 33%	118 37%	391 37%	628 38%	330 39%	71 27%	289 38% I	452 41% I	94 38% I	52 46% I	360 35%	452 41% N	146 40%	780 40% R	178 34%	554 38%	762 41% S	460 46% V	498 34%
No	1257 51% B	178 42%	138 51% B	227 57% ABE	159 50% B	555 52% B	842 52%	415 49%	157 61% JKLM	391 52% M	534 49%	129 52%	46 41%	548 54% O	534 49%	175 48%	980 50%	277 53%	752 52% T	904 49%	462 46%	795 54% U
Not sure	258 10%	36 9%	22 8%	36 9%	44 14% ABC	120 11%	162 10%	96 11%	31 12%	79 10%	107 10%	27 11%	14 13%	110 11%	107 10%	41 11%	188 10%	70 13% Q	152 10%	174 9%	81 8%	177 12% U
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2473 100%	421 100%	270 100%	395 100%	321 100%	1066 100%	1632 100%	841 100%	259 100%	759 100%	1093 100%	250 100%	112 100%	1018 100%	1093 100%	362 100%	1948 100%	525 100%	1458 100%	1840 100%	1003 100%	1470 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.

Q1121\_2. Have you ever been impacted by any of these types of abusive Internet behaviors?  
2. Spamming

Base: Aware Of Abusive Internet Behavior

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2664	447	331	432	358	1096	1721	943	306	829	1168	252	109	1135	1168	361	2077	587	1539	2001	1059	1605
Yes	2086 78% F	385 86% ADEF	276 83% ADEF	333 77%	272 76%	820 75%	1348 78%	738 78%	232 76%	655 79%	917 79%	201 80%	81 74%	887 78%	917 79%	282 78%	1631 79%	455 78%	1219 79%	1595 80%	875 83% V	1211 75%
No	449 17% B	47 11%	46 14%	81 19% B	61 17% B	214 20% ABC	287 17%	162 17%	50 16%	134 16%	205 18%	38 15%	22 20%	184 16%	205 18%	60 17%	348 17%	101 17%	248 16%	315 16%	149 14%	300 19% U
Not sure	129 5% C	15 3%	9 3%	18 4%	25 7% ABC	62 6% C	86 5%	43 5%	24 8% K	40 5%	46 4%	13 5%	6 6%	64 6%	46 4%	19 5%	98 5%	31 5%	72 5%	91 5%	35 3%	94 6% U
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2664 100%	447 100%	331 100%	432 100%	358 100%	1096 100%	1721 100%	943 100%	306 100%	829 100%	1168 100%	252 100%	109 100%	1135 100%	1168 100%	361 100%	2077 100%	587 100%	1539 100%	2001 100%	1059 100%	1605 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.



Q1121\_3. Have you ever been impacted by any of these types of abusive Internet behaviors?  
3. Cyber squatting

28 Aug 2015  
Table 552

Base: Aware Of Abusive Internet Behavior

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	1820	335	193	264	251	777	1259	561	196	581	811	167	65*	777	811	232	1465	355	1085	1409	841	979
Yes	484 27% DE	107 32% ADE	49 25%	47 18%	52 21%	229 29% ADE	330 26%	154 27%	38 19%	184 32% IL	218 27% IL	30 18%	14 22%	222 29% P	218 27% P	44 19%	410 28% R	74 21%	291 27%	415 29% S	280 33% V	204 21%
No	1114 61% F	191 57%	119 62%	189 72% ABCF	165 66% BF	450 58%	785 62%	329 59%	128 65%	336 58%	497 61%	107 64%	46 71% J	464 60%	497 61%	153 66%	889 61%	225 63%	665 61% T	826 59%	476 57%	638 65% U
Not sure	222 12%	37 11%	25 13%	28 11%	34 14%	98 13%	144 11%	78 14%	30 15%	61 10%	96 12%	30 18% JK	5 8%	91 12%	96 12%	35 15%	166 11%	56 16% Q	129 12%	168 12%	85 10%	137 14% U
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1820 100%	335 100%	193 100%	264 100%	251 100%	777 100%	1259 100%	561 100%	196 100%	581 100%	811 100%	167 100%	65 100%	777 100%	811 100%	232 100%	1465 100%	355 100%	1085 100%	1409 100%	841 100%	979 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base

Q1121\_4. Have you ever been impacted by any of these types of abusive Internet behaviors?  
4. Stolen credentials

28 Aug 2015  
Table 553

Base: Aware Of Abusive Internet Behavior

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2379	405	267	401	312	994	1545	834	270	743	1045	220	101	1013	1045	321	1859	520	1411	1763	975	1404
Yes	562 24% D	107 26% D	61 23% D	64 16%	69 22% D	261 26% AD	366 24%	196 24%	55 20%	204 27% ILM	245 23%	41 19%	17 17%	259 26% P	245 23% P	58 18%	456 25% R	106 20%	341 24%	441 25%	280 29% V	282 20%
No	1537 65% F	261 64%	178 67% F	300 75% ABCEF	208 67% F	590 59%	1006 65%	531 64%	180 67% J	444 60%	689 66% J	150 68% J	74 73% J	624 62%	689 66% N	224 70% N	1200 65%	337 65%	891 63%	1133 64%	593 61%	944 67% U
Not sure	280 12%	37 9%	28 10%	37 9%	35 11%	143 14% ABD	173 11%	107 13%	35 13%	95 13%	111 11%	29 13%	10 10%	130 13%	111 11%	39 12%	203 11%	77 15% Q	179 13% T	189 11%	102 10%	178 13%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2379 100%	405 100%	267 100%	401 100%	312 100%	994 100%	1545 100%	834 100%	270 100%	743 100%	1045 100%	220 100%	101 100%	1013 100%	1045 100%	321 100%	1859 100%	520 100%	1411 100%	1763 100%	975 100%	1404 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.

Q1121\_5. Have you ever been impacted by any of these types of abusive Internet behaviors?  
5. Malware

Base: Aware Of Abusive Internet Behavior

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2558	439	324	424	330	1041	1689	869	296	791	1118	245	108	1087	1118	353	2019	539	1477	1924	1016	1542
Yes	1714 67% DF	341 78% ADEF	240 74% ADF	245 58% ADF	228 69% D	660 63% D	1167 69% H	547 63% H	192 65% I	540 68% J	752 67% K	161 66% L	69 64% M	732 67% N	752 67% O	230 65% P	1366 68% Q	348 65% R	988 67% S	1324 69% T	722 71% V	992 64% V
No	640 25% BCE	74 17% BCE	60 19% ABCE	146 34% ABCE	68 21% ABCE	292 28% ABCE	394 23% G	246 28% G	72 24% I	189 24% J	285 25% K	67 27% L	27 25% M	261 24% N	285 25% O	94 27% P	499 25% Q	141 26% R	367 25% S	461 24% T	234 23% U	406 26% U
Not sure	204 8% B	24 5% B	24 7% B	33 8% B	34 10% B	89 9% B	128 8% B	76 9% B	32 11% K	62 8% J	81 7% K	17 7% L	12 11% M	94 9% N	81 7% O	29 8% P	154 8% Q	50 9% R	122 8% S	139 7% T	60 6% U	144 9% U
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2558 100%	439 100%	324 100%	424 100%	330 100%	1041 100%	1689 100%	869 100%	296 100%	791 100%	1118 100%	245 100%	108 100%	1087 100%	1118 100%	353 100%	2019 100%	539 100%	1477 100%	1924 100%	1016 100%	1542 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.

Q1126. How scared are you of each of the following?  
SUMMARY TABLE OF TOP 2 BOX

Base: Aware Of Abusive Internet Behavior

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3207	469	386	504	409	1439	2027	1180	410	1019	1378	280	120	1429	1378	400	2508	699	1799	2404	1299	1908
Stolen credentials	1925 81% BD	310 77%	221 83% D	301 75%	248 79%	845 85% ABDE	1208 78%	717 86% G	225 83%	585 79%	857 82%	179 81%	79 78%	810 80%	857 82%	258 80%	1485 80%	440 85% Q	1127 80%	1410 80%	743 76%	1182 84% U
Malware	1972 77% BD	305 69%	239 74%	309 73%	251 76% B	868 83% ABCDE	1255 74%	717 83% G	229 77%	598 76%	872 78%	194 79%	79 73%	827 76%	872 78%	273 77%	1538 76%	434 81% Q	1117 76%	1471 76%	742 73%	1230 80% U
Phishing	1718 69% BD	223 53%	200 74% BD	246 62% B	216 67% B	833 78% ABDE	1073 66%	645 77% G	186 72% M	516 68% M	777 71% M	176 70% M	63 56%	702 69%	777 71%	239 66%	1339 69%	379 72%	974 67%	1247 68%	636 63%	1082 74% U
Cyber squatting	1088 60% B	121 36%	133 69% ABD	145 55% B	170 68% ABD	519 67% ABD	703 56%	385 69% G	140 71% JKLM	336 58% M	499 62% LM	87 52%	26 40%	476 61% P	499 62% P	113 49%	856 58%	232 65% Q	609 56%	847 60% S	463 55%	625 64% U
Spamming	1403 53% BCD	154 34%	148 45% B	206 48% B	194 54% BC	701 64% ABCDE	853 50%	550 58% G	154 50%	439 53%	627 54%	135 54%	48 44%	593 52%	627 54%	183 51%	1097 53%	306 52%	783 51%	1028 51%	511 48%	892 56% U

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base

Q1126. How scared are you of each of the following?  
SUMMARY TABLE OF BOTTOM 2 BOX

Base: Aware Of Abusive Internet Behavior

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3207	469	386	504	409	1439	2027	1180	410	1019	1378	280	120	1429	1378	400	2508	699	1799	2404	1299	1908
Spamming	1256 47% F	292 65% ACDEF	183 55% AEF	224 52% AF	164 46% F	393 36% H	867 50% H	389 41% H	149 49% H	389 47% H	540 46% H	117 46% H	61 56% H	538 47% H	540 46% H	178 49% H	977 47% H	279 48% H	753 49% H	969 48% H	547 52% V	709 44% H
Cyber squatting	729 40% CEF	213 64% ACDEF	60 31% H	118 45% CEF	81 32% H	257 33% H	556 44% H	173 31% H	55 28% H	244 42% I	311 38% I	80 48% IK	39 60% IJK	299 38% H	311 38% H	119 51% NO	607 41% R	122 34% H	475 44% T	560 40% H	377 45% V	352 36% H
Phishing	751 30% F	197 47% ACDEF	70 26% H	148 37% ACF	105 33% F	231 22% H	559 34% H	192 23% H	71 27% H	242 32% H	315 29% H	74 30% IJKL	49 44% H	313 31% H	315 29% H	123 34% H	607 31% H	144 27% H	482 33% H	589 32% H	367 37% V	384 26% H
Malware	583 23% F	133 30% AF	85 26% F	114 27% AF	79 24% F	172 17% H	433 26% H	150 17% H	66 22% H	192 24% H	245 22% H	51 21% H	29 27% H	258 24% H	245 22% H	80 23% H	478 24% R	105 19% H	358 24% H	451 23% H	273 27% V	310 20% H
Stolen credentials	450 19% F	94 23% AF	46 17% H	98 24% ACF	64 21% F	148 15% H	336 22% H	114 14% H	42 16% H	157 21% I	188 18% H	41 19% H	22 22% H	199 20% H	188 18% H	63 20% H	371 20% R	79 15% H	282 20% H	351 20% H	230 24% V	220 16% H

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base

Q1126\_1. How scared are you of each of the following?

1. Phishing

Base: Aware Of Abusive Internet Behavior

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2473	421	270	395	321	1066	1632	841	259	759	1093	250	112	1018	1093	362	1948	525	1458	1840	1003	1470
TOP 2 BOX (NET)	1718 69% BD	223 53% BD	200 74% BD	246 62% B	216 67% B	833 78% ABDE	1073 66% G	645 77% G	186 72% M	516 68% M	777 71% M	176 70% M	63 56% U	702 69% U	777 71% U	239 66% U	1339 69% U	379 72% U	974 67% U	1247 68% U	636 63% U	1082 74% U
Very scared	761 31% B	88 21% B	116 43% ABDEF	121 31% B	103 32% B	333 31% B	462 28% G	299 36% G	81 31% M	224 30% M	366 33% M	71 28% M	19 17% U	305 30% U	366 33% P	90 25% U	606 31% U	155 30% U	436 30% U	548 30% U	286 29% U	475 32% U
Somewhat scared	957 39% BCD	135 32% BCD	84 31% BCD	125 32% BCD	113 35% BCD	500 47% ABCDE	611 37% H	346 41% H	105 41% H	292 38% H	411 38% H	105 42% H	44 39% H	397 39% H	411 38% H	149 41% H	733 38% H	224 43% Q	538 37% Q	699 38% Q	350 35% Q	607 41% U
BOTTOM 2 BOX (NET)	751 30% F	197 47% ACDEF	70 26% ACDEF	148 37% ACF	105 33% F	231 22% F	559 34% H	192 23% H	71 27% H	242 32% H	315 29% H	74 30% H	49 44% IJKL	313 31% H	315 29% H	123 34% H	607 31% H	144 27% H	482 33% H	589 32% H	367 37% V	384 26% V
Not very scared	479 19% F	117 28% ACEF	41 15% ACEF	91 23% ACF	63 20% F	167 16% F	346 21% H	133 16% H	48 19% H	157 21% H	193 18% H	49 20% H	32 29% IK	205 20% H	193 18% H	81 22% O	384 20% H	95 18% H	301 21% H	374 20% H	225 22% V	254 17% V
Not at all scared	272 11% F	80 19% ACEF	29 11% F	57 14% AF	42 13% F	64 6% F	213 13% H	59 7% H	23 9% H	85 11% H	122 11% H	25 10% H	17 15% H	108 11% H	122 11% H	42 12% H	223 11% H	49 9% H	181 12% H	215 12% H	142 14% V	130 9% V
Not Sure	4 0% K	1 0% K	- 0% K	1 0% K	- 0% K	2 0% K	- 0% K	4 0% G	2 0% K	1 0% K	1 0% K	- 0% K	- 0% K	3 0% K	1 0% K	- 0% K	2 0% K	2 0% K	2 0% K	4 0% K	- 0% K	4 0% K
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2473 100%	421 100%	270 100%	395 100%	321 100%	1066 100%	1632 100%	841 100%	259 100%	759 100%	1093 100%	250 100%	112 100%	1018 100%	1093 100%	362 100%	1948 100%	525 100%	1458 100%	1840 100%	1003 100%	1470 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.

Q1126\_2. How scared are you of each of the following?

2. Spamming

Base: Aware Of Abusive Internet Behavior

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2664	447	331	432	358	1096	1721	943	306	829	1168	252	109	1135	1168	361	2077	587	1539	2001	1059	1605
TOP 2 BOX (NET)	1403 53% BCD	154 34%	148 45% B	206 48% B	194 54% BC	701 64% ABCDE	853 50%	550 58% G	154 50%	439 53%	627 54%	135 54%	48 44%	593 52%	627 54%	183 51%	1097 53%	306 52%	783 51%	1028 51%	511 48%	892 56% U
Very scared	513 19% B	49 11%	65 20% B	72 17% B	88 25% ABD	239 22% ABD	320 19%	193 20%	54 18%	149 18%	242 21%	48 19%	20 18%	203 18%	242 21%	68 19%	412 20%	101 17%	266 17%	387 19% S	199 19%	314 20%
Somewhat scared	890 33% BC	105 23%	83 25%	134 31% B	106 30% ABCD	462 42% ABCDE	533 31%	357 38% G	100 33%	290 35%	385 33%	87 35%	28 26%	390 34%	385 33%	115 32%	685 33%	205 35%	517 34%	641 32%	312 29%	578 36% U
BOTTOM 2 BOX (NET)	1256 47% F	292 65% ACDEF	183 55% AEF	224 52% AF	164 46% F	393 36% F	867 50% H	389 41%	149 49%	389 47%	540 46%	117 46%	61 56%	538 47%	540 46%	178 49%	977 47%	279 48%	753 49%	969 48%	547 52% V	709 44%
Not very scared	769 29% F	156 35% ADF	100 30%	120 28%	103 29%	290 26% F	508 30%	261 28%	102 33% K	245 30%	314 27%	74 29%	34 31%	347 31%	314 27%	108 30%	585 28%	184 31%	454 29%	574 29%	308 29%	461 29%
Not at all scared	487 18% F	136 30% AEF	83 25% AEF	104 24% AEF	61 17% F	103 9% F	359 21% H	128 14%	47 15%	144 17%	226 19%	43 17%	27 25% I	191 17%	226 19%	70 19%	392 19%	95 16%	299 19%	395 20%	239 23% V	248 15%
Not Sure	5 0%	1 0%	- 0%	2 0%	- 0%	2 0%	1 0%	4 0% G	3 1% JK	1 0%	1 0%	- 0%	- 0%	4 0%	1 0%	- 0%	3 0%	2 0%	3 0%	4 0%	1 0%	4 0%
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2664 100%	447 100%	331 100%	432 100%	358 100%	1096 100%	1721 100%	943 100%	306 100%	829 100%	1168 100%	252 100%	109 100%	1135 100%	1168 100%	361 100%	2077 100%	587 100%	1539 100%	2001 100%	1059 100%	1605 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.

Q1126\_3. How scared are you of each of the following?  
3. Cyber squatting

Base: Aware Of Abusive Internet Behavior

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1820	335	193	264	251	777	1259	561	196	581	811	167	65*	777	811	232	1465	355	1085	1409	841	979
TOP 2 BOX (NET)	1088 60% B	121 36% ABD	133 69% ABD	145 55% B	170 68% ABD	519 67% ABD	703 56% G	385 69% G	140 71% JKLM	336 58% M	499 62% LM	87 52% P	26 40% P	476 61% P	499 62% P	113 49% P	856 58% Q	232 65% Q	609 56% S	847 60% S	463 55% U	625 64% U
Very scared	457 25% B	38 11% ABDF	72 37% ABDF	57 22% B	85 34% ABDF	205 26% B	295 23% G	162 29% G	53 27% M	137 24% M	217 27% M	41 25% P	9 14% P	190 24% P	217 27% P	50 22% P	362 25% P	95 27% P	242 22% S	362 26% S	186 22% U	271 28% U
Somewhat scared	631 35% B	83 25% B	61 32% B	88 33% B	85 34% B	314 40% ABCD	408 32% G	223 40% G	87 44% JKLM	199 34% P	282 35% P	46 28% P	17 26% P	286 37% P	282 35% P	63 27% P	494 34% P	137 39% P	367 34% P	485 34% P	277 33% P	354 36% P
BOTTOM 2 BOX (NET)	729 40% CEF	213 64% ACDEF	60 31% CEF	118 45% CEF	81 32% CEF	257 33% H	556 44% H	173 31% H	55 28% I	244 42% I	311 38% I	80 48% IK	39 60% IJK	299 38% IJK	311 38% IJK	119 51% NO	607 41% R	122 34% T	475 44% T	560 40% T	377 45% V	352 36% V
Not very scared	447 25% CE	116 35% ACDEF	34 18% F	62 23% F	46 18% F	189 24% CE	332 26% H	115 20% H	36 18% I	162 28% IK	187 23% IK	44 26% IK	18 28% IK	198 25% IK	187 23% IK	62 27% IK	368 25% IK	79 22% IK	281 26% IK	339 24% IK	220 26% IK	227 23% IK
Not at all scared	282 15% F	97 29% ACDEF	26 13% F	56 21% ACEF	35 14% F	68 9% F	224 18% H	58 10% H	19 10% I	82 14% I	124 15% I	36 22% IJK	21 32% IJK	101 13% IJK	124 15% IJK	57 25% NO	239 16% R	43 12% T	194 18% T	221 16% T	157 19% V	125 13% V
Not Sure	3 1% G	1 1% G	- 0% G	1 1% G	- 0% G	1 1% G	- 0% G	3 1% G	1 1% G	1 1% G	1 1% G	- 0% G	- 0% G	2 2% G	1 1% G	- 0% G	2 2% G	1 1% G	1 1% G	2 2% G	1 1% G	2 2% G
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1820 100%	335 100%	193 100%	264 100%	251 100%	777 100%	1259 100%	561 100%	196 100%	581 100%	811 100%	167 100%	65 100%	777 100%	811 100%	232 100%	1465 100%	355 100%	1085 100%	1409 100%	841 100%	979 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base



Q1126\_4. How scared are you of each of the following?

4. Stolen credentials

Base: Aware Of Abusive Internet Behavior

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2379	405	267	401	312	994	1545	834	270	743	1045	220	101	1013	1045	321	1859	520	1411	1763	975	1404
TOP 2 BOX (NET)	1925 81% BD	310 77%	221 83% D	301 75%	248 79%	845 85% ABDE	1208 78%	717 86% G	225 83%	585 79%	857 82%	179 81%	79 78%	810 80%	857 82%	258 80%	1485 80%	440 85% Q	1127 80%	1410 80%	743 76%	1182 84% U
Very scared	1159 49% BD	173 43%	151 57% ABDF	175 44%	175 56% ABDF	485 49% B	728 47%	431 52% G	142 53% JM	336 45%	528 51% JM	115 52% M	38 38%	478 47%	528 51%	153 48%	885 48%	274 53% Q	670 47%	851 48%	434 45%	725 52% U
Somewhat scared	766 32% CE	137 34% CE	70 26%	126 31% E	73 23%	360 36% ACE	480 31%	286 34%	83 31%	249 34%	329 31%	64 29%	41 41% L	332 33%	329 31%	105 33%	600 32%	166 32%	457 32%	559 32%	309 32%	457 33%
BOTTOM 2 BOX (NET)	450 19% F	94 23% AF	46 17%	98 24% ACF	64 21% F	148 15%	336 22% H	114 14%	42 16%	157 21% I	188 18%	41 19%	22 22%	199 20%	188 18%	63 20%	371 20% R	79 15%	282 20%	351 20%	230 24% V	220 16%
Not very scared	298 13% F	63 16% ACF	24 9%	65 16% ACF	43 14%	103 10%	211 14% H	87 10%	30 11%	112 15% K	116 11%	26 12%	14 14%	142 14% O	116 11%	40 12%	246 13% R	52 10%	185 13%	228 13%	154 16% V	144 10%
Not at all scared	152 6% F	31 8% F	22 8% F	33 8% F	21 7%	45 5%	125 8% H	27 3%	12 4%	45 6%	72 7%	15 7%	8 8%	57 6%	72 7%	23 7%	125 7%	27 5%	97 7%	123 7%	76 8% V	76 5%
Not Sure	4	1	-	2	-	1	1	3	3 1% JK	1	-	-	-	4 O	-	-	3	1	2	2	2	2
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2379 100%	405 100%	267 100%	401 100%	312 100%	994 100%	1545 100%	834 100%	270 100%	743 100%	1045 100%	220 100%	101 100%	1013 100%	1045 100%	321 100%	1859 100%	520 100%	1411 100%	1763 100%	975 100%	1404 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.

Q1126\_5. How scared are you of each of the following?

28 Aug 2015  
Table 561

5. Malware

Base: Aware Of Abusive Internet Behavior

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2558	439	324	424	330	1041	1689	869	296	791	1118	245	108	1087	1118	353	2019	539	1477	1924	1016	1542
TOP 2 BOX (NET)	1972 77% BD	305 69%	239 74%	309 73%	251 76% B	868 83% ABCDE	1255 74%	717 83% G	229 77%	598 76%	872 78%	194 79%	79 73%	827 76%	872 78%	273 77%	1538 76%	434 81% Q	1117 76%	1471 76%	742 73%	1230 80% U
Very scared	953 37% B	132 30%	113 35%	142 33%	140 42% ABCD	426 41% ABD	584 35%	369 42% G	120 41%	276 35%	429 38%	93 38%	35 32%	396 36%	429 38%	128 36%	756 37%	197 37%	541 37%	700 36%	357 35%	596 39%
Somewhat scared	1019 40% E	173 39%	126 39%	167 39%	111 34%	442 42% AE	671 40%	348 40%	109 37%	322 41%	443 40%	101 41%	44 41%	431 40%	443 40%	145 41%	782 39%	237 44% Q	576 39%	771 40%	385 38%	634 41%
BOTTOM 2 BOX (NET)	583 23% F	133 30% AF	85 26% F	114 27% AF	79 24% F	172 17% H	433 26% H	150 17%	66 22%	192 24%	245 22%	51 21%	29 27%	258 24%	245 22%	80 23%	478 24% R	105 19%	358 24%	451 23%	273 27% V	310 20%
Not very scared	379 15% F	82 19% AF	51 16% F	75 18% F	51 15% F	120 12% H	274 16% H	105 12%	47 16%	132 17% K	148 13%	34 14%	18 17%	179 16% O	148 13%	52 15%	309 15%	70 13%	227 15%	286 15%	170 17% V	209 14%
Not at all scared	204 8% F	51 12% AF	34 10% F	39 9% F	28 8% F	52 5% H	159 9% H	45 5%	19 6%	60 8%	97 9%	17 7%	11 10%	79 7%	97 9%	28 8%	169 8%	35 6%	131 9%	165 9%	103 10% V	101 7%
Not Sure	3	1	-	1	-	1	1	2	1	1	1	-	-	2	1	-	3	-	2	2	1	2
Decline to Answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2558 100%	439 100%	324 100%	424 100%	330 100%	1041 100%	1689 100%	869 100%	296 100%	791 100%	1118 100%	245 100%	108 100%	1087 100%	1118 100%	353 100%	2019 100%	539 100%	1477 100%	1924 100%	1016 100%	1542 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.

Q1130\_1. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?

28 Aug 2015  
Table 562

1. Phishing

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3207	469	386	504	409	1439	2027	1180	410	1019	1378	280	120	1429	1378	400	2508	699	1799	2404	1299	1908
Purchased antivirus software for my computer	1494 47% CE	216 46%	157 41%	247 49% CE	172 42%	702 49% ACE	963 48%	531 45%	152 37%	439 43% I	664 48% IJ	170 61% IJK	69 58% IJ	591 41%	664 48% N	239 60% NO	1181 47%	313 45%	854 47%	1115 46%	595 46%	899 47%
Changed my internet habits	1150 36% DF	219 47% ACDF	154 40% DF	160 32%	178 44% ADF	439 31%	775 38% H	375 32%	151 37%	391 38% M	483 35%	91 33%	34 28%	542 38% P	483 35%	125 31%	896 36%	254 36%	677 38%	887 37%	505 39% V	645 34%
Purchased an identity protection plan	505 16% BCD	57 12%	43 11%	62 12%	56 14%	287 20% ABCDE	304 15%	201 17%	67 16%	173 17%	218 16%	35 13%	12 10%	240 17% P	218 16% P	47 12%	416 17% R	89 13%	284 16%	385 16%	238 18% V	267 14%
Stopped making purchases online	332 10% BCD	25 5%	24 6%	32 6%	43 11% BCD	208 14% ABCDE	199 10%	133 11%	59 14% KLM	121 12% LM	140 10% LM	9 3%	3 3%	180 13% OP	140 10% P	12 3%	266 11%	66 9%	187 10%	254 11%	150 12%	182 10%
Everything/Be careful/cautious	38 1% F	6 1%	1 *	14 3% ACF	6 1%	11 1%	28 1%	10 1%	4 1%	13 1%	16 1%	3 1%	2 2%	17 1%	16 1%	5 1%	33 1%	5 1%	29 2%	28 1%	21 2%	17 1%
Screen/Verify sender/web site/URL/co mpany/Contact them directly	30 1%	10 2% ACEF	2 1%	5 1%	2 *	11 1%	21 1%	9 1%	7 2% J	6 1%	13 1%	4 1%	-	13 1%	13 1%	4 1%	24 1%	6 1%	22 1%	20 1%	16 1%	14 1%
Screen content/Delete/Don't open/respond to/forward u n e xpected/strange/unknown emails	26 1%	9 2% ACF	-	6 1% C	2 *	9 1%	18 1%	8 1%	3 1%	4 *	11 1%	5 2% J	3 3% J	7 *	11 1%	8 2% NO	19 1%	7 1%	19 1%	17 1%	10 1%	16 1%
Don't give out/agree to further use of/Be careful when entering personal information	22 1%	-	1	4 1%	4 1% B	13 1% B	14 1%	8 1%	4 1%	6 1%	10 1%	2 1%	-	10 1%	10 1%	2 1%	12 *	10 1% Q	14 1%	17 1%	12 1%	10 1%
Avoid certain/unsecured/not trustworthy/unknown sites	20 1%	4 1%	1	1	6 1% AD	8 1%	16 1%	4 *	3 1%	6 1%	11 1%	-	-	9 1%	11 1%	-	12 *	8 1% Q	15 1%	16 1%	11 1%	9
Use spam filters/blockers/on email client (block/report sender)	19 1%	5 1%	2 1%	5 1%	2 *	5	15 1%	4 *	2 *	5	8 1%	2 1%	2 2%	7 *	8 1%	4 1%	13 1%	6 1%	9 1%	17 1%	11 1%	8
Delete/Don't click on/forward unknown/shortened links/attachments	12 *	5 1% AF	1	4 1% F	1 *	1	10	2	-	4	5	2 1%	1 1%	4	5	3 1%	11	1	10 1%	10	12 1% V	-
Change/Protect/Use strong/different passwords	7	2	-	2	-	3	3	4	-	3	4	-	-	3	4	-	5	2	4	5	3	4
Update systems/software	6	2	1	-	2	1	5	1	-	2	2	1	1 1%	2	2	2 1%	6	-	2	4	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  
Overlap formulae used.

Q1130\_1. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?

28 Aug 2015  
Table 562

1. Phishing

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3207	469	386	504	409	1439	2027	1180	410	1019	1378	280	120	1429	1378	400	2508	699	1799	2404	1299	1908
Firewall	5	2	1	-	1	1	4	1	1	2	1	1	-	3	1	1	3	2	2	3	2	3
Run/Schedule scans/Clean programs	4	1	1	1	-	1	1	3	1	2	1	-	-	3	1	-	4	-	4	2	3	1
Monitor/Be careful with my credit/banking activities	2	-	-	1	1	-	2	-	1	-	1	-	-	1	1	-	1	1	1	1	1	1
Don't download/Install wisely/from unknown sources	2	-	-	1	-	1	1	1	-	-	2	-	-	-	2	-	2	-	1	2	1	1
Change operating systems (i.e., Chrome Book, etc.)	2	2 AF	-	-	-	-	2	-	-	-	2	-	-	-	2	-	1	1	1	2	1	1
Deleting cookies history	2	1	-	-	-	1	1	1	-	2	-	-	-	2	-	-	1	1	2	1	-	2
Knowledge/education of use	2	1	-	1	-	-	1	1	-	1	1	-	-	1	1	-	2	-	2	-	1	1
Changed to/Use Gmail	1	-	-	1	-	-	1	-	-	1	-	-	-	1	-	-	1	-	-	1	1	-
Unsubscribe/Don't subscribe to useless distribution lists	1	-	-	-	-	1	1	-	-	-	1	-	-	-	1	-	1	-	1	-	1	-
Contact police	1	-	-	-	1 A	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1	1	-
Use a real computer	1	-	-	-	1 A	-	1	-	-	-	1	-	-	-	1	-	1	-	-	1	-	1
Other	16	2	2 1%	3 1%	3 1%	6	12 1%	4	2	6 1%	7 1%	-	1 1%	8 1%	7 1%	1	10	6 1%	6	14 1%	9 1%	7
None	448 14% F	62 13%	76 20% ABEF	101 20% ABEF	47 11%	162 11%	267 13%	181 15%	72 18% JK	129 13%	186 13%	40 14%	21 18%	201 14%	186 13%	61 15%	338 13%	110 16%	262 15% T	303 13%	145 11%	303 16% U
Don't know	9	2	-	3 1%	1	3	3	6 1%	2	3	4	-	-	5	4	-	8	1	6	5	3	6
Declined to answer	16	4 1%	1	2	1	8 1%	12 1%	4	1	7 1%	8 1%	-	-	8 1%	8 1%	-	13 1%	3	8	13 1%	9 1%	7
Sigma	4173 130%	637 136%	468 121%	656 130%	530 130%	1882 131%	2681 132%	1492 126%	532 130%	1326 130%	1801 131%	365 130%	149 124%	1858 130%	1801 131%	514 129%	3281 131%	892 128%	2423 135%	3124 130%	1764 136%	2409 126%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.

Q1130\_2. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?

28 Aug 2015  
Table 563

2. Spamming

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3207	469	386	504	409	1439	2027	1180	410	1019	1378	280	120	1429	1378	400	2508	699	1799	2404	1299	1908
Purchased antivirus software for my computer	1477 46%	221 47%	180 47%	230 46%	173 42%	673 47%	943 47%	534 45%	163 40%	428 42%	648 47% IJ	173 62% IJK	65 54% IJ	591 41%	648 47% N	238 60% NO	1165 46%	312 45%	819 46%	1127 47%	564 43%	913 48% U
Changed my internet habits	1099 34% DF	201 43% ADF	159 41% ADF	153 30%	177 43% ADF	409 28%	734 36% H	365 31%	149 36% M	377 37% KM	456 33%	86 31%	31 26%	526 37% OP	456 33%	117 29%	839 33%	260 37%	661 37%	852 35%	467 36%	632 33%
Purchased an identity protection plan	432 13% BCD	42 9%	31 8%	53 11%	52 13% C	254 18% ABCDE	255 13%	177 15%	62 15% L	151 15% L	182 13%	27 10%	10 8%	213 15% P	182 13% P	37 9%	367 15% R	65 9%	238 13%	338 14%	187 14%	245 13%
Stopped making purchases online	284 9% BCD	12 3%	18 5%	28 6% B	34 8% BC	192 13% ABCDE	160 8%	124 11% G	40 10% LM	118 12% KLM	115 8% LM	10 4%	1 1%	158 11% OP	115 8% P	11 3%	227 9%	57 8%	151 8%	222 9%	137 11% V	147 8%
Use spam filters/blockers/on email client (block/report sender)	130 4% F	35 7% ACF	12 3%	26 5% F	18 4%	39 3%	91 4%	39 3%	17 4%	33 3%	61 4%	10 4%	9 8% J	50 3%	61 4%	19 5%	100 4%	30 4%	86 5%	102 4%	65 5% V	65 3%
Screen content/Delete/Don't open/respond to/forward un expected/strange/unknown emails	28 1%	6 1% C	-	3 1%	3 1%	16 1% C	15 1%	13 1%	4 1%	6 1%	11 1%	3 1%	4 3% JK	10 1%	11 1%	7 2%	18 1%	10 1%	17 1%	17 1%	12 1%	16 1%
Everything/Be careful/cautious	20 1%	1	2 1%	10 2% ABEF	1	6	16 1%	4	4 1%	6	9 1%	1	-	10 1%	9 1%	1	17 1%	3	15 1%	15 1%	10 1%	10 1%
Change/Use multiple email addresses	19 1% F	5 1% CF	-	7 1% ACF	3 1%	4	18 1% H	1	1	3	11 1%	2 1%	2 2% J	4	11 1%	4 1%	18 1%	1	13 1%	16 1%	10 1%	9
Don't give out/agree to further use of/Be careful when entering personal information	10	1	1	3 1%	-	5	8	2	1	3	5	1	-	4	5	1	9	1	10 1% T	6	3	7
Avoid certain/unsecured/not trustworthy/unknown sites	9	4 1% ADF	-	-	2	3	9 H	-	1	2	5	-	1 1%	3	5	1	6	3	5	8	4	5
Change/Protect/Use strong/different passwords	8	1	-	2	1	4	6	2	-	2	4	1	1 1%	2	4	2 1%	6	2	4	6	3	5
Screen/Verify sender/web site/URL/company/Contact them directly	8	1	1	2	-	4	7	1	1	3	3	-	1 1%	4	3	1	6	2	4	7	4	4
Delete/Don't click on/forward unknown/shortened links/attachments	8	4 1% AF	1	2 F	1	-	7	1	-	3	3	1	1 1%	3	3	2 1%	8	-	4	8	7 1% V	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  
Overlap formulae used.

Q1130\_2. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?

28 Aug 2015  
Table 563

2. Spamming

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3207	469	386	504	409	1439	2027	1180	410	1019	1378	280	120	1429	1378	400	2508	699	1799	2404	1299	1908
Changed to/Use Gmail	7	3 1% F	3 1% AF	1	-	-	4	3	-	2	5	-	-	2	5	-	6	1	3	6	2	5
Unsubscribe/Don't subscribe to useless distribution lists	6	2	1	1	-	2	4	2	2	2	2	-	-	4	2	-	5	1	2	5	5 V	1
Run/Schedule scans/Clean programs	5	1	1	1	1	1	2	3	1	2	2	-	-	3	2	-	5	-	5	3	3	2
Update systems/software	5	2	-	1	1	1	4	1	-	-	2	2 1% J	1 1% J	-	2	3 1% NO	5	-	3	3	2	3
Firewall	4	2	-	1	-	1	3	1	-	1	2	1	-	1	2	1	3	1	2	4	3	1
Don't download/Install wisely/from unknown sources	4	-	1	1	-	2	1	3	-	1	2	1	-	1	2	1	3	1	2	3	1	3
Deleting cookies history	4	1	-	1	-	2	1	3	-	3	1	-	-	3	1	-	2	2	2	2	2	2
Change registration processes/Register early/legally/Don't register at all	2	-	1	1	-	-	1	1	-	1	1	-	-	1	1	-	2	-	-	2	2	-
Knowledge/education of use	2	-	-	2 AF	-	-	1	1	-	-	2	-	-	-	2	-	1	1	1	1	2	-
Change operating systems (i.e., Chrome Book, etc.)	1	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1	-	1
Contact police	1	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-	1	-	-	1	1	-
Use a real computer	1	-	-	-	1 A	-	1	-	-	-	1	-	-	-	1	-	1	-	-	1	-	1
Other	14	3 1%	-	3 1%	-	8 1%	10	4	-	2	10 1%	1	1 1%	2	10 1% N	2 1%	11	3	8	13 1%	8 1%	6
None	460 14%	69 15%	54 14%	97 19% ACEF	46 11%	194 13%	282 14%	178 15%	64 16%	139 14%	201 15%	36 13%	20 17%	203 14%	201 15%	56 14%	349 14%	111 16%	263 15% T	304 13%	173 13%	287 15%
Don't know	10	2	-	2	-	6	5	5	1	2	6	1	-	3	6	1	10	-	8	5	2	8
Declined to answer	19 1%	3 1%	2 1%	6 1% E	-	8 1%	13 1%	6 1%	2	7 1%	9 1%	-	1 1%	9 1%	9 1%	1	16 1%	3	13 1%	11	12 1% V	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  
Overlap formulae used.

Q1130\_2. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?  
2. Spamming

28 Aug 2015  
Table 563

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker				
																			Consumer	Commer- cial	Yes	No
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	3207	469	386	504	409	1439	2027	1180	410	1019	1378	280	120	1429	1378	400	2508	699	1799	2404	1299	1908
Sigma	4077 127%	623 133%	468 121%	638 127%	514 126%	1834 127%	2603 128%	1474 125%	513 125%	1297 127%	1761 128%	357 128%	149 124%	1810 127%	1761 128%	506 127%	3207 128%	870 124%	2340 130%	3089 128%	1691 130%	2386 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  
Overlap formulae used.

Q1130\_3. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?

28 Aug 2015  
Table 564

3. Cyber squatting

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3207	469	386	504	409	1439	2027	1180	410	1019	1378	280	120	1429	1378	400	2508	699	1799	2404	1299	1908
Purchased antivirus software for my computer	1211 38% B	137 29%	141 37% B	182 36% B	152 37% B	599 42% ABD	777 38%	434 37%	144 35%	368 36%	524 38%	127 45% IJK	48 40%	512 36%	524 38%	175 44% NO	956 38%	255 36%	674 37%	891 37%	457 35%	754 40% U
Changed my internet habits	843 26% DF	130 28% D	125 32% ADF	106 21%	133 33% ADF	349 24%	556 27%	287 24%	129 31% KLM	289 28% LM	351 25% LM	54 19%	20 17%	418 29% OP	351 25% P	74 19%	663 26%	180 26%	495 28%	660 27%	366 28% V	477 25%
Purchased an identity protection plan	469 15% BCD	33 7%	30 8%	56 11% B	67 16% BCD	283 20% ABCD	286 14%	183 16%	58 14%	168 16% LM	207 15% LM	27 10%	9 8%	226 16% P	207 15% P	36 9%	383 15% R	86 12%	271 15%	371 15%	226 17% V	243 13%
Stopped making purchases online	299 9% BCD	16 3%	25 6% B	27 5%	56 14% ABCD	175 12% ABCD	173 9%	126 11% G	46 11% KLM	133 13% KLM	110 8% LM	8 3%	2 2%	179 13% OP	110 8% P	10 3%	231 9%	68 10%	152 8%	243 10% S	137 11% V	162 8%
Screen/Verify sender/web site/URL/co mpany/Contact them directly	23 1%	6 1%	2 1%	4 1%	2 *	9 1%	20 1% H	3 *	2 *	8 1%	10 1%	1 *	2 2%	10 1%	10 1%	3 1%	18 1%	5 1%	15 1%	18 1%	12 1%	11 1%
Everything/Be careful/cautious	14 *	1 *	2 1%	5 1% F	2 *	4 *	10 *	4 *	1 *	5 *	7 1%	1 *	- *	6 *	7 1%	1 *	12 *	2 *	11 1%	12 *	9 1%	5 *
Avoid certain/unsecured/not trustworthy/unknown sites	13 F	6 1% ACF	- *	2 *	3 1% F	2 *	10 *	3 *	1 *	2 *	7 1%	2 1%	1 1%	3 *	7 1%	3 1%	10 *	3 *	8 *	10 *	6 *	7 *
Purchase multiple extensions/TLDs	11 F	5 1% AF	1 *	2 *	2 *	1 *	9 *	2 *	- *	3 *	4 *	3 1% I	1 1%	3 *	4 *	4 1% N	11 *	- *	8 *	10 *	10 1% V	1 *
Use spam filters/blockers/on email client (block/report sender)	9 *	1 *	1 *	2 *	1 *	4 *	7 *	2 *	2 *	3 *	4 *	- *	- *	5 *	4 *	- *	5 *	4 1%	6 *	8 *	6 *	3 *
Don't give out/agree to further use of/Be careful when entering personal information	9 *	1 *	- *	1 *	3 1%	4 *	6 *	3 *	3 1%	3 *	3 *	- *	- *	6 *	3 *	- *	6 *	3 *	5 *	7 *	3 *	6 *
Change registration processes/Register early/legally/Don't register at all	7 *	2 *	- *	- *	2 *	3 *	5 *	2 *	- *	3 *	3 *	1 *	- *	3 *	3 *	1 *	6 *	1 *	6 *	5 *	2 *	5 *
Screen content/Delete/Don't open/respond to/forward u n e xpected/strange/unknown emails	6 *	1 *	- *	2 *	- *	3 *	4 *	2 *	1 *	1 *	2 *	1 *	1 1%	2 *	2 *	2 1%	4 *	2 *	4 *	2 *	1 *	5 *
Change/Protect/Use strong/different passwords	6 *	1 *	- *	2 *	1 *	2 *	3 *	3 *	1 *	1 *	4 *	- *	- *	2 *	4 *	- *	5 *	1 *	5 *	4 *	5 *	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  
Overlap formulae used.



Q1130\_3. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?

28 Aug 2015  
Table 564

3. Cyber squatting

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3207	469	386	504	409	1439	2027	1180	410	1019	1378	280	120	1429	1378	400	2508	699	1799	2404	1299	1908
Firewall	5	1	1	1	-	2	4	1	-	3	1	1	-	3	1	1	4	1	2	5	2	3
Run/Schedule scans/Clean programs	4	2	1	-	-	1	2	2	1	2	-	-	1 K	3	-	1	4	-	3	2	3	1
Update systems/software	4	1	-	1	1	1	3	1	-	-	3	1	-	-	3	1	4	-	3	3	2	2
Use a real computer	2	-	1	-	1	-	2	-	-	-	2	-	-	-	2	-	1	1	1	2	-	2
Unsubscribe/Don't subscribe to useless distribution lists	1	-	-	-	-	1	1	-	-	-	1	-	-	-	1	-	1	-	1	-	1	-
Monitor/Be careful with my credit/banking activities	1	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1	1	-
Don't download/Install wisely/from unknown sources	1	-	-	-	-	1	-	1	-	-	1	-	-	-	1	-	1	-	-	1	-	1
Change operating systems (i.e., Chrome Book, etc.)	1	-	-	-	-	1	1	-	-	1	-	-	-	1	-	-	1	-	-	1	-	1
Changed to/Use Gmail	1	-	-	1	-	-	1	-	-	1	-	-	-	1	-	-	1	-	-	1	1	-
Knowledge/education of use	1	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	-	1	-
Delete/Don't click on/forward unknown/shortened links/attachments	1	-	-	1	-	-	1	-	-	1	-	-	-	1	-	-	1	-	1	1	1	-
Change/Use multiple email addresses	1	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1	1	-
Other	16	3 1%	-	2	1	10 1%	13 1%	3	1	6 1%	8 1%	1	-	7	8 1%	1	11	5 1%	9 1%	13 1%	12 1% V	4
None	893 28% EF	203 43% ACEF	111 29% EF	192 38% ACEF	82 20%	305 21%	576 28%	317 27%	94 23%	236 23%	406 29% IJ	105 38% IJK	52 43% IJK	330 23%	406 29% N	157 39% NO	685 27%	208 30%	524 29% T	634 26%	332 26%	561 29% U
Don't know	21 1%	2	3 1%	3 1%	3 1%	10 1%	8	13 1% G	3 1%	7 1%	10 1%	1	-	10 1%	10 1%	1	17 1%	4 1%	12 1%	16 1%	6	15 1%
Declined to answer	17 1%	3 1%	1	4 1%	2	7	14 1%	3	2	7 1%	8 1%	-	-	9 1%	8 1%	-	14 1%	3	10 1%	13 1%	10 1%	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  
Overlap formulae used.

Q1130\_3. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?  
3. Cyber squatting

28 Aug 2015  
Table 564

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	3207	469	386	504	409	1439	2027	1180	410	1019	1378	280	120	1429	1378	400	2508	699	1799	2404	1299	1908
Sigma	3890	556	445	598	514	1777	2495	1395	489	1251	1679	334	137	1740	1679	471	3058	832	2229	2935	1613	2277
	121%	119%	115%	119%	126%	123%	123%	118%	119%	123%	122%	119%	114%	122%	122%	118%	122%	119%	124%	122%	124%	119%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.

Q1130\_4. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?

28 Aug 2015  
Table 565

4. Stolen credentials

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3207	469	386	504	409	1439	2027	1180	410	1019	1378	280	120	1429	1378	400	2508	699	1799	2404	1299	1908
Purchased antivirus software for my computer	1496 47% E	219 47% E	163 42%	244 48% E	158 39%	712 49% ACE	952 47%	544 46%	173 42%	453 44%	649 47%	159 57% IJK	62 52%	626 44%	649 47%	221 55% NO	1178 47%	318 45%	864 48% T	1100 46%	600 46%	896 47%
Changed my internet habits	1096 34% F	212 45% ACDF	140 36% F	170 34% F	170 42% ADF	404 28%	745 37% H	351 30%	134 33%	375 37% L	469 34%	84 30%	34 28%	509 36% P	469 34%	118 30%	861 34%	235 34%	661 37%	845 35%	472 36% V	624 33%
Purchased an identity protection plan	593 18% CD	90 19% CD	44 11%	68 13%	76 19% CD	315 22% ACD	374 18%	219 19%	74 18%	192 19%	260 19%	52 19%	15 13%	266 19%	260 19%	67 17%	489 19% R	104 15%	345 19%	461 19%	272 21% V	321 17%
Stopped making purchases online	377 12% BD	31 7%	36 9%	30 6%	57 14% BCD	223 15% ABCD	224 11%	153 13%	67 16% KLM	139 14% KLM	150 11% LM	17 6%	4 3%	206 14% OP	150 11% P	21 5%	295 12%	82 12%	203 11%	299 12%	165 13%	212 11%
Don't give out/agree to further use of/Be careful when entering personal information	28 1%	6 1%	1 *	6 1%	3 1%	12 1%	18 1%	10 1%	2 *	10 1%	12 1%	3 1%	1 1%	12 1%	12 1%	4 1%	26 1%	2 *	15 1%	22 1%	14 1%	14 1%
Change/Protect/Use strong/different passwords	26 1% F	6 1% F	1 *	8 2% AF	5 1%	6 *	22 1% H	4 *	1 *	4 *	17 1% J	2 1%	2 2%	5 *	17 1% N	4 1%	21 1%	5 1%	15 1%	20 1%	15 1%	11 1%
Everything/Be careful/cautious	23 1%	3 1%	1 *	10 2% ACEF	2 *	7 *	19 1%	4 *	2 *	9 1%	10 1%	2 1%	-	11 1%	10 1%	2 1%	21 1%	2 *	18 1%	20 1%	15 1% V	8 *
Avoid certain/unsecured/not trustworthy/unknown sites	20 1%	7 1% AF	2 1%	2 *	4 1%	5 *	14 1%	6 1%	1 *	6 1%	12 1%	1 *	-	7 *	12 1%	1 *	15 1%	5 1%	11 1%	17 1%	9 1%	11 1%
Screen/Verify sender/web site/URL/company/Contact them directly	13 *	1 *	2 1%	2 *	2 *	6 *	9 *	4 *	4 1%	5 *	4 *	-	-	9 1%	4 *	-	9 *	4 1%	7 *	9 *	6 *	7 *
Monitor/Be careful with my credit/banking activities	11 F	6 1% ACDF	-	-	4 1% ADF	1 *	9 *	2 *	-	2 *	6 *	2 1%	1 1%	2 *	6 *	3 1% N	10 *	1 *	8 *	8 *	7 1%	4 *
Use spam filters/blockers/on email client (block/report sender)	9 *	2 *	1 *	1 *	1 *	4 *	8 *	1 *	1 *	2 *	4 *	1 *	1 1%	3 *	4 *	2 1%	7 *	2 *	4 *	8 *	6 *	3 *
Delete/Don't click on/forward unknown/shortened links/attachments	4 *	1 *	-	2 F	1 *	-	3 *	1 *	-	3 K	-	1 K	-	3 *	-	1 *	4 *	-	4 *	4 *	4 V	-
Update systems/software	4 *	1 *	-	-	1 *	2 *	3 *	1 *	-	-	3 *	1 *	-	-	3 *	1 *	3 *	1 *	3 *	3 *	2 *	2 *
Run/Schedule scans/Clean programs	4 *	2 *	1 *	-	-	1 *	1 *	3 *	1 K	3 K	-	-	-	4 O	-	-	4 *	-	4 T	1 *	2 *	2 *

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.

Q1130\_4. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?  
4. Stolen credentials

28 Aug 2015  
Table 565

Base: All Qualified Respondents

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3207	469	386	504	409	1439	2027	1180	410	1019	1378	280	120	1429	1378	400	2508	699	1799	2404	1299	1908
Use a real computer	4	1	1	1	1	-	4	-	-	2	1	-	1% K	2	1	1	3	1	2	3	1	3
Firewall	3	1	1	-	-	1	2	1	-	2	-	1 K	-	2	-	1	2	1	1	3	2	1
Deleting cookies history	3	1	-	1	-	1	1	2	-	2	1	-	-	2	1	-	-	3 Q	2	3	2	1
Screen content/Delete/Don't open/respond to/forward un- expected/strange/unknown emails	3	-	-	1	-	2	2	1	-	2	-	-	1% K	2	-	1	2	1	2	1	-	3
Knowledge/education of use	2	-	-	1	-	1	1	1	-	-	2	-	-	-	2	-	2	-	2	-	1	1
Don't download/Install wisely/from unknown sources	2	-	-	1	-	1	-	2	1	-	1	-	-	1	1	-	2	-	1	1	1	1
Unsubscribe/Don't subscribe to useless distribution lists	1	-	-	-	-	1	1	-	-	-	1	-	-	-	1	-	1	-	1	-	1	-
Change/Use multiple email addresses	1	-	-	1	-	-	1	-	-	1	-	-	-	1	-	-	1	-	1	1	1	-
Other	16	1	1	3 1%	2	9 1%	12 1%	4	1	2	13 1% J	-	-	3	13 1% N	-	8	8 1% Q	11 1%	13 1%	9 1%	7
None	470 15% F	70 15%	76 20% AEF	95 19% AEF	55 13%	174 12%	287 14%	183 16%	70 17%	137 13%	190 14%	50 18%	23 19%	207 14%	190 14%	73 18% O	352 14%	118 17%	255 14%	333 14%	152 12%	318 17% U
Don't know	14	3 1%	-	2	2	7	8	6 1%	2	3	8 1%	1	-	5	8 1%	1	11	3	8	9	8 1%	6
Declined to answer	19 1%	1	2 1%	7 1% AB	1	8 1%	14 1%	5	2	7 1%	9 1%	1	-	9 1%	9 1%	1	15 1%	4 1%	10 1%	15 1%	12 1% V	7
Sigma	4242 132%	665 142%	473 123%	656 130%	545 133%	1903 132%	2734 135%	1508 128%	536 131%	1361 134%	1822 132%	378 135%	145 121%	1897 133%	1822 132%	523 131%	3342 133%	900 129%	2458 137%	3199 133%	1779 137%	2463 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  
Overlap formulae used.

Q1130\_5. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?

28 Aug 2015  
Table 566

5. Malware

Base: All Qualified Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3207	469	386	504	409	1439	2027	1180	410	1019	1378	280	120	1429	1378	400	2508	699	1799	2404	1299	1908
Purchased antivirus software for my computer	2015 63% CF	342 73% ACDF	223 58%	321 64%	278 68% ACF	851 59%	1327 65% H	688 58%	228 56%	611 60%	873 63% I	216 77% IJK	87 73% IJK	839 59%	873 63% N	303 76% NO	1573 63%	442 63%	1179 66% T	1501 62%	790 61%	1225 64%
Changed my internet habits	984 31% F	188 40% ADEF	140 36% ADF	149 30%	129 32% F	378 26%	655 32% H	329 28%	130 32%	340 33% KL	406 29%	76 27%	32 27%	470 33% P	406 29%	108 27%	776 31%	208 30%	587 33%	769 32%	433 33% V	551 29%
Purchased an identity protection plan	477 15% BCDE	43 9%	40 10%	59 12%	46 11%	289 20% ABCDE	297 15%	180 15%	58 14%	165 16% LM	213 15% L	30 11%	11 9%	223 16% P	213 15% P	41 10%	393 16% R	84 12%	271 15%	377 16%	222 17% V	255 13%
Stopped making purchases online	289 9% BC	20 4%	17 4%	35 7%	29 7% AF	188 13% ABCDE	174 9%	115 10%	47 11% LM	115 11% KLM	118 9% LM	5 2%	4 3%	162 11% OP	118 9% P	9 2%	237 9%	52 7%	147 8%	226 9%	148 11% V	141 7%
Everything/Be careful/cautious	20 1%	4 1%	1 *	7 1% AF	1 *	7 *	17 1% H	3 *	1 *	7 1%	10 1%	1 *	1 1%	8 1%	10 1%	2 1%	17 1%	3 *	14 1%	16 1%	12 1%	8 *
Don't download/Install wisely/from unknown sources	18 1%	4 1%	-	7 1% ACEF	-	7 *	13 1%	5 *	3 1%	3 *	11 1%	-	1 1%	6 *	11 1%	1 *	16 1%	2 *	14 1%	13 1%	11 1%	7 *
Run/Schedule scans/Clean programs	15 F	4 1% F	2 1% F	6 1% AF	1 *	2 *	10 *	5 *	2 *	2 *	8 1%	-	3 3% IJKL	4 *	8 1%	3 1%	15 1% R	-	8 *	10 *	11 1% V	4 *
Update systems/software	14 *	4 1%	-	1 *	3 1%	6 *	10 *	4 *	-	2 *	9 1%	2 1%	1 1%	2 *	9 1% N	3 1% N	12 *	2 *	9 1%	11 *	10 1% V	4 *
Avoid certain/unsecured/not trustworthy/unknown sites	11 F	2 *	-	4 1% F	3 1% F	2 *	10 *	1 *	1 *	2 *	7 1%	-	1 1%	3 *	7 1%	1 *	9 *	2 *	8 *	8 *	7 1%	4 *
Screen content/Delete/Don't open/respond to/forward un-expected/strange/unknown emails	10 *	3 1%	-	3 1%	-	4 *	7 *	3 *	-	3 *	5 *	-	2 2% IJKL	3 *	5 *	2 1%	8 *	2 *	8 *	7 *	3 *	7 *
Delete/Don't click on/forward unknown/shortened links/attachments	9 F	3 1% F	-	4 1% AF	1 *	1 *	9 *	-	-	3 *	4 *	-	2 2% IJKL	3 *	4 *	2 1%	9 *	-	7 *	8 *	6 *	3 *
Change operating systems (i.e., Chrome Book, etc.)	5 *	3 1% AF	-	1 *	1 *	-	4 *	1 *	2 *	-	3 *	-	-	2 *	3 *	-	5 *	-	4 *	4 *	1 *	4 *
Use spam filters/blockers/on email client (block/report sender)	4 *	-	1 *	1 *	-	2 *	2 *	2 *	1 *	-	3 *	-	-	1 *	3 *	-	2 *	2 *	1 *	4 *	3 *	1 *
Firewall	4 *	2 *	1 *	-	-	1 *	3 *	1 *	-	2 *	1 *	1 *	-	2 *	1 *	1 *	3 *	1 *	1 *	4 *	3 *	1 *

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.

Q1130\_5. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?

28 Aug 2015  
Table 566

5. Malware

Base: All Qualified Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3207	469	386	504	409	1439	2027	1180	410	1019	1378	280	120	1429	1378	400	2508	699	1799	2404	1299	1908
Don't give out/agree to further use of/Be careful when entering personal information	3	-	-	1	1	1	3	-	-	2	1	-	-	2	1	-	3	-	3	2	2	1
Change/Protect/Use strong/different passwords	3	1	1	1	-	-	2	1	-	-	3	-	-	-	3	-	2	1	1	2	2	1
Screen/Verify sender/web site/URL/co mpany/Contact them directly	3	-	-	-	-	3	2	1	2 K	1	-	-	-	3	-	-	2	1	3 T	-	-	3
Use a real computer	2	2 AF	-	-	-	-	1	1	-	1	1	-	-	1	1	-	2	-	2	2	2	-
Deleting cookies history	1	1	-	-	-	-	-	1	-	1	-	-	-	1	-	-	-	1	1	1	-	1
Knowledge/education of use	1	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	-	1	-
Purchase multiple extensions/TLDs	1	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1	-	1
Unsubscribe/Don't subscribe to useless distribution lists	1	-	-	-	-	1	1	-	-	-	1	-	-	-	1	-	1	-	1	-	1	-
Other	16	5 1%	1	3 1%	1	6	13 1%	3	1	3	10 1%	1	1 1%	4	10 1%	2 1%	12	4 1%	7	16 1%	9 1%	7
None	308 10% B	33 7%	48 12% AB	54 11% B	35 9%	138 10%	178 9%	130 11% G	46 11%	92 9%	130 9%	29 10%	11 9%	138 10%	130 9%	40 10%	236 9%	72 10%	175 10% T	201 8%	102 8%	206 11% U
Don't know	7	1	-	3 1%	-	3	1	6 1% G	2	1	4	-	-	3	4	-	5	2	3	5	2	5
Declined to answer	13	-	2 1%	3 1%	1	7	9	4	1	7 1%	5	-	-	8 1%	5	-	10	3	9 1%	9	8 1%	5
Sigma	4234 132%	665 142%	477 124%	665 132%	530 130%	1897 132%	2750 136%	1484 126%	525 128%	1363 134%	1828 133%	361 129%	157 131%	1888 132%	1828 133%	518 130%	3350 134%	884 126%	2465 137%	3197 133%	1789 138%	2445 128%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.

Q318. In what state, province or territory do you currently reside?

Base: Have Region Codes And Region Question To Be Asked

	Total Regi- strants  (A)	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	Primary decision maker (Q)	Shared decision maker (R)	Consumer (S)	Commer- cial (T)	Yes (U)	No (V)
Unweighted Base	1210	371	-**	533	-**	306	782	428	107	268	549	188	98*	375	549	286	979	231	689	849	508	702
Alabama	2	2 1%	-	-	-	-	2	-	-	-	1	-	1 1%	-	1	1	2	-	1	2	1	1
Alaska	1	1	-	-	-	-	-	1	-	-	1	-	-	-	1	-	1	-	1	1	1	-
Arizona	10 1% D	10 3% ADF	-	-	-	-	6 1%	4 1%	-	-	3 1%	2 1%	5 5% IJKL	-	3 1%	7 2% NO	10 1%	-	6 1%	9 1%	8 2% V	2
California	40 3% DF	40 11% ADF	-	-	-	-	25 3%	15 4%	-	8 3%	23 4% I	6 3%	3 3%	8 2%	23 4%	9 3%	34 3%	6 3%	24 3%	38 4%	24 5% V	16 2%
Colorado	7 1%	7 2% ADF	-	-	-	-	5 1%	2	-	1	5 1%	1 1%	-	1	5 1%	1	6 1%	1	5 1%	6 1%	4 1%	3
Connecticut	4	4 1% AD	-	-	-	-	4 1%	-	-	-	2	1 1%	1 1%	-	2	2 1%	4	-	2	3	3 1%	1
District of Columbia	1	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	-	-	1
Florida	18 1% DF	18 5% ADF	-	-	-	-	13 2%	5 1%	1 1%	-	8 1% J	5 3% J	4 4% J	1	8 1%	9 3% N	16 2%	2 1%	8 1%	17 2%	9 2%	9 1%
Georgia	6	6 2% ADF	-	-	-	-	4 1%	2	-	1	3 1%	1 1%	1 1%	1	3 1%	2 1%	5 1%	1	2	6 1%	6 1% V	-
Hawaii	1	1	-	-	-	-	-	1	-	1	-	-	-	1	-	-	1	-	1	1	-	1
Illinois	9 1% D	9 2% ADF	-	-	-	-	6 1%	3 1%	-	-	3 1%	4 2% J	2 2% J	-	3 1%	6 2% NO	9 1%	-	5 1%	8 1%	7 1% V	2
Indiana	2	2 1%	-	-	-	-	1	1	-	-	1	-	1 1%	-	1	1	1	1	2	2	2	-
Iowa	1	1	-	-	-	-	1	-	-	1	-	-	-	1	-	-	1	-	1	1	1	-
Kansas	1	1	-	-	-	-	-	1	-	-	-	-	1 1% K	-	-	1	1	-	-	1	-	1
Kentucky	4	4 1% AD	-	-	-	-	4 1%	-	-	1	3 1%	-	-	1	3 1%	-	4	-	4 1%	4	4 1% V	-
Louisiana	1	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	1 Q	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  
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

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1210	371	**	533	**	306	782	428	107	268	549	188	98*	375	549	286	979	231	689	849	508	702
Maine	2	2 1%	-	-	-	-	2	-	-	1	1	-	-	1	1	-	2	-	2	2	1	1
Maryland	8 1%	8 2% ADF	-	-	-	-	5 1%	3 1%	-	-	4 1%	3 2% J	1 1%	-	4 1%	4 1% N	6 1%	2 1%	2	7 1%	4 1%	4 1%
Massachusetts	3	3 1% AD	-	-	-	-	3	-	1 1%	-	2	-	-	1	2	-	2	1	-	3	1	2
Michigan	7 1%	7 2% ADF	-	-	-	-	6 1%	1	-	-	3 1%	2 1%	2 2% J	-	3 1%	4 1% N	5 1%	2 1%	3	6 1%	4 1%	3
Minnesota	8 1%	8 2% ADF	-	-	-	-	7 1%	1	-	-	4 1%	2 1%	2 2% J	-	4 1%	4 1% N	7 1%	1	5 1%	6 1%	4 1%	4 1%
Mississippi	2	2 1%	-	-	-	-	2	-	-	-	1	1 1%	-	-	1	1	1	1	-	2	1	1
Montana	2	2 1%	-	-	-	-	2	-	-	-	1	1 1%	-	-	1	1	2	-	2	2	2	-
Nebraska	2	2 1%	-	-	-	-	1	1	1 1% K	1	-	-	-	2 1%	-	-	2	-	2	-	-	2
Nevada	3	3 1% AD	-	-	-	-	2	1	-	-	3 1%	-	-	-	3 1%	-	3	-	2	3	1	2
New Jersey	11 1% D	11 3% ADF	-	-	-	-	7 1%	4 1%	1 1%	4 1%	2	4 2% K	-	5 1%	2	4 1%	9 1%	2 1%	6 1%	7 1%	6 1%	5 1%
New Mexico	1	1	-	-	-	-	-	1	-	-	-	-	1 1% K	-	-	1	1	-	-	1	-	1
New York	16 1% DF	16 4% ADF	-	-	-	-	10 1%	6 1%	-	2 1%	7 1%	3 2%	4 4% IJK	2 1%	7 1%	7 2% N	15 2%	1	10 1%	13 2%	9 2%	7 1%
North Carolina	8 1%	8 2% ADF	-	-	-	-	5 1%	3 1%	-	2 1% K	-	3 2% K	3 3% K	2 1%	-	6 2% O	6 1%	2 1%	4 1%	7 1%	3 1%	5 1%
Ohio	8 1%	8 2% ADF	-	-	-	-	7 1%	1	-	1	4 1%	2 1%	1 1%	1	4 1%	3 1%	8 1%	-	5 1%	6 1%	4 1%	4 1%
Oklahoma	2	2 1%	-	-	-	-	1	1	-	-	2	-	-	-	2	-	2	-	1	2	1	1
Oregon	8 1%	8 2% ADF	-	-	-	-	4 1%	4 1%	-	3 1%	1	3 2% K	1 1%	3 1%	1	4 1% O	8 1%	-	5 1%	7 1%	5 1%	3
Pennsylvania	4	4 1% AD	-	-	-	-	4 1%	-	-	-	1	1 1%	2 2% JK	-	1	3 1% N	3	1	2	3	2	2

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
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

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1210	371	**	533	**	306	782	428	107	268	549	188	98*	375	549	286	979	231	689	849	508	702
Rhode Island	1	1	-	-	-	-	1	-	-	-	-	1%	-	-	-	1	1	-	1	1	1	-
South Carolina	6	6 ADF	-	-	-	-	4 1%	2	-	-	2	3 2%	1 1%	-	2	4 1% N	6 1%	-	2	5 1%	3 1%	3
South Dakota	1	1	-	-	-	-	1	-	-	1	-	-	-	1	-	-	1	-	1	1	-	1
Tennessee	2	2 1%	-	-	-	-	1	1	-	-	1	-	1 1%	-	1	1	2	-	1	1	-	2
Texas	18 1% DF	18 5% ADF	-	-	-	-	14 2%	4 1%	1 1%	3 1%	8 1%	2 1%	4 4%	4 1%	8 1%	6 2%	16 2%	2 1%	13 2%	16 2%	9 2%	9 1%
Utah	3	3 1% AD	-	-	-	-	2	1	-	-	2	1 1%	-	-	2	1	2	1	2	3	1	2
Vermont	1	1	-	-	-	-	-	1	-	-	1	-	-	-	1	-	1	-	1	1	1	-
Virginia	9 1% D	9 2% ADF	-	-	-	-	6 1%	3 1%	-	2 1%	5 1%	2 1%	-	2 1%	5 1%	2 1%	7 1%	2 1%	7 1%	7 1%	7 1% V	2
Washington	10 1% D	10 3% ADF	-	-	-	-	6 1%	4 1%	-	4 1%	2	3 2%	1 1%	4 1%	2	4 1%	9 1%	1	4 1%	9 1%	4 1%	6 1%
West Virginia	3	3 1% AD	-	-	-	-	1	2	-	1	1	-	1 1%	1	1	1	2	1	1	3	-	3
Wisconsin	4	4 1% AD	-	-	-	-	1	3 1%	-	-	4 1%	-	-	-	4 1%	-	4	-	2	3	2	2
Alberta	10 1% D	10 3% ADF	-	-	-	-	6 1%	4 1%	3 3% KL	3 1%	3 1%	-	1 1%	6 2%	3 1%	1	7 1%	3 1%	3	9 1%	3 1%	7 1%
British Columbia	19 2% DF	19 5% ADF	-	-	-	-	10 1%	9 2%	5 5% JKM	2 1%	7 1%	5 3%	-	7 2%	7 1%	5 2%	12 1%	7 3% Q	12 2%	12 1%	4 1%	15 2%
Manitoba	4	4 1% AD	-	-	-	-	2	2	-	1	2	-	1 1%	1	2	1	4	-	4 1%	2	1	3
New Brunswick	3	3 1% AD	-	-	-	-	2	1	1 1%	1	1	-	-	2 1%	1	-	2	1	1	2	1	2
Newfoundland	3	3 1% AD	-	-	-	-	2	1	-	1	1	1 1%	-	1	1	1	1	2 1% Q	2	2	1	2
Northwest Territories	1	1	-	-	-	-	-	1	-	1	-	-	-	1	-	-	1	-	1	-	-	1

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
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

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1210	371	-**	533	-**	306	782	428	107	268	549	188	98*	375	549	286	979	231	689	849	508	702
Nova Scotia	4	4 AD	-	-	-	-	2	2	1 1%	2 1%	1	-	-	3 1%	1	-	3	1	3	4	1	3
Nunavut	1	1	-	-	-	-	1	-	-	1	-	-	-	1	-	-	1	-	-	1	1	-
Ontario	45 4% DF	45 12% ADF	-	-	-	-	30 4%	15 4%	7 7% K	12 4%	12 2%	10 5% K	4 4%	19 5% O	12 2%	14 5% O	34 3%	11 5%	27 4%	34 4%	15 3%	30 4%
Prince Edward Island	2	2 1%	-	-	-	-	2	-	-	-	1	1 1%	-	-	1	1	-	2 1% Q	1	2	1	1
Quebec	9 1% D	9 2% ADF	-	-	-	-	6 1%	3 1%	-	2 1%	5 1%	2 1%	-	2 1%	5 1%	2 1%	8 1%	1	4 1%	7 1%	5 1%	4 1%
Saskatchewan	2	2 1%	-	-	-	-	-	2	2 2% JK	-	-	-	-	2 1%	-	-	1	1	1	1	-	2
Alsace	1	-	-	1	-	-	1	-	-	-	-	-	1 1% K	-	-	1	-	1 Q	-	-	-	1
Aquitaine	1	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-	-	1 Q	1	1	1	-
Auvergne	3	-	-	3 1%	-	-	3	-	-	-	2	1 1%	-	-	2	1	2	1	1	2	2	1
Lower Normandy	2	-	-	2	-	-	1	1	-	-	1	-	1 1%	-	1	1	2	-	1	1	-	2
Burgundy	2	-	-	2	-	-	-	2	1 1% K	-	-	-	1 1% K	1	-	1	1	1	-	1	1	1
Brittany	6	-	-	6 1% AB	-	-	3	3 1%	1 1%	-	4 1%	1 1%	-	1	4 1%	1	5 1%	1	1	5 1%	3 1%	3
Centre	7 1%	-	-	7 1% ABF	-	-	4 1%	3 1%	1 1%	2 1%	3 1%	-	1 1%	3 1%	3 1%	1	7 1%	-	5 1%	3	2	5 1%
Champagne-Ardenne	1	-	-	1	-	-	-	1	-	1	-	-	-	1	-	-	1	-	-	-	1	-
Franche-Comte	1	-	-	1	-	-	-	1	1 1% K	-	-	-	-	1	-	-	1	-	1	-	1	-
Ile de France (Paris)	28 2% BF	-	-	28 5% ABF	-	-	21 3%	7 2%	-	11 4% I	13 2%	3 2%	1 1%	11 3%	13 2%	4 1%	22 2%	6 3%	17 2%	21 2%	20 4% V	8 1%
Languedoc-Roussillon	5	-	-	5 1% A	-	-	3	2	-	2 1%	2	1 1%	-	2 1%	2	1	4	1	3	3	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  
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

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1210	371	**	533	**	306	782	428	107	268	549	188	98*	375	549	286	979	231	689	849	508	702
Lorraine	6	-	-	6 1% AB	-	-	2	4 1%	3 3% JK	-	2	1 1%	-	3 1%	2	1	5 1%	1	3	5 1%	2	4 1%
Midi-Pyrenees	2	-	-	2	-	-	1	1	-	1	1	-	-	1	1	-	2	-	2	2	2	-
North Calais	5	-	-	5 1% A	-	-	4 1%	1	-	-	4 1%	1 1%	-	-	4 1%	1	4	1	3	2	1	4 1%
Pays de la Loire	4	-	-	4 1%	-	-	4 1%	-	1 1%	1	1	1 1%	-	2 1%	1	1	3	1	-	4	1	3
Picardy	1	-	-	1	-	-	-	1	-	1	-	-	-	1	-	-	1	-	-	1	-	1
Poitou-Charentes	2	-	-	2	-	-	1	1	1 1%	-	1	-	-	1	1	-	2	-	1	1	2	-
Provence-Alpes-Cote-D'a zur	8 1%	-	-	8 2% ABF	-	-	6 1%	2	-	2 1%	6 1%	-	-	2 1%	6 1%	-	7 1%	1	7 1% T	3	3 1%	5 1%
Rhone-Alps	13 1% B	-	-	13 2% ABF	-	-	8 1%	5 1%	3 3%	3 1%	5 1%	2 1%	-	6 2%	5 1%	2 1%	11 1%	2 1%	5 1%	9 1%	4 1%	9 1%
Baden-Wurtemberg	17 1% BF	-	-	17 3% ABF	-	-	7 1%	10 2% G	4 4% K	6 2%	5 1%	2 1%	-	10 3% O	5 1%	2 1%	14 1%	3 1%	12 2%	10 1%	6 1%	11 2%
Bavaria	20 2% BF	-	-	20 4% ABF	-	-	15 2%	5 1%	1 1%	6 2%	11 2%	1 1%	1 1%	7 2%	11 2%	2 1%	14 1%	6 3%	12 2%	12 1%	5 1%	15 2%
Berlin	10 1%	-	-	10 2% ABF	-	-	6 1%	4 1%	1 1%	2 1%	4 1%	2 1%	1 1%	3 1%	4 1%	3 1%	9 1%	1	7 1%	7 1%	4 1%	6 1%
Brandenburg	2	-	-	2	-	-	1	1	-	1	1	-	-	1	1	-	1	1	2	1	-	2
Hamburg	5	-	-	5 1% A	-	-	5 1%	-	-	-	1	3 2% JK	1 1%	-	1	4 1% NO	5 1%	-	3	4	1	4 1%
Hesse	8 1%	-	-	8 2% ABF	-	-	4 1%	4 1%	1 1%	2 1%	5 1%	-	-	3 1%	5 1%	-	6 1%	2 1%	5 1%	4	4 1%	4 1%
Mecklenburg-Western Pomerania	4	-	-	4 1%	-	-	1	3 1%	-	1	2	1 1%	-	1	2	1	3	1	3	1	1	3
Lower Saxony	11 1%	-	-	11 2% ABF	-	-	5 1%	6 1%	4 4% JK	1	3 1%	2 1%	1 1%	5 1%	3 1%	3 1%	8 1%	3 1%	10 1% T	3	3 1%	8 1%
North Rhine-Westphalia	29 2% BF	-	-	29 5% ABF	-	-	22 3%	7 2%	2 2%	7 3%	15 3%	3 2%	2 2%	9 2%	15 3%	5 2%	25 3%	4 2%	18 3%	17 2%	11 2%	18 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  
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

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1210	371	**	533	**	306	782	428	107	268	549	188	98*	375	549	286	979	231	689	849	508	702
Rhineland-Palatinate	5	-	-	5 1% A	-	-	4 1%	1	2 2% J	-	2	-	1 1%	2 1%	2	1	5 1%	-	4 1%	2	1	4 1%
Saarland	2	-	-	2	-	-	-	2	-	-	1	1 1%	-	-	1	1	1	1	2	-	1	1
Saxony	2	-	-	2	-	-	2	-	-	1	1	-	-	1	1	-	2	-	-	2	1	1
Saxony-Anhalt	4	-	-	4 1%	-	-	1	3 1%	-	-	4 1%	-	-	-	4 1%	-	4	-	2	1	-	4 1%
Schleswig-Holstein	1	-	-	1	-	-	-	1	-	1	-	-	-	1	-	-	1	-	1	1	1	-
Thuringia	4	-	-	4 1%	-	-	1	3 1%	-	1	3 1%	-	-	1	3 1%	-	4	-	1	3	2	2
Abruzzo	1	-	-	1	-	-	-	1	-	-	1	-	-	-	1	-	-	1 Q	-	1	-	1
Basilicata	1	-	-	1	-	-	-	1	-	-	1	-	-	-	1	-	1	-	1	-	-	1
Campania	8 1%	-	-	8 2% ABF	-	-	6 1%	2	2 2%	2 1%	3 1%	1 1%	-	4 1%	3 1%	1	6 1%	2 1%	4 1%	7 1%	5 1%	3
Emilia-Romagna	1	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-	-	1 Q	-	1	1	-
Friuli-Venezia Giulia	2	-	-	2	-	-	1	1	-	1	1	-	-	1	1	-	2	-	-	2	1	1
Lazio	2	-	-	2	-	-	1	1	-	-	2	-	-	-	2	-	2	-	2	2	1	1
Lombardy	13 1% B	-	-	13 2% ABF	-	-	11 1%	2	-	1	9 2%	1 1%	2 2%	1	9 2% N	3 1%	11 1%	2 1%	7 1%	11 1%	9 2% V	4 1%
Marche	1	-	-	1	-	-	1	-	-	1	-	-	-	1	-	-	1	-	-	1	1	-
Piedmont	9 1%	-	-	9 2% ABF	-	-	6 1%	3 1%	2 2%	3 1%	3 1%	1 1%	-	5 1%	3 1%	1	8 1%	1	3	8 1%	7 1% V	2
Apulia	3	-	-	3 1%	-	-	2	1	2 2% K	1	-	-	-	3 1% O	-	-	3	-	3	2	1	2
Sardinia	1	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-	1	-	-	1	-	1

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
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

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- straits	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1210	371	-**	533	-**	306	782	428	107	268	549	188	98*	375	549	286	979	231	689	849	508	702
Sicily	2	-	-	2	-	-	2	-	-	-	1	1%	-	-	1	1	2	-	-	2	2	-
Tuscany	5	-	-	5 1% A	-	-	4 1%	1	-	3 1%	2	-	-	3 1%	2	-	4	1	3	5 1%	3 1%	2
Veneto	4	-	-	4 1%	-	-	3	1	-	1	3 1%	-	-	1	3 1%	-	3	1	3	3	4 1% V	-
Andalusia	7 1%	-	-	7 1% ABF	-	-	2	5 1% G	2 2%	3 1%	2	-	-	5 1%	2	-	4	3 1%	3	5 1%	5 1%	2
Asturias	1	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-	1	-	-	1	1	-
Balearic Islands	2	-	-	2	-	-	1	1	-	1	1	-	-	1	1	-	2	-	1	1	1	1
Canary Islands	3	-	-	3 1%	-	-	2	1	1 1%	-	1	1 1%	-	1	1	1	3	-	2	-	1	2
Cantabria	1	-	-	1	-	-	1	-	-	-	-	1 1%	-	-	-	1	1	-	-	1	1	-
Castilla-Leon	1	-	-	1	-	-	-	1	-	-	1	-	-	-	1	-	-	1 Q	1	-	-	1
Castilla-La Mancha	2	-	-	2	-	-	-	2	-	-	2	-	-	-	2	-	2	-	1	2	1	1
Catalonia	8 1%	-	-	8 2% ABF	-	-	3	5 1%	1 1%	-	5 1%	1 1%	1 1%	1	5 1%	2 1%	7 1%	1	4 1%	6 1%	3 1%	5 1%
Extremadura	3	-	-	3 1%	-	-	3	-	-	2 1%	1	-	-	2 1%	1	-	2	1	1	2	1	2
Galicia	1	-	-	1	-	-	-	1	-	-	-	-	1 1% K	-	-	1	1	-	-	1	-	1
La Rioja	2	-	-	2	-	-	-	2	-	1	1	-	-	1	1	-	-	2 1% Q	-	2	-	2
Madrid	6	-	-	6 1% AB	-	-	4 1%	2	1 1%	-	4 1%	-	1 1%	1	4 1%	1	4	2 1%	3	4	3 1%	3
Murcia	3	-	-	3 1%	-	-	3	-	-	-	3 1%	-	-	-	3 1%	-	3	-	-	3	1	2
Basque Country	2	-	-	2	-	-	2	-	-	-	1	1 1%	-	-	1	1	2	-	-	2	1	1

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
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

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1210	371	**	533	**	306	782	428	107	268	549	188	98*	375	549	286	979	231	689	849	508	702
Valencia	8 1%	-	-	8 2% ABF	-	-	3	5 1%	1 1%	-	5 1%	2 1%	-	1	5 1%	2 1%	6 1%	2 1%	4 1%	5 1%	1	7 1%
East of England	7 1%	-	-	7 1% ABF	-	-	4 1%	3 1%	-	-	6 1%	1 1%	-	-	6 1% N	1	5 1%	2 1%	3	5 1%	3 1%	4 1%
East Midlands	4	-	-	4 1%	-	-	2	2	-	-	3 1%	-	1 1%	-	3 1%	1	2	2 1%	3	3	1	3
London	19 2% BF	-	-	19 4% ABF	-	-	13 2%	6 1%	1 1%	4 1%	7 1%	4 2%	3 3%	5 1%	7 1%	7 2%	16 2%	3 1%	10 1%	15 2%	9 2%	10 1%
North East	3	-	-	3 1%	-	-	2	1	1 1% K	1	-	1 1%	-	2 1%	-	1	3	-	2	3	1	2
North West	11 1%	-	-	11 2% ABF	-	-	9 1%	2	-	-	5 1%	5 3% J	1 1%	-	5 1%	6 2% N	10 1%	1	5 1%	6 1%	3 1%	8 1%
Northern Ireland	2	-	-	2	-	-	2	-	-	-	2	-	-	-	2	-	2	-	2	-	1	1
Scotland	8 1%	-	-	8 2% ABF	-	-	3	5 1%	-	1	4 1%	1 1%	2 2%	1	4 1%	3 1%	7 1%	1	4 1%	5 1%	2	6 1%
South East	22 2% BF	-	-	22 4% ABF	-	-	13 2%	9 2%	-	5 2%	9 2%	5 3%	3 3%	5 1%	9 2%	8 3%	18 2%	4 2%	11 2%	15 2%	12 2%	10 1%
South West	6	-	-	6 1% AB	-	-	2	4 1%	-	1	3 1%	1 1%	1 1%	1	3 1%	2 1%	5 1%	1	3	4	1	5 1%
Wales	4	-	-	4 1%	-	-	2	2	1 1%	-	2	-	1 1%	1	2	1	2	2 1%	1	2	-	4 1%
West Midlands	9 1%	-	-	9 2% ABF	-	-	7 1%	2	1 1%	3 1%	3 1%	2 1%	-	4 1%	3 1%	2 1%	8 1%	1	5 1%	5 1%	3 1%	6 1%
Yorkshire and the Humber	5	-	-	5 1% A	-	-	2	3 1%	-	1	2	1 1%	1 1%	1	2	2 1%	1	4 2% Q	2	5 1%	3 1%	2
Hokkaido	7 1%	-	-	-	-	7 2% ABD	3	4 1%	2 2%	1	2	1 1%	1 1%	3 1%	2	2 1%	6 1%	1	5 1%	2	1	6 1%
Iwate	1	-	-	-	-	1	1	-	-	-	1	-	-	-	1	-	1	-	-	1	1	-
Miyagi	3	-	-	-	-	3 1% AD	3	-	-	-	3 1%	-	-	-	3 1%	-	2	1	2	2	1	2
Fukushima	4	-	-	-	-	4 1% ABD	3	1	-	1	1	2 1%	-	1	1	2 1%	3	1	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 - U/V  
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

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1210	371	**	533	**	306	782	428	107	268	549	188	98*	375	549	286	979	231	689	849	508	702
Tochigi	1	-	-	-	-	1	-	1	1% K	-	-	-	-	1	-	-	1	-	1	-	1	-
Gunma	3	-	-	-	-	3 1% AD	3	-	-	1	1	1 1%	-	1	1	1	3	-	2	2	2	1
Ibaraki	2	-	-	-	-	2 1%	2	-	-	1	-	1 1%	-	1	-	1	2	-	2	-	-	2
Saitama	14 1% BD	-	-	-	-	14 5% ABD	9 1%	5 1%	-	4 1%	7 1%	2 1%	1 1%	4 1%	7 1%	3 1%	14 1%	-	11 2% T	5 1%	4 1%	10 1%
Chiba	8 1%	-	-	-	-	8 3% ABD	6 1%	2	-	-	5 1%	1 1%	2 2% J	-	5 1%	3 1% N	7 1%	1	3	5 1%	3 1%	5 1%
Tokyo	33 3% BD	-	-	-	-	33 11% ABD	22 3%	11 3%	1 1%	7 3%	16 3%	7 4%	2 2%	8 2%	16 3%	9 3%	19 2%	14 6% Q	16 2%	23 3%	4 1%	29 4% U
Kanagawa	17 1% BD	-	-	-	-	17 6% ABD	12 2%	5 1%	-	2 1%	7 1%	7 4% IJK	1 1%	2 1%	7 1%	8 3% N	14 1%	3 1%	10 1%	8 1%	5 1%	12 2%
Nagano	4	-	-	-	-	4 1% ABD	1	3 1%	-	1	3 1%	-	-	1	3 1%	-	3	1	1	3	-	4 1%
Niigata	3	-	-	-	-	3 1% AD	3	-	-	-	2	-	1 1%	-	2	1	2	1	2	1	-	3
Shizuoka	2	-	-	-	-	2 1%	2	-	-	1	1	-	-	1	1	-	2	-	1	1	1	1
Gifu	2	-	-	-	-	2 1%	1	1	-	-	2	-	-	-	2	-	1	1	2	-	-	2
Aichi	11 1% D	-	-	-	-	11 4% ABD	9 1%	2	-	3 1%	5 1%	1 1%	2 2%	3 1%	5 1%	3 1%	8 1%	3 1%	7 1%	7 1%	4 1%	7 1%
Mie	2	-	-	-	-	2 1%	1	1	-	1	-	-	1 1% K	1	-	1	2	-	-	2	-	2
Kyoto	6	-	-	-	-	6 2% ABD	4 1%	2	1 1%	1	3 1%	1 1%	-	2 1%	3 1%	1	3	3 1%	4 1%	2	2	4 1%
Osaka	17 1% BD	-	-	-	-	17 6% ABD	12 2%	5 1%	-	1	10 2%	5 3% J	1 1%	1	10 2% N	6 2% N	14 1%	3 1%	10 1%	9 1%	1	16 2% U
Hyogo	10 1% D	-	-	-	-	10 3% ABD	9 1%	1	1 1%	1	6 1%	1 1%	1 1%	2 1%	6 1%	2 1%	8 1%	2 1%	6 1%	6 1%	1	9 1% U
Shimane	1	-	-	-	-	1	-	1	-	-	1	-	-	-	1	-	1	-	1	-	1	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
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

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1210	371	-**	533	-**	306	782	428	107	268	549	188	98*	375	549	286	979	231	689	849	508	702
Okayama	3	-	-	-	-	3 1% AD	3	-	-	1	1	1 1%	-	1	1	1	3	-	1	3	1	2
Hiroshima	3	-	-	-	-	3 1% AD	3	-	-	-	1	2 1%	-	-	1	2 1%	2	1	2	2	-	3
Kagawa	2	-	-	-	-	2 1%	2	-	-	1	1	-	-	1	1	-	-	2 1% Q	2	-	-	2
Ehime	4	-	-	-	-	4 1% ABD	4 1%	-	2 2% K	1	-	-	1 1% K	3 1% O	-	1	3	1	1	3	2	2
Fukuoka	6	-	-	-	-	6 2% ABD	4 1%	2	-	1	4 1%	1 1%	-	1	4 1%	1	2	4 2% Q	5 1%	2	1	5 1%
Saga	1	-	-	-	-	1	-	1	-	-	1	-	-	-	1	-	1	-	1	-	-	1
Oita	2	-	-	-	-	2 1%	2	-	-	-	2	-	-	-	2	-	2	-	2	-	1	1
Miyazaki	1	-	-	-	-	1	1	-	-	-	1	-	-	-	1	-	1	-	1	-	-	1
Kagoshima	2	-	-	-	-	2 1%	2	-	-	-	1	-	1 1%	-	1	1	2	-	2	-	1	1
Okinawa	1	-	-	-	-	1	-	1	-	-	1	-	-	-	1	-	1	-	1	-	-	1
Lower Silesia	6	-	-	6 1% AB	-	-	3	3 1%	-	1	4 1%	1 1%	-	1	4 1%	1	5 1%	1	4 1%	3	2	4 1%
Kuyavia-Pomerania	4	-	-	4 1%	-	-	1	3 1%	-	1	2	1 1%	-	1	2	1	2	2 1%	2	2	3 1%	1
Lodz	3	-	-	3 1%	-	-	3	-	1 1%	1	1	-	-	2 1%	1	-	2	1	1	2	1	2
Lublin	4	-	-	4 1%	-	-	3	1	1 1%	1	1	1 1%	-	2 1%	1	1	4	-	3	3	3 1%	1
Lesser Poland	6	-	-	6 1% AB	-	-	3	3 1%	-	4 1%	2	-	-	4 1%	2	-	5 1%	1	4 1%	3	1	5 1%
Masovia	8 1%	-	-	8 2% ABF	-	-	3	5 1%	-	1	5 1%	2 1%	-	1	5 1%	2 1%	6 1%	2 1%	3	7 1%	3 1%	5 1%
Subcarpathia	3	-	-	3 1%	-	-	1	2	1 1%	1	1	-	-	2 1%	1	-	3	-	2	1	-	3

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
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

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1210	371	**	533	**	306	782	428	107	268	549	188	98*	375	549	286	979	231	689	849	508	702
Pomerania	4	-	-	4 1%	-	-	1	3 1%	1 1%	1	1	1 1%	-	2 1%	1	1	3	1	2	2	1	3
Silesia	5	-	-	5 1% A	-	-	4 1%	1	-	2 1%	3 1%	-	-	2 1%	3 1%	-	5 1%	-	1	5 1%	3 1%	2
Swietokrzyskie (Holy Cross)	3	-	-	3 1%	-	-	1	2	2 2% JK	-	1	-	-	2 1%	1	-	2	1	3	-	1	2
Warmia-Masuria	3	-	-	3 1%	-	-	-	3 1% G	-	1	1	1 1%	-	1	1	1	-	3 1% Q	-	3	1	2
Greater Poland	3	-	-	3 1%	-	-	3	-	2 2% JK	-	1	-	-	2 1%	1	-	2	1	2	2	-	3
West Pomerania	1	-	-	1	-	-	-	1	-	-	-	1 1%	-	-	-	1	-	1 Q	1	-	-	1
Altay Republic	1	-	-	-	-	1	1	-	-	1	-	-	-	1	-	-	1	-	-	1	-	1
Kalmykiya Republic	1	-	-	-	-	1	-	1	1 1% K	-	-	-	-	1	-	-	1	-	1	1	-	1
Tatarstan Republic	2	-	-	-	-	2 1%	2	-	-	1	-	1 1%	-	1	-	1	2	-	1	2	1	1
Krasnodar Kray	4	-	-	-	-	4 1% ABD	2	2	1 1%	1	2	-	-	2 1%	2	-	3	1	4 1% T	1	1	3
Krasnoyarsk Kray	1	-	-	-	-	1	-	1	-	-	1	-	-	-	1	-	-	1 Q	-	1	1	-
Primorskiy Kray	1	-	-	-	-	1	1	-	-	-	1	-	-	-	1	-	1	-	1	1	1	-
Stavropol Kray	1	-	-	-	-	1	1	-	-	1	-	-	-	1	-	-	1	-	-	1	-	1
Amur Oblast	1	-	-	-	-	1	1	-	-	-	1	-	-	-	1	-	1	-	1	-	1	-
Astrakhan Oblast	1	-	-	-	-	1	1	-	-	-	-	1 1%	-	-	-	1	-	1 Q	1	-	-	1
Bryansk Oblast	3	-	-	-	-	3 1% AD	2	1	2 2% JK	-	1	-	-	2 1%	1	-	2	1	1	2	1	2
Vologda Oblast	1	-	-	-	-	1	-	1	-	-	1	-	-	-	1	-	1	-	1	1	1	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
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

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1210	371	**	533	**	306	782	428	107	268	549	188	98*	375	549	286	979	231	689	849	508	702
Ivanovo Oblast	2	-	-	-	-	21%	1	1	-	1	1	-	-	1	1	-	1	1	1	1	-	2
Irkutsk Oblast	2	-	-	-	-	21%	1	1	-	1	1	-	-	1	1	-	2	-	2	1	1	1
Kaliningrad Oblast	1	-	-	-	-	1	1	-	-	-	1	-	-	-	1	-	1	-	1	1	-	1
Kaluga Oblast	1	-	-	-	-	1	-	1	11% K	-	-	-	-	1	-	-	1	-	1	-	-	1
Kemerovo Oblast	1	-	-	-	-	1	1	-	-	1	-	-	-	1	-	-	1	-	1	1	1	-
Kirov Oblast	1	-	-	-	-	1	1	-	-	-	-	11%	-	-	-	1	1	-	1	1	1	-
Kursk Oblast	1	-	-	-	-	1	1	-	-	1	-	-	-	1	-	-	1	-	1	1	-	1
Leningrad Oblast	6	-	-	-	-	62% ABD	2	41%	-	31%	2	11%	-	31%	2	1	61%	-	2	4	41%	2
Moscow Oblast	171% BD	-	-	-	-	176% ABD	81%	92%	11%	62% L	92%	-	11%	72%	92%	1	162%	1	112%	111%	82%	91%
Murmansk Oblast	1	-	-	-	-	1	1	-	-	1	-	-	-	1	-	-	1	-	1	1	-	1
Nizhny Novgorod Oblast	2	-	-	-	-	21%	1	1	11% K	1	-	-	-	21%	-	-	1	1	1	2	1	1
Novgorod Oblast	1	-	-	-	-	1	1	-	-	-	1	-	-	-	1	-	1	-	1	-	-	1
Novosibirsk Oblast	5	-	-	-	-	52% ABD	2	31%	11%	31%	1	-	-	41%	1	-	51%	-	3	4	31%	2
Omsk Oblast	2	-	-	-	-	21%	1	1	-	-	1	11%	-	-	1	1	2	-	-	2	-	2
Orenburg Oblast	1	-	-	-	-	1	1	-	-	1	-	-	-	1	-	-	1	-	1	1	-	1
Orel Oblast	2	-	-	-	-	21%	1	1	-	-	2	-	-	-	2	-	2	-	2	1	1	1
Perm Kray	1	-	-	-	-	1	1	-	-	-	1	-	-	-	1	-	1	-	1	-	1	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
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

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1210	371	**	533	**	306	782	428	107	268	549	188	98*	375	549	286	979	231	689	849	508	702
Rostov Oblast	2	-	-	-	-	2 1%	1	1	-	-	2	-	-	-	2	-	2	-	2	1	-	2
Samara Oblast	7 1%	-	-	-	-	7 2% ABD	4 1%	3 1%	1 1%	4 1% K	1	1 1%	-	5 1% O	1	1	6 1%	1	7 1% T	3	1	6 1%
Sverdlovsk Oblast	6	-	-	-	-	6 2% ABD	4 1%	2	-	4 1%	2	-	-	4 1%	2	-	4	2 1%	-	6 1% S	1	5 1%
Smolensk Oblast	2	-	-	-	-	2 1%	2	-	-	2 1% K	-	-	-	2 1%	-	-	1	1	1	2	1	1
Tver Oblast	1	-	-	-	-	1	-	1	-	1	-	-	-	1	-	-	1	-	1	-	-	1
Tomsk Oblast	1	-	-	-	-	1	-	1	-	1	-	-	-	1	-	-	1	-	1	-	-	1
Tula Oblast	2	-	-	-	-	2 1%	1	1	-	1	1	-	-	1	1	-	-	2 1% Q	2	2	1	1
Chelyabinsk Oblast	4	-	-	-	-	4 1% ABD	3	1	-	2 1%	2	-	-	2 1%	2	-	3	1	2	3	2	2
Yaroslavl Oblast	1	-	-	-	-	1	-	1	-	-	1	-	-	-	1	-	1	-	1	-	1	-
Moscow	30 2% BD	-	-	-	-	30 10% ABD	23 3%	7 2%	1 1%	9 3%	17 3%	3 2%	-	10 3%	17 3%	3 1%	23 2%	7 3%	24 3%	21 2%	20 4% V	10 1%
Saint Petersburg	7 1%	-	-	-	-	7 2% ABD	6 1%	1	-	4 1%	2	1 1%	-	4 1%	2	1	6 1%	1	4 1%	7 1%	6 1% V	1
Ankara Province	11 1%	-	-	11 2% ABF	-	-	7 1%	4 1%	2 2%	4 1%	5 1%	-	-	6 2% P	5 1%	-	9 1%	2 1%	5 1%	8 1%	4 1%	7 1%
Bolu Province	1	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	-	-	1
Bursa Province	2	-	-	2	-	-	1	1	-	-	2	-	-	-	2	-	1	1	1	2	-	2
Canakkale Province	1	-	-	1	-	-	-	1	1 1% K	-	-	-	-	1	-	-	-	1 Q	-	1	-	1
Denizli Province	1	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-	1	-	-	1	1	-
Istanbul Province	22 2% BF	-	-	22 4% ABF	-	-	14 2%	8 2%	5 5% KLM	9 3% KL	7 1%	1 1%	-	14 4% OP	7 1%	1	21 2%	1	9 1%	19 2%	9 2%	13 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  
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

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1210	371	-**	533	-**	306	782	428	107	268	549	188	98*	375	549	286	979	231	689	849	508	702
Izmir Province	6	-	-	6 1% AB	-	-	6 1%	-	3 3% KL	2 1%	1	-	-	5 1% O	1	-	5 1%	1	4 1%	6 1%	3 1%	3
Kayseri Province	1	-	-	1	-	-	1	-	1 1% K	-	-	-	-	1	-	-	-	1 Q	-	1	1	-
Mardin Province	1	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-	1	-	-	1	-	1
Mugla Province	1	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-	1	-	-	1	-	1
Samsun Province	1	-	-	1	-	-	-	1	-	-	-	1 1%	-	-	-	1	1	-	1	-	-	1
Sivas Province	1	-	-	1	-	-	1	-	1 1% K	-	-	-	-	1	-	-	1	-	-	1	1	-
Zonguldak Province	1	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	-	-	1
Other place	15 1%	7 2%	-	5 1%	-	3 1%	11 1%	4 1%	1 1%	5 2%	6 1%	1 1%	2 2%	6 2%	6 1%	3 1%	13 1%	2 1%	7 1%	12 1%	7 1%	8 1%
Sigma	1210 100%	371 100%	-	533 100%	-	306 100%	782 100%	428 100%	107 100%	268 100%	549 100%	188 100%	98 100%	375 100%	549 100%	286 100%	979 100%	231 100%	689 100%	849 100%	508 100%	702 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
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

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	268	268	-**	-**	-**	-**	181	87*	5**	39*	121	57*	46*	44*	121	103	234	34*	152	234	148	120
East	54 20%	54 20%	-	-	-	-	38 21%	16 18%	2 40%	8 21%	22 18%	13 23%	9 20%	10 23%	22 18%	22 21%	46 20%	8 24%	28 18%	43 18%	28 19%	26 22%
Midwest	43 16%	43 16%	-	-	-	-	31 17%	12 14%	1 20%	4 10%	19 16%	10 18%	9 20%	5 11%	19 16%	19 18%	39 17%	4 12%	26 17%	34 15%	24 16%	19 16%
South	78 29%	78 29%	-	-	-	-	57 31%	21 24%	2 40%	9 23%	35 29%	17 30%	15 33%	11 25%	35 29%	32 31%	67 29%	11 32%	44 29%	70 30%	44 30%	34 28%
West	86 32%	86 32%	-	-	-	-	52 29%	34 39%	-	17 44%	41 34%	17 30%	11 24%	17 39%	41 34%	28 27%	77 33%	9 26%	52 34%	80 34%	50 34%	36 30%
Unknown	7 3%	7 3%	-	-	-	-	3 2%	4 5%	-	1 3%	4 3%	-	2 4%	1 2%	4 3%	2 2%	5 2%	2 6%	2 1%	7 3%	2 1%	5 4%
Sigma	268 100%	268 100%	-	-	-	-	181 100%	87 100%	5 100%	39 100%	121 100%	57 100%	46 100%	44 100%	121 100%	103 100%	234 100%	34 100%	152 100%	234 100%	148 100%	120 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
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

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	268	268	-**	-**	-**	-**	181	87*	5**	39*	121	57*	46*	44*	121	103	234	34*	152	234	148	120
HIGH SCHOOL OR LESS (NET)	6 2%	6 2%	-	-	-	-	2 1%	4 5%	-	1 3%	3 2%	1 2%	1 2%	1 2%	3 2%	2 2%	6 3%	-	3 2%	5 2%	3 2%	3 3%
Less than high school	2 1%	2 1%	-	-	-	-	1 1%	1 1%	-	-	-	1 2%	1 2%	-	-	2 2%	2 1%	-	-	2 1%	1 1%	1 1%
Completed high school	4 1%	4 1%	-	-	-	-	1 1%	3 3%	-	1 3%	3 2%	-	-	1 2%	3 2%	-	4 2%	-	3 2%	3 1%	2 1%	2 2%
ATTENDED COLLEGE OR COLLEGE DEGREE (NET)	169 63%	169 63%	-	-	-	-	116 64%	53 61%	5 100%	27 69%	78 64%	35 61%	24 52%	32 73%	78 64%	59 57%	147 63%	22 65%	101 66%	144 62%	92 62%	77 64%
Some college, but no degree	49 18%	49 18%	-	-	-	-	36 20%	13 15%	1 20%	6 15%	17 14%	17 30% K	8 17%	7 16%	17 14%	25 24%	42 18%	7 21%	26 17%	43 18%	26 18%	23 19%
Associate Degree	25 9%	25 9%	-	-	-	-	15 8%	10 11%	2 40%	4 10%	9 7%	4 7%	6 13%	6 14%	9 7%	10 10%	22 9%	3 9%	15 10%	22 9%	11 7%	14 12%
College (such as B.A., B.S.)	95 35%	95 35%	-	-	-	-	65 36%	30 34%	2 40%	17 44% M	52 43% LM	14 25%	10 22%	19 43% P	52 43% P	24 23%	83 35%	12 35%	60 39%	79 34%	55 37%	40 33%
ATTENDED GRADUATE SCHOOL OR GRADUATE DEGREE (NET)	84 31%	84 31%	-	-	-	-	56 31%	28 32%	-	8 21%	38 31%	19 33%	19 41% J	8 18%	38 31%	38 37% N	72 31%	12 35%	45 30%	77 33%	48 32%	36 30%
Some graduate school, but no degree	16 6%	16 6%	-	-	-	-	11 6%	5 6%	-	3 8%	3 2%	6 11% K	4 9%	3 7%	3 2%	10 10% O	12 5%	4 12%	8 5%	15 6%	8 5%	8 7%
Graduate degree (such as MBA, MS, M.D., Ph.D.)	68 25%	68 25%	-	-	-	-	45 25%	23 26%	-	5 13%	35 29% J	13 23%	15 33% J	5 11%	35 29% N	28 27% N	60 26%	8 24%	37 24%	62 26%	40 27%	28 23%
Job-specific training program(s) after high school	9 3%	9 3%	-	-	-	-	7 4%	2 2%	-	3 8%	2 2%	2 4%	2 4%	3 7%	2 2%	4 4%	9 4%	-	3 2%	8 3%	5 3%	4 3%
Sigma	268 100%	268 100%	-	-	-	-	181 100%	87 100%	5 100%	39 100%	121 100%	57 100%	46 100%	44 100%	121 100%	103 100%	234 100%	34 100%	152 100%	234 100%	148 100%	120 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
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

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	634	103	-**	430	101	-**	393	241	75*	141	284	92*	42*	216	284	134	495	139	337	443	246	388
Middle School	3	-	-	3 1%	-	-	3 1%	-	-	-	3 1%	-	-	-	3 1%	-	3 1%	-	2 1%	2*	2 1%	1
HS Diploma	17 3%	-	-	17 4% ABE	-	-	11 3%	6 2%	3 4%	3 2%	10 4%	1 1%	-	6 3%	10 4%	1 1%	13 3%	4 3%	10 3%	13 3%	10 4%	7 2%
No formal education	1	-	-	-	1 D 1%	-	1	-	-	1 1%	-	-	-	1	-	-	1	-	1	-	1	-
Some high school	2	-	-	-	2 AD 2%	-	-	2 1%	1 1%	-	-	1 1%	-	1	-	1 1%	-	2 Q 1%	1	1	-	2 1%
High school completed	15 D 2%	-	-	-	15 ABD 15%	-	4 1%	11 G 5%	1 1%	5 4%	7 2%	1 1%	1 2%	6 3%	7 2%	2 1%	10 2%	5 4%	4 1%	11 2%	1	14 U 4%
Some University/Technikon college	37 BD 6%	-	-	-	37 ABD 37%	-	29 H 7%	8 3%	5 7%	10 7%	14 5%	5 5%	3 7%	15 7%	14 5%	8 6%	24 5%	13 Q 9%	19 6%	28 6%	10 4%	27 7%
University/Technikon college completed	39 BD 6%	-	-	-	39 ABD 39%	-	24 6%	15 6%	5 7%	8 6%	19 7%	5 5%	2 5%	13 6%	19 7%	7 5%	32 6%	7 5%	17 5%	36 S 8%	11 4%	28 7%
Other post-matric qualification	7 D 1%	-	-	-	7 ABD 7%	-	5 1%	2 1%	1 1%	-	3 1%	3 J 3%	-	1	3 1%	3 2%	6 1%	1 1%	4 1%	6 1%	4 2%	3 1%
Less Than Secondary School (high school)	6 D 1%	6 ADE 6%	-	-	-	-	5 1%	1	1 1%	3 2%	1	1 1%	-	4 2%	1	1 1%	4 1%	2 1%	2 1%	6 1%	3 1%	3 1%
Completed some Secondary School (high school)	4 1%	4 ADE 4%	-	-	-	-	4 1%	-	2 3%	1 1%	1	-	-	3 1%	1	-	2	2 1%	2 1%	4 1%	1	3 1%
Graduated from Secondary School (high school)	13 D 2%	13 ADE 13%	-	-	-	-	6 2%	7 3%	6 JKL 8%	3 2%	4 1%	-	-	9 P 4%	4 1%	-	7 1%	6 Q 4%	7 2%	9 2%	6 2%	7 2%
Trade Certificate or diploma	3	3 AD 3%	-	-	-	-	1	2 1%	-	-	2 1%	-	1 2%	-	2 1%	1 1%	3 1%	-	3 1%	2	3 V 1%	-
Certificate or Diploma from Community College, Institution, CEGEP	9 D 1%	9 ADE 9%	-	-	-	-	5 1%	4 2%	-	4 3% K	1	4 4% K	-	4 2%	1	4 3% O	7 1%	2 1%	6 2%	6 1%	1	8 2%
Teaching Certificate from Provincial Department of Education	1	1 D 1%	-	-	-	-	-	1	1 1%	-	-	-	-	1	-	-	1	-	-	1	-	1
Completed some university study, but no degree	15 D 2%	15 ADE 15%	-	-	-	-	9 2%	6 2%	7 JKL 9%	2 1%	1	2 2%	3 7% JK	9 4% O	1	5 4% O	10 2%	5 4%	9 3%	10 2%	3 1%	12 3%
University Certificate or Diploma below Bachelor Level	14 D 2%	14 ADE 14%	-	-	-	-	9 2%	5 2%	-	6 4%	4 1%	3 3%	1 2%	6 3%	4 1%	4 3%	11 2%	3 2%	6 2%	11 2%	3 1%	11 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  
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

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	634	103	**	430	101	**	393	241	75*	141	284	92*	42*	216	284	134	495	139	337	443	246	388
Bachelor or first professional degree	26 4% DE	26 25% ADE	-	-	-	-	19 5%	7 3%	2 3%	6 4%	13 5%	4 4%	1 2%	8 4%	13 5%	5 4%	20 4%	6 4%	17 5%	19 4%	9 4%	17 4%
Graduate or Professional Degree above Bachelor Level	12 2% D	12 12% ADE	-	-	-	-	5 1%	7 3%	-	1 1%	6 2%	5 5% IJ	-	1 1%	6 2%	5 4% N	9 2%	3 2%	7 2%	8 2%	4 2%	8 2%
CAP / BEP (Vocational training certificate/Technical education certificate)	12 2%	-	-	12 3% A	-	-	7 2%	5 2%	1 1%	3 2%	6 2%	1 1%	1 2%	4 2%	6 2%	2 1%	10 2%	2 1%	3 1%	8 2%	4 2%	8 2%
High school diploma	10 2%	-	-	10 2% A	-	-	6 2%	4 2%	1 1%	3 2%	4 1%	2 2%	-	4 2%	4 1%	2 1%	10 2%	-	4 1%	6 1%	3 1%	7 2%
2-year college degree/Associate's degree	20 3%	-	-	20 5% ABE	-	-	11 3%	9 4%	2 3%	3 2%	10 4%	3 3%	2 5%	5 2%	10 4%	5 4%	16 3%	4 3%	14 4%	11 2%	9 4%	11 3%
3-year college degree/Bachelor's degree	18 3%	-	-	18 4% ABE	-	-	12 3%	6 2%	3 4%	7 5%	5 2%	2 2%	1 2%	10 5%	5 2%	3 2%	15 3%	3 2%	6 2%	13 3%	9 4%	9 2%
4-year college degree/Master's degree	12 2%	-	-	12 3% A	-	-	7 2%	5 2%	4 5% L	2 1%	6 2%	-	-	6 3%	6 2%	-	11 2%	1 1%	7 2%	8 2%	8 3% V	4 1%
DESS/DEA /Master (5-year college degree)	18 3%	-	-	18 4% ABE	-	-	13 3%	5 2%	-	4 3%	12 4%	1 1%	1 2%	4 2%	12 4%	2 1%	12 2%	6 4%	9 3%	13 3%	9 4%	9 2%
Doctorate	8 1%	-	-	8 2%	-	-	8 2% H	-	-	1 1%	4 1%	3 3%	-	1 1%	4 1%	3 2%	7 1%	1 1%	6 2%	5 1%	6 2% V	2 1%
Still studying	1	-	-	1	-	-	-	1	1%	-	-	-	-	1	-	-	-	1%	1	1	-	1
Did not graduate	2	-	-	2	-	-	2 1%	-	-	2 1% K	-	-	-	2 1%	-	-	2	-	2 1%	2	2 1%	-
Lower Secondary Education (5th - 9 or 10th)	3	-	-	3 1%	-	-	2 1%	1	-	1 1%	-	1 1%	1 2% K	1	-	2 1% O	2	1%	2 1%	1	1	2 1%
HS Diploma	18 3%	-	-	18 4% ABE	-	-	10 3%	8 3%	3 4%	5 4%	6 2%	2 2%	2 5%	8 4%	6 2%	4 3%	17 3%	1 1%	12 4% T	8 2%	4 2%	14 4%
University Entrance Exam	21 3%	-	-	21 5% ABE	-	-	11 3%	10 4%	6 8% KL	8 6% L	6 2%	-	1 2%	14 6% OP	6 2%	1 1%	15 3%	6 4%	11 3%	12 3%	8 3%	13 3%
University of Applied Sciences	20 3%	-	-	20 5% ABE	-	-	13 3%	7 3%	2 3%	1 1%	12 4% J	4 4%	1 2%	3 1%	12 4%	5 4%	17 3%	3 2%	14 4%	12 3%	8 3%	12 3%
Finished University	26 4% BE	-	-	26 6% ABE	-	-	18 5%	8 3%	-	9 6% I	16 6% I	1 1%	-	9 4%	16 6% P	1 1%	22 4%	4 3%	18 5%	19 4%	10 4%	16 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  
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

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	634	103	**	430	101	**	393	241	75*	141	284	92*	42*	216	284	134	495	139	337	443	246	388
Doctorate	2	-	-	2	-	-	2	-	-	1	-	1	-	1	-	1	2	-	2	1	1	1
Completed Apprenticeship	27 4% BE	-	-	27 6% ABE	-	-	14 4%	13 5%	2 3%	4 3%	14 5%	6 7%	1 2%	6 3%	14 5%	7 5%	21 4%	6 4%	19 6% I	11 2%	6 2%	21 5%
Master Craftsman Diploma	4 1%	-	-	4 1%	-	-	4 1%	-	-	-	4 1%	-	-	-	4 1%	-	4 1%	-	2 1%	3 1%	3 1%	1
Other Qualification	2	-	-	2	-	-	1	1	-	-	1	-	1 2%	-	1	1 1%	2	-	-	2	1	1
Student	2	-	-	2	-	-	-	2 1%	2 3% K	-	-	-	-	2 1%	-	-	1	1 1%	2 1%	-	-	2 1%
Some College	9 1%	-	-	9 2%	-	-	5 1%	4 2%	2 3%	2 1%	2 1%	1 1%	2 5% K	4 2%	2 1%	3 2%	9 2%	-	5 1%	7 2%	4 2%	5 1%
Short Bachelor, 2-3 Year	4 1%	-	-	4 1%	-	-	4 1%	-	1 1%	3 2% K	-	-	-	4 2% O	-	-	4 1%	-	1	4 1%	4 2% V	-
Bachelor, 4-5 Year	13 2%	-	-	13 3% A	-	-	11 3%	2 1%	-	2 1%	10 4%	1 1%	-	2 1%	10 4%	1 1%	9 2%	4 3%	7 2%	13 3%	10 4% V	3 1%
post-bachelor	5 1%	-	-	5 1%	-	-	4 1%	1	-	4 3% K	1	-	-	4 2%	1	-	4 1%	1 1%	2 1%	4 1%	3 1%	2 1%
Doctorate	2	-	-	2	-	-	1	1	-	-	2 1%	-	-	-	2 1%	-	2	-	-	2	1	1
No formal education	1	-	-	1	-	-	1	-	-	-	-	1 1%	-	-	-	1 1%	1	-	-	1	1	-
Secondary	1	-	-	1	-	-	-	1	-	-	1	-	-	-	1	-	1	-	1	1	-	1
Baccalaureate	15 2%	-	-	15 3% A	-	-	8 2%	7 3%	2 3%	2 1%	5 2%	4 4%	2 5%	4 2%	5 2%	6 4%	12 2%	3 2%	5 1%	8 2%	4 2%	11 3%
Not finalized University studies	4 1%	-	-	4 1%	-	-	3 1%	1	1 1%	-	3 1%	-	-	1	3 1%	-	4 1%	-	3 1%	3 1%	2 1%	2 1%
Diploma	5 1%	-	-	5 1%	-	-	3 1%	2 1%	-	2 1%	2 1%	1 1%	-	2 1%	2 1%	1 1%	4 1%	1 1%	2 1%	4 1%	2 1%	3 1%
Degree	16 3%	-	-	16 4% ABE	-	-	6 2%	10 4% G	2 3%	2 1%	10 4%	1 1%	1 2%	4 2%	10 4%	2 1%	12 2%	4 3%	5 1%	13 3%	8 3%	8 2%
Masters/Postgraduate/Doctorate/PHD	9 1%	-	-	9 2%	-	-	5 1%	4 2%	1 1%	1 1%	7 2%	-	-	2 1%	7 2%	-	5 1%	4 3%	4 1%	6 1%	4 2%	5 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  
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

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	634	103	-**	430	101	-**	393	241	75*	141	284	92*	42*	216	284	134	495	139	337	443	246	388
GCSE/O-Level/CSE	13 2%	-	-	13 3% A	-	-	5 1%	8 3%	2 3%	4 3%	3 1%	3 3%	1 2%	6 3%	3 1%	4 3%	7 1%	6 4% Q	5 1%	10 2%	4 2%	9 2%
Vocational qualifications	3 *	-	-	3 1%	-	-	3 1%	-	-	-	3 1%	-	-	-	3 1%	-	3 1%	-	1 *	3 1%	-	3 1%
A-Level/Scottish Higher or equivalent	23 4%	-	-	23 5% ABE	-	-	15 4%	8 3%	-	5 4%	11 4%	5 5% I	2 5%	5 2%	11 4%	7 5%	20 4%	3 2%	11 3%	13 3%	9 4%	14 4%
Bachelor Degree or equivalent	32 5% BE	-	-	32 7% ABE	-	-	21 5%	11 5%	1 1%	4 3%	14 5%	6 7%	7 17% IJK	5 2%	14 5%	13 10% N	27 5%	5 4%	17 5%	20 5%	11 4%	21 5%
Masters/PhD or equivalent	23 4%	-	-	23 5% ABE	-	-	13 3%	10 4%	1 1%	3 2%	13 5%	4 4%	2 5%	4 2%	13 5%	6 4%	18 4%	5 4%	13 4%	20 5%	13 5%	10 3%
No formal qualifications	2 *	-	-	2 *	-	-	2 1%	-	-	-	1 *	1 1%	-	-	1 *	1 1%	1 *	1 1%	-	2 *	1 *	1 *
Other	4 1%	-	-	4 1%	-	-	2 1%	2 1%	-	-	1 *	2 2%	1 2%	-	1 *	3 2% N	3 1%	1 1%	4 1% T	-	1 *	3 1%
Sigma	634 100%	103 100%	-	430 100%	101 100%	-	393 100%	241 100%	75 100%	141 100%	284 100%	92 100%	42 100%	216 100%	284 100%	134 100%	495 100%	139 100%	337 100%	443 100%	246 100%	388 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
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)

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3255	473	400	533	414	1435	2052	1203	417	1013	1407	293	125	1430	1407	418	2566	689	1835	2401	1301	1954
Employed full time	1914 59% BCDE	201 42%	184 46%	258 48%	213 51% B	1058 74% ABCDE	1226 60%	688 57%	164 39% M	704 69% ILM	928 66% ILM	107 37% M	11 9%	868 61% P	928 66% NP	118 28%	1579 62% R	335 49%	1099 60%	1437 60%	800 61% V	1114 57%
Employed part time	259 8% F	34 7%	42 11% AF	56 11% AF	46 11% ABF	81 6%	127 6%	132 11% G	74 18% JKLM	71 7%	86 6%	16 5%	12 10%	145 10% OP	86 6%	28 7%	178 7%	81 12% Q	138 8%	172 7%	68 5%	191 10% U
Self-employed	644 20% F	143 30% ADF	126 32% ADF	106 20% F	108 26% ADF	161 11%	449 22% H	195 16%	39 9% I	159 16% I	312 22% IJ	99 34% IJK	35 28% IJ	198 14%	312 22% N	134 32% NO	514 20%	130 19%	326 18%	537 22% S	310 24% V	334 17%
Not employed, but looking for work	48 1% F	9 2% F	5 1%	21 4% ACEF	3 1%	10 1%	24 1%	24 2% JK	13 3%	14 1%	16 1%	4 1%	1 1%	27 2%	16 1%	5 1%	31 1%	17 2% Q	32 2% T	27 1%	10 1%	38 2% U
Not employed and not looking for work	29 1%	6 1% E	4 1% E	7 1% E	-	12 1%	17 1%	12 1%	-	6 1%	11 1%	8 3% IJK	4 3% IJK	6 1%	11 1%	12 3% NO	28 1% R	1 1%	17 1%	18 1%	13 1%	16 1%
Retired	111 3% EF	37 8% ACEF	10 3%	33 6% ACEF	7 2%	24 2%	82 4% H	29 2%	-	-	9 1% J	41 14% IJK	61 49% IJKL	-	9 1% N	102 24% NO	86 3%	25 4%	64 3%	66 3%	29 2%	82 4% U
Not employed, unable to work due to a disability or illness	24 1% F	8 2% AEF	2 1%	10 2% AEF	1 1%	3 1%	13 1%	11 1%	2 1%	5 1%	8 1% IJKM	9 3% IJKM	-	7 1%	8 1%	9 2% NO	18 1%	6 1%	17 1% T	13 1%	6 1%	18 1%
Student	161 5% F	28 6% F	22 6%	30 6% F	30 7% AF	51 4%	102 5%	59 5%	121 29% JKLM	35 3% KLM	4 1%	1 1%	-	156 11% OP	4 1%	1 1%	94 4%	67 10% Q	105 6% T	97 4%	48 4%	113 6% U
Stay-at-home spouse or partner	65 2%	7 1%	5 1%	12 2%	6 1%	35 2%	12 1%	53 4% G	4 1%	19 2%	33 2%	8 3%	1 1%	23 2%	33 2%	9 2%	38 1%	27 4% Q	37 2% T	34 1%	17 1%	48 2% U
Sigma	3255 100%	473 100%	400 100%	533 100%	414 100%	1435 100%	2052 100%	1203 100%	417 100%	1013 100%	1407 100%	293 100%	125 100%	1430 100%	1407 100%	418 100%	2566 100%	689 100%	1835 100%	2401 100%	1301 100%	1954 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.

Q462. Which of the following income categories best describes your total 2014 household income before/after taxes?

Base: Online Survey And Over 18 Years Of Age And Household Income Is To Be Presented And Have Household Income Codes

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1936	473	175	432	**	856	1174	762	215	563	844	211	103	778	844	314	1608	328	1147	1359	815	1121
Less than \$15,000	11 1% F	11 2% ACDF	-	-	-	-	7 1%	4 1%	1	4 1%	2	2 1%	2 2% K	5 1%	2	4 1% O	10 1%	1	4	11 1% S	2	9 1%
\$15,000 to \$24,999	6 1% ADF	6 1% ADF	-	-	-	-	2	4 1%	-	1	2	2 1%	1 1%	1	2	3 1% N	5	1	4	4	1	5
\$25,000 to \$34,999	18 1% DF	18 4% ACDF	-	-	-	-	10 1%	8 1%	-	1	6 1%	5 2% IJK	6 6% IJK	1	6 1%	11 4% NO	11 1%	7 2% Q	6 1%	15 1% S	8 1%	10 1%
\$35,000 to \$49,999	23 1% DF	23 5% ACDF	-	-	-	-	14 1%	9 1%	1	7 1%	9 1%	3 1%	3 3%	8 1%	9 1%	6 2%	23 1% R	-	16 1%	21 2%	10 1%	13 1%
\$50,000 to \$74,999	45 2% CDF	45 10% ACDF	-	-	-	-	25 2%	20 3%	1	9 2%	15 2%	8 4%	12 12% IJKL	10 1%	15 2%	20 6% NO	41 3%	4 1%	27 2%	36 3%	22 3%	23 2%
\$75,000 to \$99,999	36 2% DF	36 8% ACDF	-	-	-	-	27 2%	9 1%	-	3 1%	20 2% IJ	8 4% IJ	5 5% IJ	3	20 2% N	13 4% N	30 2%	6 2%	23 2%	28 2%	18 2%	18 2%
\$100,000 to \$124,999	29 1% DF	29 6% ACDF	-	-	-	-	19 2%	10 1%	-	5 1%	12 1%	10 5% IJK	2 2% I	5 1%	12 1%	12 4% NO	24 1%	5 2%	11 1%	27 2% S	15 2%	14 1%
\$125,000 to \$149,999	20 1% DF	20 4% ACDF	-	-	-	-	14 1%	6 1%	-	3 1%	15 2% IJ	1	1 1%	3	15 2% N	2 2% N	19 1%	1	13 1%	19 1%	13 2% V	7 1%
\$150,000 to \$199,999	24 1% DF	24 5% ACDF	-	-	-	-	18 2%	6 1%	-	4 1%	13 2%	3 1%	4 4% IJ	4 1%	13 2% N	7 2% N	21 1%	3 1%	16 1%	22 2%	17 2% V	7 1%
\$200,000 to \$249,999	6 1% ADF	6 1% ADF	-	-	-	-	5	1	-	1	3	1	1 1%	1	3	2 1%	6	-	4	6	5 1% V	1
\$250,000 or more	11 1% F	11 2% ACDF	-	-	-	-	8 1%	3	-	-	6 1% J	2 1% J	3 3% IJK	-	6 1% N	5 2% N	10 1%	1	6 1%	11 1%	7 1%	4
Less than \$15,000 (in Canadian dollars)	9 1% F	9 2% ADF	-	-	-	-	6 1%	3	2 1%	2	4	1	-	4 1%	4	1	4	5 2% Q	5	7 1%	3	6 1%
\$15,000 to \$24,999 (in Canadian dollars)	5 1% ADF	5 1% ADF	-	-	-	-	5	-	2 1% K	2	-	1 1% K	-	4 1% O	-	1	4	1	4	3	-	5
\$25,000 to \$34,999 (in Canadian dollars)	10 1% F	10 2% ADF	-	-	-	-	5	5 1%	2 1%	2	2	4 2% JK	-	4 1%	2	4 1% O	4	6 2% Q	7 1%	7 1%	5 1%	5
\$35,000 to \$49,999 (in Canadian dollars)	9 1% F	9 2% ADF	-	-	-	-	4	5 1%	4 2% JK	1	3	1	-	5 1%	3	1	8	1	6 1%	3	3	6 1%
\$50,000 to \$74,999 (in Canadian dollars)	10 1% F	10 2% ADF	-	-	-	-	5	5 1%	1	5 1%	3	1	-	6 1%	3	1	9 1%	1	5	9 1%	5 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  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q462. Which of the following income categories best describes your total 2014 household income before/after taxes?

Base: Online Survey And Over 18 Years Of Age And Household Income Is To Be Presented And Have Household Income Codes

	Domain registration role																Purpose registered domain name		Registered duplicate domain names			
	Region						Gender		Age					Age			Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+						
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1936	473	175	432	-**	856	1174	762	215	563	844	211	103	778	844	314	1608	328	1147	1359	815	1121
\$75,000 to \$99,999 (in Canadian dollars)	16 1% F	16 3% ACDF	-	-	-	-	11 1%	5 1%	1	3 1%	6 1%	3 1%	3 3% JK	4 1%	6 1%	6 2% N	14 1%	2 1%	9 1%	14 1%	4	12 1%
\$100,000 to \$124,999 (in Canadian dollars)	14 1% F	14 3% ACDF	-	-	-	-	11 1%	3	1	4 1%	5 1%	2 1%	2 2%	5 1%	5 1%	4 1%	9 1%	5 2%	9 1%	11 1%	3	11 1%
\$125,000 to \$149,999 (in Canadian dollars)	6	6 1% ADF	-	-	-	-	4	2	-	1	3	2 1%	-	1	3	2 1%	5	1	4	5	1	5
\$150,000 to \$199,999 (in Canadian dollars)	8	8 2% ADF	-	-	-	-	5	3	-	2	4	2 1%	-	2	4	2 1%	7	1	4	6	2	6 1%
\$200,000 to \$249,999 (in Canadian dollars)	1	1	-	-	-	-	1	-	1 K	-	-	-	-	1	-	-	-	1 Q	-	1	-	1
\$250,000 or more (in Canadian dollars)	2	2 A	-	-	-	-	2	-	-	1	-	1 K	-	1	-	1	2	-	-	2	2	-
Less than 10,000 yuan	4	-	-	-	-	4	3	1	-	2	2	-	-	2	2	-	2	2 1%	1	3	-	4
10,000 to 19,999 yuan	6	-	-	-	-	6 1% A	5	1	1	4 1%	1	-	-	5 1%	1	-	4	2 1%	3	4	2	4
20,000 to 29,999 yuan	8	-	-	-	-	8 1% ABD	3	5 1%	3 1% K	2	2	1	-	5 1%	2	1	6	2 1%	5	5	3	5
30,000 to 39,999 yuan	10 1%	-	-	-	-	10 1% ABD	5	5 1%	2 1% K	6 1%	2	-	-	8 1% O	2	-	8	2 1%	3	8 1%	5 1%	5
40,000 to 49,999 yuan	8	-	-	-	-	8 1% ABD	6 1%	2	1	4 1%	2	1	-	5 1%	2	1	6	2 1%	4	5	4	4
50,000 to 59,999 yuan	22 1% BD	-	-	-	-	22 3% ABCD	11 1%	11 1%	7 3% KL	8 1%	5 1%	1	1 1%	15 2% O	5 1%	2 1%	20 1%	2 1%	15 1%	13 1%	10 1%	12 1%
60,000 to 79,999 yuan	36 2% BD	-	-	-	-	36 4% ABCD	18 2%	18 2%	7 3%	13 2%	13 2%	2 1%	1 1%	20 3%	13 2%	3 1%	32 2%	4 1%	24 2%	19 1%	16 2%	20 2%
80,000 to 99,999 yuan	68 4% BCD	-	-	-	-	68 8% ABCD	30 3%	38 5% G	7 3%	22 4%	35 4%	3 1%	1 1%	29 4% P	35 4% P	4 1%	64 4% R	4 1%	51 4% T	43 3%	40 5% V	28 2%
100,000 to 124,999 yuan	134 7% BCD	-	-	-	-	134 16% ABCD	65 6%	69 9% G	19 9% LM	50 9% LM	61 7% LM	3 1%	1 1%	69 9% P	61 7% P	4 1%	119 7%	15 5% T	105 9% T	83 6%	67 8%	67 6%
125,000 to 149,999 yuan	96 5% BCD	-	-	-	-	96 11% ABCD	62 5%	34 4%	8 4% LM	53 9% IKLM	34 4% LM	1	-	61 8% OP	34 4% P	1	91 6% R	5 2%	62 5%	65 5%	44 5%	52 5%
150,000 or more yuan	146 8% BCD	-	-	-	-	146 17% ABCD	73 6%	73 10% G	11 5% L	69 12% IKLM	64 8% LM	1	1 1%	80 10% P	64 8% P	2 1%	133 8% R	13 4%	95 8%	104 8%	60 7%	86 8%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q462. Which of the following income categories best describes your total 2014 household income before/after taxes?

Base: Online Survey And Over 18 Years Of Age And Household Income Is To Be Presented And Have Household Income Codes

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi-straits	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer-cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1936	473	175	432	-**	856	1174	762	215	563	844	211	103	778	844	314	1608	328	1147	1359	815	1121
Less than 1,000,000 yen	5	-	-	-	-	5 1% A	3	2	2 1% JK	-	1	2 1% JK	-	2	1	2 1%	4	1	3	3	-	5
1,000,000 to 1,499,999 yen	3	-	-	-	-	3	2	1	-	-	3	-	-	-	3	-	3	-	2	1	-	3
1,500,000 to 1,999,999 yen	7	-	-	-	-	7 1% AB	7 1% H	-	-	3 1%	3	1	-	3	3	1	7	-	6 1% T	1	-	7 1% U
2,000,000 to 2,999,999 yen	13 1%	-	-	-	-	13 2% ABD	8 1%	5 1%	1	2	7 1%	3 1%	-	3	7 1%	3 1%	9 1%	4 1%	8 1%	7 1%	-	13 1% U
3,000,000 to 3,999,999 yen	19 1% BD	-	-	-	-	19 2% ABCD	15 1%	4 1%	1	6 1%	8 1%	2 1%	2 2%	7 1%	8 1%	4 1%	14 1%	5 2%	12 1%	8 1%	6 1%	13 1%
4,000,000 to 4,999,999 yen	16 1% B	-	-	-	-	16 2% ABD	11 1%	5 1%	1	4 1%	9 1%	-	2 2% L	5 1%	9 1%	2 1%	9 1%	7 2% Q	14 1% T	5	3	13 1%
5,000,000 to 5,999,999 yen	27 1% BD	-	-	-	-	27 3% ABCD	21 2%	6 1%	1	6 1%	13 2%	3 1%	4 4% IJ	7 1%	13 2%	7 2%	21 1%	6 2%	13 1%	17 1%	4	23 2% U
6,000,000 to 6,999,999 yen	21 1% BD	-	-	-	-	21 2% ABCD	13 1%	8 1%	-	1	15 2% IJ	4 2% IJ	1 1%	1	15 2% N	5 2% N	14 1%	7 2% Q	15 1%	13 1%	5 1%	16 1%
7,000,000 to 7,999,999 yen	13 1%	-	-	-	-	13 2% ABD	11 1%	2	-	2	6 1%	3 1%	2 1% I	2	6 1%	5 2% N	12 1%	1	8 1%	6	5 1%	8 1%
8,000,000 to 9,999,999 yen	24 1% BD	-	-	-	-	24 3% ABCD	18 2%	6 1%	1	3 1%	10 1%	7 3% IJK	3 3% J	4 1%	10 1%	10 3% NO	17 1%	7 2%	11 1%	13 1%	6 1%	18 2%
10,000,000 or more yen	24 1% BD	-	-	-	-	24 3% ABCD	17 1%	7 1%	-	2	12 1% J	9 4% IJK	1 1%	2	12 1% N	10 3% N	22 1%	2 1%	12 1%	15 1%	10 1%	14 1%
Less than 4,000 real	33 2% BDF	-	33 19% ABDF	-	-	-	18 2%	15 2%	14 7% JKLM	9 2%	8 1%	1	1 1%	23 3% OP	8 1%	2 1%	23 1%	10 3% Q	16 1%	27 2%	15 2%	18 2%
4,000 to 7,999 real	24 1% BDF	-	24 14% ABDF	-	-	-	13 1%	11 1%	5 2%	4 1%	13 2%	2 1%	-	9 1%	13 2%	2 1%	19 1%	5 2%	11 1%	18 1%	10 1%	14 1%
8,000 to 11,999 real	5	-	5 3% ABDF	-	-	-	2	3	1	2	1	1	-	3	1	1	4	1	4	3	2	3
12,000 to 15,999 real	10 1% F	-	10 6% ABDF	-	-	-	7 1%	3	1	5 1%	3	1	-	6 1%	3	1	7	3 1%	6 1%	7 1%	4	6 1%
16,000 to 19,999 real	6	-	6 3% ABDF	-	-	-	4	2	2 1% J	-	4	-	-	2	4	-	4	2 1%	3	5	-	6 1% U
20,000 to 29,999 real	20 1% BDF	-	20 11% ABDF	-	-	-	14 1%	6 1%	4 2%	6 1%	6 1%	3 1%	1 1%	10 1%	6 1%	4 1%	16 1%	4 1%	8 1%	16 1%	8 1%	12 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  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q462. Which of the following income categories best describes your total 2014 household income before/after taxes?

Base: Online Survey And Over 18 Years Of Age And Household Income Is To Be Presented And Have Household Income Codes

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1936	473	175	432	**	856	1174	762	215	563	844	211	103	778	844	314	1608	328	1147	1359	815	1121
30,000 to 39,999 real	13 1% F	-	13 7% ABDF	-	-	-	7 1%	6 1%	2 1%	4 1%	6 1%	1	-	6 1%	6 1%	1	10 1%	3 1%	6 1%	10 1%	4	9 1%
40,000 to 49,999 real	11 1% F	-	11 6% ABDF	-	-	-	5	6 1%	1	7 1% K	2	1	-	8 1% O	2	1	8	3 1%	5	9 1%	5 1%	6 1%
50,000 to 74,999 real	14 1% F	-	14 8% ABDF	-	-	-	9 1%	5 1%	3 1%	6 1%	4	1	-	9 1%	4	1	11 1%	3 1%	8 1%	10 1%	2	12 1% U
75,000 to 99,999 real	7	-	7 4% ABDF	-	-	-	4	3	-	1	5 1%	1	-	1	5 1%	1	7	-	3	7 1%	3	4
100,000 or more real	24 1% BDF	-	24 14% ABDF	-	-	-	19 2%	5 1%	1	7 1%	12 1%	3 1%	1 1%	8 1%	12 1%	4 1%	21 1%	3 1%	12 1%	20 1%	12 1%	12 1%
Less than 50,000 Mexican pesos	10 1% F	10 2% ADF	-	-	-	-	7 1%	3	3 1% J	1	5 1%	1	-	4 1%	5 1%	1	5	5 2% Q	3	8 1%	3	7 1%
50,000 to 74,999 Mexican pesos	8	8 2% ADF	-	-	-	-	6 1%	2	1	2	5 1%	-	-	3	5 1%	-	8	-	5	8 1%	5 1%	3
75,000 to 99,999 Mexican pesos	8	8 2% ADF	-	-	-	-	6 1%	2	2 1% K	3 1%	1	2 1% K	-	5 1%	1	2 1%	7	1	4	6	3	5
100,000 to 149,999 Mexican pesos	9 1% F	9 2% ADF	-	-	-	-	5	4 1%	1	3 1%	3	1	1 1%	4 1%	3	2 1%	8	1	4	6	2	7 1%
150,000 to 199,999 Mexican pesos	8	8 2% ADF	-	-	-	-	5	3	1	3 1%	4	-	-	4 1%	4	-	7	1	2	7 1%	1	7 1%
200,000 to 249,999 Mexican pesos	7	7 1% ADF	-	-	-	-	6 1%	1	-	2	4	-	1 1%	2	4	1	4	3 1%	4	7 1%	3	4
250,000 to 299,999 Mexican pesos	7	7 1% ADF	-	-	-	-	3	4 1%	1	5 1% K	1	-	-	6 1% O	1	-	6	1	3	4	2	5
300,000 to 399,999 Mexican pesos	6	6 1% ADF	-	-	-	-	6 1% H	-	1	1	4	-	-	2	4	-	4	2 1%	4	4	3	3
400,000 to 499,999 Mexican pesos	8	8 2% ADF	-	-	-	-	4	4 1%	1	2	5 1%	-	-	3	5 1%	-	7	1	4	7 1%	2	6 1%
500,000 to 999,999 Mexican pesos	8	8 2% ADF	-	-	-	-	5	3	1	1	6 1%	-	-	2	6 1%	-	4	4 1% Q	2	7 1%	3	5
1,000,000 Mexican pesos or more	8	8 2% ADF	-	-	-	-	7 1%	1	-	5 1%	2	1	-	5 1%	2	1	8	-	5	6	4	4
Less than 5.000 Euros	10 1% F	-	-	10 2% ABCF	-	-	5	5 1%	3 1% K	3 1%	2	2 1%	-	6 1%	2	2 1%	8	2 1%	7 1%	4	4	6 1%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q462. Which of the following income categories best describes your total 2014 household income before/after taxes?

Base: Online Survey And Over 18 Years Of Age And Household Income Is To Be Presented And Have Household Income Codes

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1936	473	175	432	-**	856	1174	762	215	563	844	211	103	778	844	314	1608	328	1147	1359	815	1121
5.000 Euros - 9.999 Euros	10 1% F	-	-	10 2% ABCF	-	-	6 1%	4 1%	4 2% JK	2	3	1	-	6 1%	3	1	8	2 1%	9 1% T	1	1	9 1% U
10.000 Euros - 19.999 Euros	31 2% BF	-	-	31 7% ABCF	-	-	16 1%	15 2%	6 3%	7 1%	11 1%	5 2%	2 2%	13 2%	11 1%	7 2%	25 2%	6 2%	15 1%	20 1%	7 1%	24 2% U
20.000 Euros - 29.999 Euros	36 2% BF	-	-	36 8% ABCF	-	-	22 2%	14 2%	2 1%	11 2%	16 2%	6 3%	1 1%	13 2%	16 2%	7 2%	28 2%	8 2%	25 2%	25 2%	19 2%	17 2%
30.000 Euros - 39.999 Euros	29 1% BF	-	-	29 7% ABCF	-	-	20 2%	9 1%	2 1%	2	21 2% J	3 1%	1 1%	4 1%	21 2% N	4 1%	24 1%	5 2%	15 1%	20 1%	10 1%	19 2%
40.000 Euros - 49.999 Euros	28 1% BF	-	-	28 6% ABCF	-	-	17 1%	11 1%	3 1%	8 1%	15 2%	2 1%	-	11 1%	15 2%	2 1%	24 1%	4 1%	11 1%	23 2% S	15 2%	13 1%
50.000 Euros - 74.999 Euros	29 1% BF	-	-	29 7% ABCF	-	-	20 2%	9 1%	2 1%	7 1%	16 2%	2 1%	2 2%	9 1%	16 2%	4 1%	25 2%	4 1%	16 1%	16 1%	13 2%	16 1%
75.000 Euros - 99.999 Euros	14 1% F	-	-	14 3% ABCF	-	-	10 1%	4 1%	1	3 1%	6 1%	1	3 3% JK	4 1%	6 1%	4 1%	11 1%	3 1%	9 1%	9 1%	4	10 1%
100.000 Euros - 149.999 Euros	5	-	-	5 1% ABF	-	-	5	-	-	1	3	1	-	1	3	1	4	1	3	4	3	2
150.000 Euros - 199.999 Euros	3	-	-	3 1% AF	-	-	2	1	-	1	2	-	-	1	2	-	2	1	2	3	2	1
200.000 Euros or more	1	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-	1	-	-	1	1	-
Less than 10,000 ZL	5	-	-	5 1% ABF	-	-	2	3	2 1% K	1	-	2 1% K	-	3	-	2 1% O	3	2 1%	4	1	2	3
20,000 ZL - 29,999 ZL	4	-	-	4 1% ABF	-	-	3	1	-	1	3	-	-	1	3	-	4	-	3	2	2	2
30,000 ZL - 39,999 ZL	4	-	-	4 1% ABF	-	-	1	3	2 1% K	1	-	1	-	3	-	1	4	-	2	2	2	2
40,000 ZL - 49,999 ZL	5	-	-	5 1% ABF	-	-	2	3	-	1	3	1	-	1	3	1	3	2 1%	-	5 S	3	2
50,000 ZL - 59,999 ZL	4	-	-	4 1% ABF	-	-	2	2	1	1	2	-	-	2	2	-	4	-	2	3	2	2
60,000 ZL - 79,999 ZL	11 1% F	-	-	11 3% ABCF	-	-	6 1%	5 1%	1	5 1%	3	2 1%	-	6 1%	3	2 1%	7	4 1%	4	9 1%	2	9 1%
80,000 ZL - 99,999 ZL	3	-	-	3 1% AF	-	-	3	-	-	-	2	1	-	-	2	1	3	-	2	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  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q462. Which of the following income categories best describes your total 2014 household income before/after taxes?

Base: Online Survey And Over 18 Years Of Age And Household Income Is To Be Presented And Have Household Income Codes

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi-straits	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1936	473	175	432	-**	856	1174	762	215	563	844	211	103	778	844	314	1608	328	1147	1359	815	1121
100,000 ZL - 149,999 ZL	8	-	-	82% ABF	-	-	5	3	1	1	51%	1	-	2	51%	1	5	31%	61%	3	2	61%
150,000 ZL - 199,999 ZL	2	-	-	2AF	-	-	-	2	-	-	2	-	-	-	2	-	-	21% Q	1	2	1	1
Less than 5,000 TRY	5	-	-	51% ABF	-	-	3	2	21%	1	2	-	-	3	2	-	4	1	1	5	2	3
5,000 TRY - 9,999 TRY	6	-	-	61% ABF	-	-	5	1	21%	1	3	-	-	3	3	-	5	1	3	4	2	4
10,000 TRY - 19,999 TRY	3	-	-	31% AF	-	-	2	1	1	1	1	-	-	2	1	-	3	-	1	3	3 V	-
20,000 TRY - 29,999 TRY	7	-	-	72% ABF	-	-	61%	1	31% K	2	2	-	-	51%	2	-	6	1	3	4	2	5
30,000 TRY - 39,999 TRY	3	-	-	31% AF	-	-	2	1	1	-	2	-	-	1	2	-	2	1	1	3	1	2
40,000 TRY - 49,999 TRY	7	-	-	72% ABF	-	-	4	3	-	2	3	21%	-	2	3	21%	7	-	5	5	3	4
50,000 TRY - 74,999 TRY	7	-	-	72% ABF	-	-	5	2	1	41%	2	-	-	51%	2	-	6	1	4	71%	1	61%
75,000 TRY - 99,999 TRY	6	-	-	61% ABF	-	-	3	3	-	1	51%	-	-	1	51%	-	6	-	1	5	1	5
100,000 TRY - 149,999 TRY	4	-	-	41% ABF	-	-	3	1	21% K	2	-	-	-	4% O	-	-	3	1	2	3	2	2
250,000 TRY or more	2	-	-	2AF	-	-	2	-	1 K	1	-	-	-	2	-	-	1	1	1	2	2	-
Less than 2000 RUB	1	-	-	-	-	1	1	-	-	1	-	-	-	1	-	-	1	-	1	1	-	1
2000 RUB - 4000 RUB	1	-	-	-	-	1	1	-	-	-	1	-	-	-	1	-	1	-	1	1	1	-
8001 RUB - 10000 RUB	1	-	-	-	-	1	-	1	-	1	-	-	-	1	-	-	1	-	1	-	-	1
10001 RUB - 15000 RUB	6	-	-	-	-	61% A	2	41%	21%	2	2	-	-	41%	2	-	4	21%	4	3	2	4
15001 RUB - 25000 RUB	101%	-	-	-	-	101% ABD	5	51%	-	41%	4	1	11%	41%	4	21%	91%	1	71%	71%	4	61%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q462. Which of the following income categories best describes your total 2014 household income before/after taxes?

Base: Online Survey And Over 18 Years Of Age And Household Income Is To Be Presented And Have Household Income Codes

	Domain registration																	Purpose registered domain name		Registered duplicate domain names		
	Region						Gender		Age					Age			Domain registration role		Consumer	Commercial	Yes	No
	Total Regi-straits	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker				
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	1936	473	175	432	-**	856	1174	762	215	563	844	211	103	778	844	314	1608	328	1147	1359	815	1121
More than 25000 RUB	98 5% BCD	-	-	-	-	98 11% ABCD	65 6%	33 4%	8 4% M	37 7% M	45 5% M	8 4% M	-	45 6% P	45 5% P	8 3%	79 5%	19 6%	68 6%	68 5%	47 6%	51 5%
4,500 to 6,499 GBP	1	-	-	1	-	-	1	-	-	1	-	-	-	1	-	-	1	-	-	1	-	1
6,500 to 7,499 GBP	1	-	-	1	-	-	-	1	1 K	-	-	-	-	1	-	-	-	1 Q	1	-	1	-
7,500 to 9,499 GBP	4	-	-	4 1% ABF	-	-	2	2	-	-	3	-	1 J	-	3	1	4	-	3	-	-	4
9,500 to 11,499 GBP	4	-	-	4 1% ABF	-	-	2	2	1	-	1	1	1 J	1	1	2 1%	4	-	3	1	-	4
11,500 to 13,499 GBP	2	-	-	2 AF	-	-	1	1	-	1	-	1 K	-	1	-	1	-	2 1% Q	-	2	1	1
13,500 to 15,499 GBP	3	-	-	3 1% AF	-	-	-	3 G	-	2	-	-	1 K	2	-	1	2	1	2	1	1	2
15,500 to 17,499 GBP	5	-	-	5 1% ABF	-	-	4	1	-	1	3	-	1 1%	1	3	1	4	1	1	3	2	3
17,500 to 24,999 GBP	13 1% F	-	-	13 3% ABCF	-	-	6 1%	7 1%	1	1	8 1%	3 J	-	2	8 1%	3 1%	10 1%	3 1%	6 1%	10 1%	5 1%	8 1%
25,000 to 29,999 GBP	7	-	-	7 2% ABF	-	-	6 1%	1	-	-	5 1%	2 J	-	-	5 1% N	2 1% N	7	-	3	5	5 1%	2
30,000 to 39,999 GBP	8	-	-	8 2% ABF	-	-	4	4 1%	-	1	4	1	2 J	1	4	3 1% N	6	2 1%	4	6	1	7 1%
40,000 to 49,999 GBP	8	-	-	8 2% ABF	-	-	5	3	-	2	3	1	2 IK	2	3	3 1%	6	2 1%	2	6	3	5
50,000 to 74,999 GBP	13 1% F	-	-	13 3% ABCF	-	-	8 1%	5 1%	-	4 1%	5 1%	4 2%	-	4 1%	5 1%	4 1%	9 1%	4 1%	9 1%	7 1%	5 1%	8 1%
75,000 to 99,999 GBP	6	-	-	6 1% ABF	-	-	5	1	-	1	2	2 1%	1 1%	1	2	3 1% N	4	2 1%	1	6 S	2	4
100,000 or more GBP	12 1% F	-	-	12 3% ABCF	-	-	10 1%	2	-	1	6 1%	2 1%	3 3% IJK	1	6 1%	5 2% N	11 1%	1	6 1%	11 1%	8 1%	4
Decline to answer	157 8% F	67 14% ACF	8 5%	53 12% ACF	-	29 3%	86 7%	71 9%	23 11% J	30 5%	71 8% J	22 10% J	11 11% J	53 7%	71 8%	33 11% N	128 8%	29 9%	89 8%	113 8%	81 10% V	76 7%
Sigma	1936 100%	473 100%	175 100%	432 100%	-	856 100%	1174 100%	762 100%	215 100%	563 100%	844 100%	211 100%	103 100%	778 100%	844 100%	314 100%	1608 100%	328 100%	1147 100%	1359 100%	815 100%	1121 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q485. Racial Background.

Base: All Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
White	290 9% CDEF	290 61% ACDEF	-	-	-	-	194 9%	96 8%	13 3%	46 4%	121 8% IJ	62 21% IJK	48 38% IJKL	59 4%	121 8% N	110 26% NO	243 9% R	47 6%	165 9%	247 10%	147 11% V	143 7%
Hispanic	11 F	11 2% ACDEF	-	-	-	-	7	4	1	3	5	1	1 1%	4	5	2	11	-	7	11	6	5
BLACK/AFRICAN AMERICAN (NET)	8	8 2% ACDEF	-	-	-	-	4	4	2 J	-	3	3 1% JK	-	2	3	3 1% N	7	1	3	6	3	5
Black	8	8 2% ACDEF	-	-	-	-	4	4	2 J	-	3	3 1% JK	-	2	3	3 1% N	7	1	3	6	3	5
Asian or Pacific Islander	5	5 1% ACDEF	-	-	-	-	2	3	1	2	2	-	-	3	2	-	4	1	3	4	1	4
Native American or Alaskan Native	4	4 1% ADF	-	-	-	-	3	1	-	-	2	2 1% J	-	-	2	2 N	4	-	4	3	3	1
Mixed Race	11 F	11 2% ACDEF	-	-	-	-	5	6	1	3	6	1	-	4	6	1	11	-	7	9	6	5
First Nation/Native Canadian	2	2 AF	-	-	-	-	-	2	1	1	-	-	-	2	-	-	1	1	2	-	-	2
South Asian	7	7 1% ACDEF	-	-	-	-	1	6 G	1	3	2	-	1 1%	4	2	1	4	3	4	3	-	7 U
Chinese	5	5 1% ACDEF	-	-	-	-	4	1	2 J	-	2	1	-	2	2	1	4	1	3	4	2	3
Korean	1	1	-	-	-	-	1	-	1	-	-	-	-	1	-	-	-	1	-	1	-	1
Japanese	2	2 AF	-	-	-	-	2	-	-	-	2	-	-	-	2	-	1	1	1	2	1	1
Other Southeast Asian	1	1	-	-	-	-	1	-	-	1	-	-	-	1	-	-	1	-	1	-	-	1
Filipino	1	1	-	-	-	-	-	1	1	-	-	-	-	1	-	-	-	1	-	1	-	1
Arab/West Asian	2	2 AF	-	-	-	-	2	-	-	1	-	1 K	-	1	-	1	2	-	2	1	1	1
Some other race	2	2 AF	-	-	-	-	2	-	-	-	2	-	-	-	2	-	1	1	1	1	1	1

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.

Q485. Racial Background.

28 Aug 2015  
Table 573

Base: All Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025	
Decline to Answer	19 1% F	19 4% ACDEF	-	-	-	-	16 1% H	3	-	5	7	5 2% IJK	2 2% I	5	7	7 2% NO	14 1%	5 1%	8	17 1%	10 1%	9	
Unknown	2986 89% B	102 22%	400 100% AB	533 100% AB	414 100% AB	1537 100% AB	1852 88%	1134 90%	411 94% KLM	989 94% KLM	1291 89% LM	221 74% M	74 59%	1400 94% OP	1291 89% P	295 70%	2325 88%	661 91% Q	1677 89%	2174 88%	1151 86%	1835 91% U	
Sigma	3357 100%	473 100%	400 100%	533 100%	414 100%	1537 100%	2096 100%	1261 100%	435 100%	1054 100%	1445 100%	297 100%	126 100%	1489 100%	1445 100%	423 100%	2633 100%	724 100%	1888 100%	2484 100%	1332 100%	2025 100%	

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.

Q364. What is your marital status?

Base: Marital Status Is To Be Presented And 18 Or Older

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	3150	473	400	533	207	1537	1930	1220	410	947	1373	294	126	1357	1373	420	2507	643	1790	2300	1277	1873
Never married	879 28% B	105 22% B	116 29% B	157 29% B	68 33% B	433 28% B	541 28%	338 28%	315 77% JKLM	336 35% KLM	189 14%	29 10%	10 8%	651 48% OP	189 14% P	39 9%	661 26%	218 34% Q	527 29% T	581 25%	306 24%	573 31% U
Married or civil union	1812 58% CD	262 55% C	186 47%	273 51%	111 54% ABCDE	980 64% ABCDE	1121 58%	691 57%	64 16%	494 52% I	974 71% IJL	190 65% IJ	90 71% IJ	558 41%	974 71% N	280 67% N	1477 59% R	335 52%	1016 57%	1375 60% S	785 61% V	1027 55%
Divorced	147 5% F	51 11% ACDEF	20 5% F	30 6% F	12 6% F	34 2% F	89 5%	58 5%	6 1%	16 2%	71 5% IJ	41 14% IJK	13 10% IJK	22 2%	71 5% N	54 13% NO	125 5%	22 3%	78 4%	108 5%	62 5%	85 5%
Separated	52 2% F	8 2% F	19 5% ABDF	10 2% F	6 3% F	9 1% F	27 1%	25 2%	2 1%	11 1%	31 2%	5 2%	3 2%	13 1%	31 2% N	8 2% NO	39 2%	13 2%	26 1%	39 2%	19 1%	33 2%
Widow/Widower	33 1% F	11 2% AF	7 2% F	8 2% F	2 1%	5 1% F	20 1%	13 1%	1 1%	2 1%	12 1% J	12 4% IJK	6 5% IJK	3 1%	12 1% N	18 4% NO	27 1%	6 1%	20 1%	24 1%	13 1%	20 1%
Living with partner	227 7% F	36 8% F	52 13% ABEF	55 10% AEF	8 4%	76 5%	132 7%	95 8%	22 5%	88 9% IKM	96 7%	17 6%	4 3%	110 8% P	96 7%	21 5%	178 7%	49 8%	123 7%	173 8%	92 7%	135 7%
Sigma	3150 100%	473 100%	400 100%	533 100%	207 100%	1537 100%	1930 100%	1220 100%	410 100%	947 100%	1373 100%	294 100%	126 100%	1357 100%	1373 100%	420 100%	2507 100%	643 100%	1790 100%	2300 100%	1277 100%	1873 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.

QARREG. In which region do you currently reside?

Base: All Argentina Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	100	-**	100	-**	-**	-**	62*	38*	11**	21**	56*	8**	4**	32*	56*	12**	73*	27**	57*	79*	36*	64*
Buenos Aires	50 50%	-	50 50%	-	-	-	32 52%	18 47%	3 27%	11 52%	28 50%	6 75%	2 50%	14 44%	28 50%	8 67%	40 55%	10 37%	29 51%	42 53%	22 61%	28 44%
Buenos Aires Province (including Gran Buenos Aires)	15 15%	-	15 15%	-	-	-	10 16%	5 13%	4 36%	2 10%	9 16%	-	-	6 19%	9 16%	-	10 14%	5 19%	8 14%	11 14%	8 22%	7 11%
Santa Fe	6 6%	-	6 6%	-	-	-	3 5%	3 8%	1 9%	1 5%	4 7%	-	-	2 6%	4 7%	-	5 7%	1 4%	3 5%	4 5%	2 6%	4 6%
Cordoba	7 7%	-	7 7%	-	-	-	2 3%	5 13%	-	2 10%	5 9%	-	-	2 6%	5 9%	-	6 8%	1 4%	2 4%	5 6%	1 3%	6 9%
Patagonia	4 4%	-	4 4%	-	-	-	2 3%	2 5%	-	1 5%	2 4%	-	1 25%	1 3%	2 4%	1 8%	1 1%	3 11%	4 7%	2 3%	1 3%	3 5%
Other	18 18%	-	18 18%	-	-	-	13 21%	5 13%	3 27%	4 19%	8 14%	2 25%	1 25%	7 22%	8 14%	3 25%	11 15%	7 26%	11 19%	15 19%	2 6%	16 25% U
Sigma	100 100%	-	100 100%	-	-	-	62 100%	38 100%	11 100%	21 100%	56 100%	8 100%	4 100%	32 100%	56 100%	12 100%	73 100%	27 100%	57 100%	79 100%	36 100%	64 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

QKRINC. Which of the following income categories best describes your total 2014 household income before taxes?

Base: All South Korea Respondents

	Total Regi- straits	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	101	-**	-**	-**	-**	101	66*	35*	12**	26**	56*	7**	-**	38*	56*	7**	88*	13**	66*	65*	48*	53*
Less than 10,000,000 Won	3 3%	-	-	-	-	3 3%	3 5%	-	1 8%	1 4%	1 2%	-	-	2 5%	1 2%	-	2 2%	1 8%	1 2%	2 3%	2 4%	1 2%
10,000,000 to 20,999,999 Won	6 6%	-	-	-	-	6 6%	3 5%	3 9%	2 17%	1 4%	3 5%	-	-	3 8%	3 5%	-	5 6%	1 8%	5 8%	4 6%	2 4%	4 8%
21,000,000 to 29,999,999 Won	14 14%	-	-	-	-	14 14%	8 12%	6 17%	4 33%	6 23%	4 7%	-	-	10 26% O	4 7%	-	13 15%	1 8%	9 14%	7 11%	7 15%	7 13%
30,000,000 to 44,999,999 Won	18 18%	-	-	-	-	18 18%	13 20%	5 14%	3 25%	6 23%	9 16%	-	-	9 24%	9 16%	-	16 18%	2 15%	15 23%	13 20%	11 23%	7 13%
45,000,000 to 74,999,999 Won	40 40%	-	-	-	-	40 40%	27 41%	13 37%	1 8%	8 31%	28 50%	3 43%	-	9 24%	28 50% N	3 43%	35 40%	5 38%	23 35%	27 42%	18 38%	22 42%
75,000,000 or more Won	16 16%	-	-	-	-	16 16%	9 14%	7 20%	1 8%	4 15%	8 14%	3 43%	-	5 13%	8 14%	3 43%	15 17%	1 8%	11 17%	10 15%	7 15%	9 17%
Decline to answer	4 4%	-	-	-	-	4 4%	3 5%	1 3%	-	-	3 5%	1 14%	-	-	3 5%	1 14%	2 2%	2 15%	2 3%	2 3%	1 2%	3 6%
Sigma	101 100%	-	-	-	-	101 100%	66 100%	35 100%	12 100%	26 100%	56 100%	7 100%	-	38 100%	56 100%	7 100%	88 100%	13 100%	66 100%	65 100%	48 100%	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  
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?

Base: All South Korea Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	101	-**	-**	-**	-**	101	66*	35*	12**	26**	56*	7**	-**	38*	56*	7**	88*	13**	66*	65*	48*	53*
Yes	99 98%	-	-	-	-	99 98%	65 98%	34 97%	12 100%	25 96%	55 98%	7 100%	-	37 97%	55 98%	7 100%	86 98%	13 100%	65 98%	63 97%	47 98%	52 98%
No	2 2%	-	-	-	-	2 2%	1 2%	1 3%	-	1 4%	1 2%	-	-	1 3%	1 2%	-	2 2%	-	1 2%	2 3%	1 2%	1 2%
Sigma	101 100%	-	-	-	-	101 100%	66 100%	35 100%	12 100%	26 100%	56 100%	7 100%	-	38 100%	56 100%	7 100%	88 100%	13 100%	66 100%	65 100%	48 100%	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  
Overlap formulae used. \* small base, \*\* 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?

28 Aug 2015  
Table 578

Base: All India Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	325	**	**	**	**	325	172	153	56*	110	138	20**	1**	166	138	21**	248	77*	146	269	100	225
Illiterate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less than primary	5 2%	-	-	-	-	5 2%	5 3% H	-	3 5% K	1 1%	1 1%	-	-	4 2%	1 1%	-	1 *	4 5% Q	4 3%	4 1%	4 4% V	1 *
Primary but less than middle	7 2%	-	-	-	-	7 2%	4 2%	3 2%	2 4%	4 4%	1 1%	-	-	6 4%	1 1%	-	4 2%	3 4%	3 2%	5 2%	4 4%	3 1%
Middle but less than matric	6 2%	-	-	-	-	6 2%	6 3% H	-	3 5%	1 1%	2 1%	-	-	4 2%	2 1%	-	4 2%	2 3%	1 1%	6 2%	1 1%	5 2%
Matric but less than graduate	26 8%	-	-	-	-	26 8%	10 6%	16 10%	7 13%	9 8%	8 6%	2 10%	-	16 10%	8 6%	2 10%	21 8%	5 6%	11 8%	22 8%	10 10%	16 7%
Graduate or above	281 86%	-	-	-	-	281 86%	147 85%	134 88%	41 73%	95 86% I	126 91% I	18 90%	1 100%	136 82%	126 91% N	19 90%	218 88%	63 82%	127 87%	232 86%	81 81%	200 89%
Sigma	325 100%	-	-	-	-	325 100%	172 100%	153 100%	56 100%	110 100%	138 100%	20 100%	1 100%	166 100%	138 100%	21 100%	248 100%	77 100%	146 100%	269 100%	100 100%	225 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

QININC2. Which of the following income categories best describes your total 2014 household income before taxes?

28 Aug 2015  
Table 579

Base: All India Respondents

	Demographics																Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Region						Gender		Age					Age			Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+						
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	325	-**	-**	-**	-**	325	172	153	56*	110	138	20**	1**	166	138	21**	248	77*	146	269	100	225
Less than 120,000 rupees	39 12%	-	-	-	-	39 12%	21 12%	18 12%	18 32% JK	9 8%	12 9%	-	-	27 16%	12 9%	-	21 8%	18 23% Q	15 10%	32 12%	9 9%	30 13%
120,000 rupees or more	263 81%	-	-	-	-	263 81%	134 78%	129 84%	36 64%	94 85% I	114 83% J	19 95%	-	130 78%	114 83%	19 90%	210 85% R	53 69%	123 84%	216 80%	84 84%	179 80%
Decline to answer	23 7%	-	-	-	-	23 7%	17 10% H	6 4%	2 4%	7 6%	12 9%	1 5%	1 100%	9 5%	12 9%	2 10%	17 7%	6 8%	8 5%	21 8%	7 7%	16 7%
Sigma	325 100%	-	-	-	-	325 100%	172 100%	153 100%	56 100%	110 100%	138 100%	20 100%	1 100%	166 100%	138 100%	21 100%	248 100%	77 100%	146 100%	269 100%	100 100%	225 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base; \*\* 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

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	325	-**	-**	-**	-**	325	172	153	56*	110	138	20**	1**	166	138	21**	248	77*	146	269	100	225
Metro	256 79%	-	-	-	-	256 79%	129 75%	127 83%	45 80%	90 82%	109 79%	12 60%	-	135 81%	109 79%	12 57%	201 81%	55 71%	112 77%	216 80%	83 83%	173 77%
Non-metro	69 21%	-	-	-	-	69 21%	43 25%	26 17%	11 20%	20 18%	29 21%	8 40%	1 100%	31 19%	29 21%	9 43%	47 19%	22 29%	34 23%	53 20%	17 17%	52 23%
Sigma	325 100%	-	-	-	-	325 100%	172 100%	153 100%	56 100%	110 100%	138 100%	20 100%	1 100%	166 100%	138 100%	21 100%	248 100%	77 100%	146 100%	269 100%	100 100%	225 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base, \*\* 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

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	325	-**	-**	-**	-**	325	172	153	56*	110	138	20**	1**	166	138	21**	248	77*	146	269	100	225
Yes	310 95%	-	-	-	-	310 95%	162 94%	148 97%	51 91%	107 97%	133 96%	19 95%	-	158 95%	133 96%	19 90%	240 97% R	70 91%	143 98%	256 95%	99 99% V	211 94%
No	15 5%	-	-	-	-	15 5%	10 6%	5 3%	5 9%	3 3%	5 4%	1 5%	1 100%	8 5%	5 4%	2 10%	8 3% Q	7 9%	3 2%	13 5%	1 1%	14 6% U
Sigma	325 100%	-	-	-	-	325 100%	172 100%	153 100%	56 100%	110 100%	138 100%	20 100%	1 100%	166 100%	138 100%	21 100%	248 100%	77 100%	146 100%	269 100%	100 100%	225 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
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

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	101	-**	-**	-**	-**	101	69*	32*	13**	42*	45*	1**	-**	55*	45*	1**	73*	28**	74*	79*	41*	60*
Irian Jaya Barat	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Papua	1 1%	-	-	-	-	1 1%	1 1%	-	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	1 1%	-	1 2%	-
Banten	3 3%	-	-	-	-	3 3%	3 4%	-	-	1 2%	2 4%	-	-	1 2%	2 4%	-	2 3%	1 4%	3 4%	2 3%	3 7% V	-
Jakarta Raya	36 36%	-	-	-	-	36 36%	25 36%	11 34%	4 31%	15 36%	17 38%	-	-	19 35%	17 38%	-	22 30%	14 50%	25 34%	31 39%	18 44%	18 30%
Jawa Barat	12 12%	-	-	-	-	12 12%	9 13%	3 9%	2 15%	3 7%	6 13%	1 100%	-	5 9%	6 13%	1 100%	8 11%	4 14%	11 15%	8 10%	4 10%	8 13%
Jawa Tengah	10 10%	-	-	-	-	10 10%	6 9%	4 13%	3 23%	3 7%	4 9%	-	-	6 11%	4 9%	-	7 10%	3 11%	6 8%	6 8%	1 2%	9 15% U
Jawa Timur	13 13%	-	-	-	-	13 13%	9 13%	4 13%	-	6 14%	7 16%	-	-	6 11%	7 16%	-	8 11%	5 18%	11 15%	12 15%	7 17%	6 10%
Yogyakarta	6 6%	-	-	-	-	6 6%	2 3%	4 13%	-	5 12%	1 2%	-	-	5 9%	1 2%	-	6 8%	-	5 7%	4 5%	1 2%	5 8%
Kalimantan Barat	1 1%	-	-	-	-	1 1%	1 1%	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	-	1 1%	-	-	1 2%
Kalimantan Selatan	1 1%	-	-	-	-	1 1%	1 1%	-	1 8%	-	-	-	-	1 2%	-	-	1 1%	-	1 1%	1 1%	-	1 2%
Kalimantan Tengah	1 1%	-	-	-	-	1 1%	1 1%	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	-	1 1%	1 1%	-	1 2%
Kalimantan Timur	1 1%	-	-	-	-	1 1%	1 1%	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	-	-	1 1%	1 2%	-
Maluku	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Maluku Utara	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bali	2 2%	-	-	-	-	2 2%	2 3%	-	-	-	2 4%	-	-	-	2 4%	-	2 3%	-	2 3%	1 1%	-	2 3%
Nusa Tenggara Barat	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
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

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	101	..	..	..	..	101	69*	32*	13**	42*	45*	1**	..	55*	45*	1**	73*	28**	74*	79*	41*	60*
Nusa Tenggara Timur	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gorontalo	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sulawesi Barat	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sulawesi Selatan	2 2%	-	-	-	-	2 2%	1%	3%	-	2 5%	-	-	-	2 4%	-	-	2 3%	-	1 1%	1%	1 2%	1 2%
Sulawesi Tengah	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sulawesi Tenggara	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sulawesi Utara	1 1%	-	-	-	-	1 1%	1%	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	-	1 1%	-	1 2%	-
Aceh	1 1%	-	-	-	-	1 1%	1%	-	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	-	1 1%	1 2%	-
Bangka-Belitung	1 1%	-	-	-	-	1 1%	1%	-	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	1 1%	1%	-	1 2%
Bengkulu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jambi	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kepulauan Riau	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lampung	2 2%	-	-	-	-	2 2%	2 3%	-	1 8%	1 2%	-	-	-	2 4%	-	-	2 3%	-	2 3%	2 3%	1 2%	1 2%
Riau	1 1%	-	-	-	-	1 1%	-	1 3%	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	-	1 1%	-	1 2%
Sumatera Barat	3 3%	-	-	-	-	3 3%	1%	2 6%	1 8%	1 2%	1 2%	-	-	2 4%	1 2%	-	2 3%	1 4%	1 1%	3 4%	1 2%	2 3%
Sumatera Selatan	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sumatera Utara	3 3%	-	-	-	-	3 3%	1%	2 6%	1 8%	1 2%	1 2%	-	-	2 4%	1 2%	-	3 4%	-	1 1%	3 4%	-	3 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  
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

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	101	**	**	**	**	101	69*	32*	13**	42*	45*	1**	**	55*	45*	1**	73*	28**	74*	79*	41*	60*
Sigma	101 100%	-	-	-	-	101 100%	69 100%	32 100%	13 100%	42 100%	45 100%	1 100%	-	55 100%	45 100%	1 100%	73 100%	28 100%	74 100%	79 100%	41 100%	60 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1502. REGION CLASSIFICATION

28 Aug 2015  
Table 583

Base: All Indonesia Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi-straits	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer-cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	101	-**	-**	-**	-**	101	69*	32*	13**	42*	45*	1**	-**	55*	45*	1**	73*	28**	74*	79*	41*	60*
Irian Jaya	1 1%	-	-	-	-	1 1%	1 1%	-	-	-	2 2%	-	-	-	2 2%	-	1 1%	-	1 1%	-	2 2%	-
Jawa	80 79%	-	-	-	-	80 79%	54 78%	26 81%	9 69%	33 79%	37 82%	1 100%	-	42 76%	37 82%	1 100%	53 73%	27 96%	61 82%	63 80%	34 83%	46 77%
Kalimantan	4 4%	-	-	-	-	4 4%	4 6%	-	1 8%	3 7%	-	-	-	4 7%	-	-	4 5%	-	3 4%	3 4%	1 2%	3 5%
Maluku	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nusa Tenggara	2 2%	-	-	-	-	2 2%	2 3%	-	-	-	2 4%	-	-	-	2 4%	-	2 3%	-	2 3%	1 1%	-	2 3%
Sulawesi	3 3%	-	-	-	-	3 3%	2 3%	1 3%	-	3 7%	-	-	-	3 5%	-	-	3 4%	-	2 3%	1 1%	2 5%	1 2%
Sumatera	11 11%	-	-	-	-	11 11%	6 9%	5 16%	3 23%	3 7%	5 11%	-	-	6 11%	5 11%	-	10 14%	1 4%	5 7%	11 14% S	3 7%	8 13%
Sigma	101 100%	-	-	-	-	101 100%	69 100%	32 100%	13 100%	42 100%	45 100%	1 100%	-	55 100%	45 100%	1 100%	73 100%	28 100%	74 100%	79 100%	41 100%	60 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q1580. What is your marital status?

28 Aug 2015  
Table 584

Base: All Nigeria Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	207	**	**	**	207	**	166	41*	25**	107	72*	3**	**	132	72*	3**	126	81*	98*	184	55*	152
Single, never married	95 46%	-	-	-	95 46%	-	79 48%	16 39%	25 100%	65 61% K	5 7%	-	-	90 68% O	5 7%	-	53 42%	42 52%	48 49%	80 43%	22 40%	73 48%
Married (monogamous or polygamous)	104 50%	-	-	-	104 50%	-	82 49%	22 54%	-	41 38%	60 83% J	3 100%	-	41 31%	60 83% N	3 100%	65 52%	39 48%	44 45%	98 53%	32 58%	72 47%
Divorced	1	-	-	-	1	-	1%	-	-	-	1%	-	-	-	1%	-	1%	-	1%	1%	1 2%	-
Separated	4 2%	-	-	-	4 2%	-	1%	3 7% G	-	-	4 6% J	-	-	-	4 6% N	-	4 3%	-	2 2%	4 2%	-	4 3%
Widowed	2 1%	-	-	-	2 1%	-	2 1%	-	-	1 1%	1 1%	-	-	1 1%	1 1%	-	2 2%	-	2 2%	-	-	2 1%
Loosely coupled	1	-	-	-	1	-	1%	-	-	-	1%	-	-	-	1%	-	1%	-	1%	1%	-	1 1%
Sigma	207 100%	-	-	-	207 100%	-	166 100%	41 100%	25 100%	107 100%	72 100%	3 100%	-	132 100%	72 100%	3 100%	126 100%	81 100%	98 100%	184 100%	55 100%	152 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1503. In which state do you currently reside?

Base: All Nigeria Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	207	-**	-**	-**	207	-**	166	41*	25**	107	72*	3**	-**	132	72*	3**	126	81*	98*	184	55*	152
Lagos State	111 54%	-	-	-	111 54%	-	86 52%	25 61%	10 40%	57 53%	43 60%	1 33%	-	67 51%	43 60%	1 33%	73 58%	38 47%	54 55%	99 54%	33 60%	78 51%
Ogun State	9 4%	-	-	-	9 4%	-	7 4%	2 5%	1 4%	5 5%	3 4%	-	-	6 5%	3 4%	-	5 4%	4 5%	4 4%	8 4%	3 5%	6 4%
Oyo State	8 4%	-	-	-	8 4%	-	8 5%	-	1 4%	3 3%	4 6%	-	-	4 3%	4 6%	-	4 3%	4 5%	4 4%	7 4%	-	8 5%
Osun State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kogi State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kwara State	6 3%	-	-	-	6 3%	-	5 3%	1 2%	1 4%	4 4%	1 1%	-	-	5 4%	1 1%	-	3 2%	3 4%	5 5% T	3 2%	-	6 4%
Delta State	3 1%	-	-	-	3 1%	-	3 2%	-	1 4%	2 2%	-	-	-	3 2%	-	-	1 1%	2 2%	1 1%	3 2%	1 2%	2 1%
Ondo State	7 3%	-	-	-	7 3%	-	6 4%	1 2%	3 12%	4 4%	-	-	-	7 5% O	-	-	3 2%	4 5%	4 4%	6 3%	2 4%	5 3%
Edo State	7 3%	-	-	-	7 3%	-	7 4%	-	-	2 2%	3 4%	2 67%	-	2 2%	3 4%	2 67%	6 5%	1 1%	3 3%	7 4%	2 4%	5 3%
Ekiti State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Anambra State	1 *	-	-	-	1 *	-	1 1%	-	1 4%	-	-	-	-	1 1%	-	-	1 1%	-	-	1 1%	-	1 1%
Abia State	1 *	-	-	-	1 *	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	1 1%	1 1%	-	1 1%
Enugu State	2 1%	-	-	-	2 1%	-	2 1%	-	-	1 1%	1 1%	-	-	1 1%	1 1%	-	1 1%	1 1%	1 1%	1 1%	1 2%	1 1%
Ebonyi State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rivers State	13 6%	-	-	-	13 6%	-	8 5%	5 12%	1 4%	7 7%	5 7%	-	-	8 6%	5 7%	-	4 3%	9 11% Q	4 4%	13 7%	2 4%	11 7%
Akwa Ibom State	1 G	-	-	-	1 G	-	-	1 2% G	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	1 1%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1503. In which state do you currently reside?

Base: All Nigeria Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	207	-**	-**	-**	207	-**	166	41*	25**	107	72*	3**	-**	132	72*	3**	126	81*	98*	184	55*	152
Imo State	3 1%	-	-	-	3 1%	-	3 2%	-	1 4%	1 1%	1 1%	-	-	2 2%	1 1%	-	2 2%	1 1%	2 2%	2 1%	1 2%	2 1%
Cross River State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bayelsa State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Borno State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Adamawa State	1	-	-	-	1	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	-	1 1%	-	1 1%
Taraba State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yobe State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kano State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jigawa State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bauchi State	1	-	-	-	1	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	1 1%	1 1%	1 2%	-
Gombe State	1	-	-	-	1	-	-	1 2% G	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	1 1%	1 1%	-	1 1%
Kaduna State	2 1%	-	-	-	2 1%	-	2 1%	-	1 4%	-	1 1%	-	-	1 1%	1 1%	-	1 1%	1 1%	1 1%	1 1%	-	2 1%
Katsina State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sokoto State	1	-	-	-	1	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	-	1 1%	1 2%	-
Kebbi State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Zamfara State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Benue State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base, \*\* very small base (under 30) ineligible for sig testing

Q1503. In which state do you currently reside?

Base: All Nigeria Respondents

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi-straits	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer-cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	207	-**	-**	-**	207	-**	166	41*	25**	107	72*	3**	-**	132	72*	3**	126	81*	98*	184	55*	152
Niger State	1	-	-	-	1	-	1%	-	-	1%	-	-	-	1%	-	-	1%	-	-	1%	2%	-
Plateau State	3 1%	-	-	-	3 1%	-	2 1%	1 2%	-	1 1%	2 3%	-	-	1 1%	2 3%	-	2 2%	1 1%	1 1%	3 2%	-	3 2%
Nassarawa State	1	-	-	-	1	-	1%	-	-	1%	-	-	-	1%	-	-	1%	-	-	1%	-	1%
Abuja Federal Capital Territory	24 12%	-	-	-	24 12%	-	20 12%	4 10%	4 16%	13 12%	7 10%	-	-	17 13%	7 10%	-	14 11%	10 12%	11 11%	22 12%	7 13%	17 11%
Sigma	207 100%	-	-	-	207 100%	-	166 100%	41 100%	25 100%	107 100%	72 100%	3 100%	-	132 100%	72 100%	3 100%	126 100%	81 100%	98 100%	184 100%	55 100%	152 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1504. STATE CLASSIFICATION

28 Aug 2015  
Table 586

Base: All Nigeria Respondents

	Total Regi- strants (A)	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	Primary decision maker (Q)	Shared decision maker (R)	Consumer (S)	Commer- cial (T)	Yes (U)	No (V)
Unweighted Base	207	-**	-**	-**	207	-**	166	41*	25**	107	72*	3**	-**	132	72*	3**	126	81*	98*	184	55*	152
Postal Code Region 1	120 58%	-	-	-	120 58%	-	93 56%	27 66%	11 44%	62 58%	46 64%	1 33%	-	73 55%	46 64%	1 33%	78 62%	42 52%	58 59%	107 58%	36 65%	84 55%
Postal Code Region 2	14 7%	-	-	-	14 7%	-	13 8%	1 2%	2 8%	7 7%	5 7%	-	-	9 7%	5 7%	-	7 6%	7 9%	9 9%	10 5%	-	14 9% U
Postal Code Region 3	17 8%	-	-	-	17 8%	-	16 10%	1 2%	4 16%	8 7%	3 4%	2 67%	-	12 9%	3 4%	2 67%	10 8%	7 9%	8 8%	16 9%	5 9%	12 8%
Postal Code Region 4	4 2%	-	-	-	4 2%	-	4 2%	-	1 4%	2 2%	1 1%	-	-	3 2%	1 1%	-	3 2%	1 1%	2 2%	3 2%	1 2%	3 2%
Postal Code Region 5	17 8%	-	-	-	17 8%	-	11 7%	6 15%	2 8%	9 8%	6 8%	-	-	11 8%	6 8%	-	6 5%	11 14% Q	6 6%	16 9%	3 5%	14 9%
Postal Code Region 6	1 -	-	-	-	1 -	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	-	1 1%	-	1 1%
Postal Code Region 7	2 1%	-	-	-	2 1%	-	1 1%	2 2%	-	1 1%	1 1%	-	-	1 1%	1 1%	-	1 1%	1 1%	2 2%	2 1%	1 2%	1 1%
Postal Code Region 8	3 1%	-	-	-	3 1%	-	3 2%	-	1 4%	1 1%	1 1%	-	-	2 2%	1 1%	-	2 2%	1 1%	1 1%	2 1%	1 2%	2 1%
Postal Code Region 9	29 14%	-	-	-	29 14%	-	24 14%	5 12%	4 16%	16 15%	9 13%	-	-	20 15%	9 13%	-	18 14%	11 14%	12 12%	27 15%	8 15%	21 14%
Sigma	207 100%	-	-	-	207 100%	-	166 100%	41 100%	25 100%	107 100%	72 100%	3 100%	-	132 100%	72 100%	3 100%	126 100%	81 100%	98 100%	184 100%	55 100%	152 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1550. What is the highest level of education you have completed or the highest degree you have received?

28 Aug 2015  
Table 587

Base: All Nigeria Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- straits	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	207	**	**	**	207	**	166	41*	25**	107	72*	3**	**	132	72*	3**	126	81*	98*	184	55*	152
No level completed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed FSLC (first school leaving certificate)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed MSLC (middle school leaving certificate)	3 1%	-	-	-	3 1%	-	2 1%	1 2%	-	3 3%	-	-	-	3 2%	-	-	1 1%	2 2%	1 1%	3 2%	-	3 2%
Vocational/COMM	1	-	-	-	1	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	1 1%	-	1 2%	-
JSS/O'Level	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed O'Level/SSS (senior secondary school)	26 13%	-	-	-	26 13%	-	26 16% H	-	16 64%	9 8% K	1 1%	-	-	25 19% O	1 1%	-	13 10%	13 16%	18 18% T	17 9%	9 16%	17 11%
Completed A'Level or higher	106 51%	-	-	-	106 51%	-	86 52%	20 49%	4 16%	60 56%	40 56%	2 67%	-	64 48%	40 56%	2 67%	69 55%	37 46%	48 49%	99 54%	28 51%	78 51%
Other	71 34%	-	-	-	71 34%	-	51 31%	20 49% G	5 20%	34 32%	31 43%	1 33%	-	39 30%	31 43%	1 33%	42 33%	29 36%	30 31%	65 35%	17 31%	54 36%
Sigma	207 100%	-	-	-	207 100%	-	166 100%	41 100%	25 100%	107 100%	72 100%	3 100%	-	132 100%	72 100%	3 100%	126 100%	81 100%	98 100%	184 100%	55 100%	152 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1585. Do you consider yourself...?

Base: All Nigeria Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	207	**	**	**	207	**	166	41*	25**	107	72*	3**	**	132	72*	3**	126	81*	98*	184	55*	152
Hausa	2 1%	-	-	-	2 1%	-	1 1%	1 2%	-	2 2%	-	-	-	2 2%	-	-	1 1%	1 1%	1 1%	1 1%	1 2%	1 1%
Yoruba	110 53%	-	-	-	110 53%	-	93 56%	17 41%	13 52%	57 53%	39 54%	1 33%	-	70 53%	39 54%	1 33%	70 56%	40 49%	55 56%	95 52%	35 64%	75 49%
Igbo/Ibo	56 27%	-	-	-	56 27%	-	43 26%	13 32%	6 24%	28 26%	20 28%	2 67%	-	34 26%	20 28%	2 67%	32 25%	24 30%	26 27%	51 28%	15 27%	41 27%
Fulanji	2 1%	-	-	-	2 1%	-	2 1%	-	-	1 1%	1 1%	-	-	1 1%	1 1%	-	2 2%	-	1 1%	2 1%	1 2%	1 1%
Other	34 16%	-	-	-	34 16%	-	25 15%	9 22%	6 24%	17 16%	11 15%	-	-	23 17%	11 15%	-	19 15%	15 19%	14 14%	32 17%	3 5%	31 20%
Decline to answer	3 1%	-	-	-	3 1%	-	2 1%	1 2%	-	2 2%	1 1%	-	-	2 2%	1 1%	-	2 2%	1 1%	1 1%	3 2%	-	3 2%
Sigma	207 100%	-	-	-	207 100%	-	166 100%	41 100%	25 100%	107 100%	72 100%	3 100%	-	132 100%	72 100%	3 100%	126 100%	81 100%	98 100%	184 100%	55 100%	152 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1505. In which governorate do you currently reside?

Base: All Egypt Respondents

	Total Regi- strants (A)	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	Primary decision maker (Q)	Shared decision maker (R)	Consumer (S)	Commer- cial (T)	Yes (U)	No (V)
		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	106	-**	-**	-**	106	-**	97*	9**	24**	45*	34*	2**	1**	69*	34*	3**	68*	38*	48*	82*	46*	60*
Ad Daqahliyah	4 4%	-	-	-	4 4%	-	4 4%	-	-	4 9%	-	-	-	4 6%	-	-	2 3%	2 5%	3 6%	2 2%	2 4%	2 3%
Al Buhayrah	4 4%	-	-	-	4 4%	-	4 4%	-	2 8%	2 4%	-	-	-	4 6%	-	-	4 6%	-	2 4%	2 2%	-	4 7%
Al Gharbiyah	10 9%	-	-	-	10 9%	-	10 10%	-	1 4%	6 13%	3 9%	-	-	7 10%	3 9%	-	6 9%	4 11%	3 6%	9 11%	5 11%	5 8%
Al Ismailiyah	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kafr ash Shaykh	6 6%	-	-	-	6 6%	-	6 6%	-	3 13%	2 4%	1 3%	-	-	5 7%	1 3%	-	3 4%	3 8%	2 4%	6 7%	5 11% V	1 2%
Dumyat	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Al Qalyubiyah	4 4%	-	-	-	4 4%	-	2 2%	2 22%	-	3 7%	1 3%	-	-	3 4%	1 3%	-	2 3%	2 5%	1 2%	3 4%	2 4%	2 3%
Ash Sharqiyah	6 6%	-	-	-	6 6%	-	6 6%	-	2 8%	1 2%	3 9%	-	-	3 4%	3 9%	-	5 7%	1 3%	4 8%	3 4%	1 2%	5 8%
Al Minufiyah	2 2%	-	-	-	2 2%	-	1 1%	1 11%	1 4%	1 2%	-	-	-	2 3%	-	-	1 1%	1 3%	1 2%	1 1%	1 2%	1 2%
Al Qahirah	34 32%	-	-	-	34 32%	-	33 34%	1 11%	10 42%	11 24%	12 35%	1 50%	-	21 30%	12 35%	1 33%	21 31%	13 34%	18 38%	27 33%	16 35%	18 30%
Al Iskandariyah	16 15%	-	-	-	16 15%	-	13 13%	3 33%	2 8%	9 20%	3 9%	1 50%	1 100%	11 16%	3 9%	2 67%	9 13%	7 18%	7 15%	12 15%	5 11%	11 18%
Bur Said	2 2%	-	-	-	2 2%	-	2 2%	-	-	-	2 6%	-	-	-	2 6% N	-	2 3%	-	1 2%	2 2%	1 2%	1 2%
Al Uqsur	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
As Suways	1 1%	-	-	-	1 1%	-	1 1%	-	-	1 2%	-	-	-	1 1%	-	-	1 1%	-	1 2%	-	-	1 2%
Aswan	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Asyut	1 1%	-	-	-	1 1%	-	1 1%	-	1 4%	-	-	-	-	1 1%	-	-	1 1%	-	-	1 1%	1 2%	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q1505. In which governorate do you currently reside?

Base: All Egypt Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	106	-**	-**	-**	106	-**	97*	9**	24**	45*	34*	2**	1**	69*	34*	3**	68*	38*	48*	82*	46*	60*
Al Minya	3 3%	-	-	-	3 3%	-	3 3%	-	-	2 4%	1 3%	-	-	2 3%	1 3%	-	2 3%	1 3%	-	3 4%	1 2%	2 3%
Suhaj	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Qina	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Al Fayyum	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Al Jizah	13 12%	-	-	-	13 12%	-	11 11%	2 22%	2 8%	3 7%	8 24% J	-	-	5 7%	8 24% N	-	9 13%	4 11%	5 10%	11 13%	6 13%	7 12%
Bani Suwayf	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Janub Sina	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Matruh	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shamal Sina	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Al Wadi al Jadid	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Al Bahr al Ahmar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	106 100%	-	-	-	106 100%	-	97 100%	9 100%	24 100%	45 100%	34 100%	2 100%	1 100%	69 100%	34 100%	3 100%	68 100%	38 100%	48 100%	82 100%	46 100%	60 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1506. REGION CLASSIFICATION

Base: All Egypt Respondents

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	106	-**	-**	-**	106	-**	97*	9**	24**	45*	34*	2**	1**	69*	34*	3**	68*	38*	48*	82*	46*	60*
Lower	36 34%	-	-	-	36 34%	-	33 34%	3 33%	9 38%	19 42%	8 24%	-	-	28 41%	8 24%	-	23 34%	13 34%	16 33%	26 32%	16 35%	20 33%
City	53 50%	-	-	-	53 50%	-	49 51%	4 44%	12 50%	21 47%	17 50%	2 100%	1 100%	33 48%	17 50%	3 100%	33 49%	20 53%	27 56%	41 50%	22 48%	31 52%
Upper	17 16%	-	-	-	17 16%	-	15 15%	2 22%	3 13%	5 11%	9 26%	-	-	8 12%	9 26%	-	12 18%	5 13%	5 10%	15 18%	8 17%	9 15%
Desert	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	106 100%	-	-	-	106 100%	-	97 100%	9 100%	24 100%	45 100%	34 100%	2 100%	1 100%	69 100%	34 100%	3 100%	68 100%	38 100%	48 100%	82 100%	46 100%	60 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
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 2014 household income before taxes?

28 Aug 2015  
Table 591

Base: All Colombia Respondents

	Total Registrants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	125	**	125	**	**	**	86*	39*	13**	35*	58*	14**	5**	48*	58*	19**	92*	33*	58*	110	58*	67*
Menos de \$ 6.000.000 pesos colombianos	19 15%	-	19 15%	-	-	-	10 12%	9 23%	3 23%	7 20%	7 12%	2 14%	-	10 21%	7 12%	2 11%	14 15%	5 15%	8 14%	19 17%	10 17%	9 13%
\$ 6.001.000 a \$ 12.000.000 pesos colombianos	10 8%	-	10 8%	-	-	-	8 9%	2 5%	3 23%	2 6%	4 7%	1 7%	-	5 10%	4 7%	1 5%	5 5%	5 15%	1 2%	9 8%	1 2%	9 13% U
\$ 12.001.000 a \$ 18.000.000 pesos colombianos	9 7%	-	9 7%	-	-	-	7 8%	2 5%	1 8%	2 6%	3 5%	3 21%	-	3 6%	3 5%	3 16%	6 7%	3 9%	7 12% T	6 5%	6 10%	3 4%
\$ 18.001.000 a \$ 24.000.000 pesos colombianos	6 5%	-	6 5%	-	-	-	2 2%	4 10%	-	1 3%	5 9%	-	-	1 2%	5 9%	-	3 3%	3 9%	4 7%	6 5%	3 5%	3 4%
\$ 24.001.000 a \$ 30.000.000 pesos colombianos	4 3%	-	4 3%	-	-	-	3 3%	1 3%	1 8%	1 3%	2 3%	-	-	2 4%	2 3%	-	3 3%	1 3%	1 2%	4 4%	1 2%	3 4%
\$ 30.001.000 a \$ 36.000.000 pesos colombianos	6 5%	-	6 5%	-	-	-	4 5%	2 5%	1 8%	2 6%	2 3%	1 7%	-	3 6%	2 3%	1 5%	4 4%	2 6%	3 5%	6 5%	2 3%	4 6%
\$ 36.001.000 a \$ 60.000.000 pesos colombianos	17 14%	-	17 14%	-	-	-	13 15%	4 10%	-	6 17%	6 10%	3 21%	2 40%	6 13%	6 10%	5 26%	16 17% R	1 3%	8 14%	14 13%	5 9%	12 18%
\$ 60.001.000 a \$ 84.000.000 pesos colombianos	8 6%	-	8 6%	-	-	-	4 5%	4 10%	2 15%	1 3%	5 9%	-	-	3 6%	5 9%	-	4 4%	4 12%	2 3%	8 7%	8 14% V	-
\$ 84.001.000 o mas pesos colombianos	16 13%	-	16 13%	-	-	-	13 15%	3 8%	1 8%	3 9%	9 16%	1 7%	2 40%	4 8%	9 16%	3 16%	13 14%	3 9%	10 17%	12 11%	7 12%	9 13%
Decline to answer	30 24%	-	30 24%	-	-	-	22 26%	8 21%	1 8%	10 29%	15 26%	3 21%	1 20%	11 23%	15 26%	4 21%	24 26%	6 18%	14 24%	26 24%	15 26%	15 22%
Sigma	125 100%	-	125 100%	-	-	-	86 100%	39 100%	13 100%	35 100%	58 100%	14 100%	5 100%	48 100%	58 100%	19 100%	92 100%	33 100%	58 100%	110 100%	58 100%	67 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
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

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi-straits	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	52*	**	**	**	**	52*	31*	21**	23**	15**	14**	**	**	38*	14**	**	34*	18**	43*	25**	25**	27**
No schooling	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some Kindergarten school	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Complete Kindergarten school	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some Primary school (Grades 1-5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Complete Primary school (Grades 1-5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some Lower Secondary school (Grades 6-9)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Complete Lower Secondary school (Grades 6-9)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some Upper Secondary school (Grades 10-12)	2 4%	-	-	-	-	2 4%	2 6%	-	1 4%	-	1 7%	-	-	1 3%	1 7%	-	1 3%	1 6%	1 2%	1 4%	1 4%	1 4%
Complete Upper Secondary school (Grades 10-12)	3 6%	-	-	-	-	3 6%	1 3%	2 10%	1 4%	-	2 14%	-	-	1 3%	2 14%	-	2 6%	1 6%	3 7%	-	-	3 11%
Some Professional Secondary school - Primary level	1 2%	-	-	-	-	1 2%	1 3%	-	-	1 7%	-	-	-	1 3%	-	-	1 3%	-	1 2%	-	1 4%	-
Complete Professional Secondary school - Primary level	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some Professional Secondary school - Intermediate level	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Complete Professional Secondary school - Intermediate level	1 2%	-	-	-	-	1 2%	-	1 5%	-	1 7%	-	-	-	1 3%	-	-	-	1 6%	-	1 4%	-	1 4%
Some College	1 2%	-	-	-	-	1 2%	1 3%	-	-	-	1 7%	-	-	-	1 7%	-	1 3%	-	-	1 4%	-	1 4%
Complete College	5 10%	-	-	-	-	5 10%	3 10%	2 10%	2 9%	1 7%	2 14%	-	-	3 8%	2 14%	-	4 12%	1 6%	5 12%	2 8%	1 4%	4 15%
Some University	11 21%	-	-	-	-	11 21%	7 23%	4 19%	10 43%	1 7%	-	-	-	11 29%	-	-	6 18%	5 28%	10 23%	3 12%	5 20%	6 22%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q4010. What is your current education level?

28 Aug 2015  
Table 592

Base: All Vietnam Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	52*	**	**	**	**	52*	31*	21**	23**	15**	14**	**	**	38*	14**	**	34*	18**	43*	25**	25**	27**
Complete University	25 48%	-	-	-	-	25 48%	14 45%	11 52%	9 39%	10 67%	6 43%	-	-	19 50%	6 43%	-	17 50%	8 44%	21 49%	15 60%	15 60%	10 37%
Some Post graduate degree	1 2%	-	-	-	-	1 2%	1 3%	-	-	1 7%	-	-	-	1 3%	-	-	1 3%	-	-	1 4%	-	1 4%
Complete Post graduate degree	2 4%	-	-	-	-	2 4%	1 3%	1 5%	-	-	2 14%	-	-	-	2 14%	-	1 3%	1 6%	2 5%	1 4%	2 8%	-
Don't Know/ REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	52 100%	-	-	-	-	52 100%	31 100%	21 100%	23 100%	15 100%	14 100%	-	-	38 100%	14 100%	-	34 100%	18 100%	43 100%	25 100%	25 100%	27 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q4015. What is your current occupation?

Base: All Vietnam Respondents

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	52*	**	**	**	**	52*	31*	21**	23**	15**	14**	**	**	38*	14**	**	34*	18**	43*	25**	25**	27**
GOVERNMENT EMPLOYEE (THE GOVERNMENT'S ORGANIZATIONS OR STATE-OWN COMPANIES)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Senior government official	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Middle government official	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Low government official	12%	-	-	-	-	12%	13%	-	-	-	17%	-	-	-	17%	-	13%	-	12%	14%	14%	-
Production Worker	36%	-	-	-	-	36%	310%	-	-	320%	-	-	-	38%	-	-	26%	16%	37%	14%	28%	14%
NON-STATE SECTOR EMPLOYEE	24%	-	-	-	-	24%	13%	15%	14%	17%	-	-	-	25%	-	-	26%	-	25%	28%	14%	14%
Top level management	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Middle management	815%	-	-	-	-	815%	413%	419%	14%	320%	429%	-	-	411%	429%	-	515%	317%	614%	416%	28%	622%
Low manager	510%	-	-	-	-	510%	413%	15%	-	213%	321%	-	-	25%	321%	-	412%	16%	49%	520%	416%	14%
Executive/Officer	12%	-	-	-	-	12%	13%	-	-	17%	-	-	-	13%	-	-	13%	-	12%	14%	14%	-
EMPLOYER (owners of companies/business establishments having 'employees' on a continuous basis)	36%	-	-	-	-	36%	26%	15%	-	213%	17%	-	-	25%	17%	-	26%	16%	25%	28%	14%	27%
Owner of a company/agency/farm (10 workers or higher)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Owner of a company/agency/farm (1-9 workers)	12%	-	-	-	-	12%	13%	-	-	-	17%	-	-	-	17%	-	13%	-	-	14%	-	14%
OWN-ACCOUNT WORKER	713%	-	-	-	-	713%	413%	314%	29%	213%	321%	-	-	411%	321%	-	412%	317%	49%	312%	28%	519%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q4015. What is your current occupation?

Base: All Vietnam Respondents

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names			
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	52*	..**	..**	..**	..**	52*	31*	21**	23**	15**	14**	..**	..**	38*	14**	..**	34*	18**	43*	25**	25**	27**	
Investor (real estate, stock,...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Store owner/ individual establishment owner (not having "employees" on a continuous basis)	1 2%	-	-	-	-	1 2%	1 3%	-	-	-	1 7%	-	-	-	1 7%	-	1 3%	-	1 2%	1 4%	1 4%	-	
Farmer, logger, fisherman (agriculture, forestry and fishing)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other self-employment (professional, freelancer, own-account driver, vendor, hawker,...)	1 2%	-	-	-	-	1 2%	-	1 5%	1 4%	-	-	-	-	1 3%	-	-	1 3%	-	1 2%	-	-	1 4%	
PART-TIME/UNPAID FAMILY WORKER/ UNEMPLOYED	2 4%	-	-	-	-	2 4%	-	2 10%	2 9%	-	-	-	-	2 5%	-	-	1 3%	1 6%	2 5%	-	1 4%	1 4%	
Student/ Apprentice	12 23%	-	-	-	-	12 23%	7 23%	5 24%	12 52%	-	-	-	-	12 32%	-	-	7 21%	5 28%	12 28%	3 12%	5 20%	7 26%	
Housewife/househusband	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Retired	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Family workers	2 4%	-	-	-	-	2 4%	1 3%	1 5%	2 9%	-	-	-	-	2 5%	-	-	1 3%	1 6%	2 5%	-	2 8%	-	
Unemployed	1 2%	-	-	-	-	1 2%	1 3%	-	1 4%	-	-	-	-	1 3%	-	-	1 3%	-	1 2%	-	1 4%	-	
OTHERS (UNCLASSIFIABLE BY STATUS)	2 4%	-	-	-	-	2 4%	-	2 10%	1 4%	1 7%	-	-	-	2 5%	-	-	-	2 11%	1 2%	1 4%	1 4%	1 4%	
Don't Know/ REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Sigma	52 100%	-	-	-	-	52 100%	31 100%	21 100%	23 100%	15 100%	14 100%	-	-	38 100%	14 100%	-	34 100%	18 100%	43 100%	25 100%	25 100%	27 100%	

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q4021. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? - Household Income

28 Aug 2015  
Table 594

Base: All Vietnam Respondents

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	52*	-**	-**	-**	-**	52*	31*	21**	23**	15**	14**	-**	-**	38*	14**	-**	34*	18**	43*	25**	25**	27**
150,000,000 VND or higher	5 10%	-	-	-	-	5 10%	3 10%	2 10%	2 9%	2 13%	1 7%	-	-	4 11%	1 7%	-	3 9%	2 11%	4 9%	2 8%	3 12%	2 7%
75,000,000- 149,999,999 VND	3 6%	-	-	-	-	3 6%	2 6%	1 5%	2 9%	-	1 7%	-	-	2 5%	1 7%	-	1 3%	2 11%	3 7%	2 8%	3 12%	-
45,000,000- 74,999,999 VND	2 4%	-	-	-	-	2 4%	2 6%	-	1 4%	-	1 7%	-	-	1 3%	1 7%	-	2 6%	-	2 5%	1 4%	1 4%	1 4%
30,000,000- 44,999,999 VND	4 8%	-	-	-	-	4 8%	2 6%	2 10%	-	3 20%	1 7%	-	-	3 8%	1 7%	-	2 6%	2 11%	2 5%	2 8%	1 4%	3 11%
15,000,000- 29,999,999 VND	14 27%	-	-	-	-	14 27%	8 26%	6 29%	5 22%	4 27%	5 36%	-	-	9 24%	5 36%	-	11 32%	3 17%	12 28%	9 36%	7 28%	7 26%
7,500,000- 14,999,999 VND	18 35%	-	-	-	-	18 35%	9 29%	9 43%	10 43%	6 40%	2 14%	-	-	16 42%	2 14%	-	11 32%	7 39%	16 37%	6 24%	9 36%	9 33%
4,500,000- 7,499,999 VND	3 6%	-	-	-	-	3 6%	2 6%	1 5%	1 4%	-	2 14%	-	-	1 3%	2 14%	-	2 6%	1 6%	2 5%	1 4%	-	3 11%
3,000,000- 4,499,999 VND	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1,500,000- 2,999,999 VND	1 2%	-	-	-	-	1 2%	1 3%	-	1 4%	-	-	-	-	1 3%	-	-	-	1 6%	1 2%	1 4%	1 4%	-
1- 1,499,999 VND	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No income/ expenditure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't Know/NA	2 4%	-	-	-	-	2 4%	2 6%	-	1 4%	-	1 7%	-	-	1 3%	1 7%	-	2 6%	-	1 2%	1 4%	-	2 7%
Sigma	52 100%	-	-	-	-	52 100%	31 100%	21 100%	23 100%	15 100%	14 100%	-	-	38 100%	14 100%	-	34 100%	18 100%	43 100%	25 100%	25 100%	27 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q4022. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? - Household Expenditure

28 Aug 2015  
Table 595

Base: All Vietnam Respondents

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi-stra-nts	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	52*	-**	-**	-**	-**	52*	31*	21**	23**	15**	14**	-**	-**	38*	14**	-**	34*	18**	43*	25**	25**	27**
150,000,000 VND or higher	2 4%	-	-	-	-	2 4%	1 3%	1 5%	2 9%	-	-	-	-	2 5%	-	-	1 3%	1 6%	2 5%	-	2 8%	-
75,000,000- 149,999,999 VND	4 8%	-	-	-	-	4 8%	2 6%	2 10%	2 9%	1 7%	1 7%	-	-	3 8%	1 7%	-	2 6%	2 11%	3 7%	1 4%	2 8%	2 7%
45,000,000- 74,999,999 VND	2 4%	-	-	-	-	2 4%	1 3%	1 5%	1 4%	1 7%	-	-	-	2 5%	-	-	1 3%	1 6%	2 5%	2 8%	2 8%	-
30,000,000- 44,999,999 VND	1 2%	-	-	-	-	1 2%	1 3%	-	-	-	1 7%	-	-	-	1 7%	-	1 3%	-	1 2%	1 4%	1 4%	-
15,000,000- 29,999,999 VND	5 10%	-	-	-	-	5 10%	4 13%	1 5%	2 9%	2 13%	1 7%	-	-	4 11%	1 7%	-	3 9%	2 11%	4 9%	2 8%	3 12%	2 7%
7,500,000- 14,999,999 VND	11 21%	-	-	-	-	11 21%	6 19%	5 24%	4 17%	3 20%	4 29%	-	-	7 18%	4 29%	-	9 26%	2 11%	9 21%	7 28%	6 24%	5 19%
4,500,000- 7,499,999 VND	14 27%	-	-	-	-	14 27%	8 26%	6 29%	6 26%	5 33%	3 21%	-	-	11 29%	3 21%	-	7 21%	7 39%	10 23%	7 28%	6 24%	8 30%
3,000,000- 4,499,999 VND	9 17%	-	-	-	-	9 17%	5 16%	4 19%	3 13%	3 20%	3 21%	-	-	6 16%	3 21%	-	7 21%	2 11%	9 21%	3 12%	1 4%	8 30%
1,500,000- 2,999,999 VND	1 2%	-	-	-	-	1 2%	-	1 5%	1 4%	-	-	-	-	1 3%	-	-	1 3%	-	1 2%	-	1 4%	-
1- 1,499,999 VND	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No income/ expenditure	1 2%	-	-	-	-	1 2%	1 3%	-	1 4%	-	-	-	-	1 3%	-	-	-	1 6%	1 2%	1 4%	1 4%	-
Don't Know/NA	2 4%	-	-	-	-	2 4%	2 6%	-	1 4%	-	1 7%	-	-	1 3%	1 7%	-	2 6%	-	1 2%	1 4%	-	2 7%
Sigma	52 100%	-	-	-	-	52 100%	31 100%	21 100%	23 100%	15 100%	14 100%	-	-	38 100%	14 100%	-	34 100%	18 100%	43 100%	25 100%	25 100%	27 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q4023. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? - Personal Income

28 Aug 2015  
Table 596

Base: All Vietnam Respondents

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi-stra-nts	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	52*	**	**	**	**	52*	31*	21**	23**	15**	14**	**	**	38*	14**	**	34*	18**	43*	25**	25**	27**
150,000,000 VND or higher	3 6%	-	-	-	-	3 6%	2 6%	1 5%	3 13%	-	-	-	-	3 8%	-	-	2 6%	1 6%	3 7%	-	2 8%	1 4%
75,000,000- 149,999,999 VND	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
45,000,000- 74,999,999 VND	3 6%	-	-	-	-	3 6%	2 6%	1 5%	-	2 13%	1 7%	-	-	2 5%	1 7%	-	2 6%	1 6%	2 5%	2 8%	2 8%	1 4%
30,000,000- 44,999,999 VND	2 4%	-	-	-	-	2 4%	2 6%	-	2 9%	-	-	-	-	2 5%	-	-	1 3%	1 6%	2 5%	1 4%	2 8%	-
15,000,000- 29,999,999 VND	4 8%	-	-	-	-	4 8%	3 10%	1 5%	1 4%	1 7%	2 14%	-	-	2 5%	2 14%	-	1 3%	3 17%	3 7%	3 12%	2 8%	2 7%
7,500,000- 14,999,999 VND	13 25%	-	-	-	-	13 25%	8 26%	5 24%	3 13%	6 40%	4 29%	-	-	9 24%	4 29%	-	9 26%	4 22%	11 26%	7 28%	6 24%	7 26%
4,500,000- 7,499,999 VND	10 19%	-	-	-	-	10 19%	6 19%	4 19%	2 9%	4 27%	4 29%	-	-	6 16%	4 29%	-	9 26%	1 6%	8 19%	8 32%	5 20%	5 19%
3,000,000- 4,499,999 VND	5 10%	-	-	-	-	5 10%	4 13%	1 5%	2 9%	1 7%	2 14%	-	-	3 8%	2 14%	-	3 9%	2 11%	4 9%	2 8%	2 8%	3 11%
1,500,000- 2,999,999 VND	5 10%	-	-	-	-	5 10%	1 3%	4 19%	4 17%	1 7%	-	-	-	5 13%	-	-	2 6%	3 17%	4 9%	1 4%	2 8%	3 11%
1- 1,499,999 VND	3 6%	-	-	-	-	3 6%	-	3 14%	3 13%	-	-	-	-	3 8%	-	-	3 9%	-	3 7%	-	1 4%	2 7%
No income/ expenditure	1 2%	-	-	-	-	1 2%	-	1 5%	1 4%	-	-	-	-	1 3%	-	-	-	1 6%	1 2%	-	-	1 4%
Don't Know/NA	3 6%	-	-	-	-	3 6%	3 10%	-	2 9%	-	1 7%	-	-	2 5%	1 7%	-	2 6%	1 6%	2 5%	1 4%	1 4%	2 7%
Sigma	52 100%	-	-	-	-	52 100%	31 100%	21 100%	23 100%	15 100%	14 100%	-	-	38 100%	14 100%	-	34 100%	18 100%	43 100%	25 100%	25 100%	27 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q4024. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? - Personal Expenditure

28 Aug 2015  
Table 597

Base: All Vietnam Respondents

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi-stra-nts	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer-cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	52*	-**	-**	-**	-**	52*	31*	21**	23**	15**	14**	-**	-**	38*	14**	-**	34*	18**	43*	25**	25**	27**
150,000,000 VND or higher	3 6%	-	-	-	-	3 6%	2 6%	1 5%	3 13%	-	-	-	-	3 8%	-	-	2 6%	1 6%	3 7%	-	2 8%	1 4%
75,000,000- 149,999,999 VND	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
45,000,000- 74,999,999 VND	2 4%	-	-	-	-	2 4%	2 6%	-	1 4%	1 7%	-	-	-	2 5%	-	-	2 6%	-	2 5%	1 4%	2 8%	-
30,000,000- 44,999,999 VND	2 4%	-	-	-	-	2 4%	1 3%	1 5%	-	1 7%	1 7%	-	-	1 3%	1 7%	-	1 3%	1 6%	1 2%	1 4%	1 4%	1 4%
15,000,000- 29,999,999 VND	3 6%	-	-	-	-	3 6%	2 6%	1 5%	3 13%	-	-	-	-	3 8%	-	-	-	3 17%	3 7%	2 8%	2 8%	1 4%
7,500,000- 14,999,999 VND	2 4%	-	-	-	-	2 4%	2 6%	-	1 4%	-	1 7%	-	-	1 3%	1 7%	-	2 6%	-	2 5%	2 8%	2 8%	-
4,500,000- 7,499,999 VND	5 10%	-	-	-	-	5 10%	2 6%	3 14%	1 4%	2 13%	2 14%	-	-	3 8%	2 14%	-	2 6%	3 17%	3 7%	3 12%	2 8%	3 11%
3,000,000- 4,499,999 VND	10 19%	-	-	-	-	10 19%	7 23%	3 14%	2 9%	4 27%	4 29%	-	-	6 16%	4 29%	-	8 24%	2 11%	8 19%	6 24%	4 16%	6 22%
1,500,000- 2,999,999 VND	11 21%	-	-	-	-	11 21%	7 23%	4 19%	4 17%	3 20%	4 29%	-	-	7 18%	4 29%	-	8 24%	3 17%	10 23%	5 20%	4 16%	7 26%
1- 1,499,999 VND	11 21%	-	-	-	-	11 21%	3 10%	8 38%	6 26%	4 27%	1 7%	-	-	10 26%	1 7%	-	7 21%	4 22%	9 21%	4 16%	5 20%	6 22%
No income/ expenditure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't Know/NA	3 6%	-	-	-	-	3 6%	3 10%	-	2 9%	-	1 7%	-	-	2 5%	1 7%	-	2 6%	1 6%	2 5%	1 4%	1 4%	2 7%
Sigma	52 100%	-	-	-	-	52 100%	31 100%	21 100%	23 100%	15 100%	14 100%	-	-	38 100%	14 100%	-	34 100%	18 100%	43 100%	25 100%	25 100%	27 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q4025. SOCIO ECONOMIC CLASSIFICATION

28 Aug 2015  
Table 598

Base: All Vietnam Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	50*	**	**	**	**	50*	29**	21**	22**	15**	13**	**	**	37*	13**	**	32*	18**	42*	24**	25**	25**
Class A5 (150,000,000+)	5 10%	-	-	-	-	5 10%	3 10%	2 10%	2 9%	2 13%	1 8%	-	-	4 11%	1 8%	-	3 9%	2 11%	4 10%	2 8%	3 12%	2 8%
Class A4 (75,000,000 - 149,999,999)	3 6%	-	-	-	-	3 6%	2 7%	1 5%	2 9%	-	1 8%	-	-	2 5%	1 8%	-	1 3%	2 11%	3 7%	2 8%	3 12%	-
Class A3 (45,000,000 - 74,999,999)	2 4%	-	-	-	-	2 4%	2 7%	-	1 5%	-	1 8%	-	-	1 3%	1 8%	-	2 6%	-	2 5%	1 4%	1 4%	1 4%
Class A2 (30,000,000 - 44,999,999)	4 8%	-	-	-	-	4 8%	2 7%	2 10%	-	3 20%	1 8%	-	-	3 8%	1 8%	-	2 6%	2 11%	2 5%	2 8%	1 4%	3 12%
Class A1 (15,000,000 - 29,999,999)	14 28%	-	-	-	-	14 28%	8 28%	6 29%	5 23%	4 27%	5 38%	-	-	9 24%	5 38%	-	11 34%	3 17%	12 29%	9 38%	7 28%	7 28%
Class B (7,500,000 - 14,999,999)	18 36%	-	-	-	-	18 36%	9 31%	9 43%	10 45%	6 40%	2 15%	-	-	16 43%	2 15%	-	11 34%	7 39%	16 38%	6 25%	9 36%	9 36%
Class C (4,500,000 - 7,499,999)	3 6%	-	-	-	-	3 6%	2 7%	1 5%	1 5%	-	2 15%	-	-	1 3%	2 15%	-	2 6%	1 6%	2 5%	1 4%	-	3 12%
Class D (3,000,000 - 4,499,000)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Class E (1,500,000 - 2,999,999)	1 2%	-	-	-	-	1 2%	1 3%	-	1 5%	-	-	-	-	1 3%	-	-	-	1 6%	1 2%	1 4%	1 4%	-
Class F (1 - 1,499,999)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	50 100%	-	-	-	-	50 100%	29 100%	21 100%	22 100%	15 100%	13 100%	-	-	37 100%	13 100%	-	32 100%	18 100%	42 100%	24 100%	25 100%	25 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q4027. In what region do you live?

28 Aug 2015  
Table 599

Base: All Vietnam Respondents

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi-straits	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer-cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	52*	-**	-**	-**	-**	52*	31*	21**	23**	15**	14**	-**	-**	38*	14**	-**	34*	18**	43*	25**	25**	27**
North East	6 12%	-	-	-	-	6 12%	2 6%	4 19%	4 17%	2 13%	-	-	-	6 16%	-	-	4 12%	2 11%	5 12%	2 8%	2 8%	4 15%
Red River Delta	15 29%	-	-	-	-	15 29%	9 29%	6 29%	6 26%	5 33%	4 29%	-	-	11 29%	4 29%	-	9 26%	6 33%	13 30%	8 32%	10 40%	5 19%
North Central Coast	3 6%	-	-	-	-	3 6%	2 6%	1 5%	1 4%	-	2 14%	-	-	1 3%	2 14%	-	2 6%	1 6%	3 7%	-	1 4%	2 7%
South Central Coast	3 6%	-	-	-	-	3 6%	1 3%	2 10%	3 13%	-	-	-	-	3 8%	-	-	3 9%	-	3 7%	1 4%	2 8%	1 4%
Central Highlands	2 4%	-	-	-	-	2 4%	-	2 10%	2 9%	-	-	-	-	2 5%	-	-	2 6%	-	2 5%	-	-	2 7%
South East	14 27%	-	-	-	-	14 27%	10 32%	4 19%	4 17%	5 33%	5 36%	-	-	9 24%	5 36%	-	7 21%	7 39%	10 23%	9 36%	7 28%	7 26%
Mekong River Delta	8 15%	-	-	-	-	8 15%	6 19%	2 10%	3 13%	2 13%	3 21%	-	-	5 13%	3 21%	-	6 18%	2 11%	6 14%	4 16%	3 12%	5 19%
North West	1 2%	-	-	-	-	1 2%	1 3%	-	-	1 7%	-	-	-	1 3%	-	-	1 3%	-	1 2%	1 4%	-	1 4%
Sigma	52 100%	-	-	-	-	52 100%	31 100%	21 100%	23 100%	15 100%	14 100%	-	-	38 100%	14 100%	-	34 100%	18 100%	43 100%	25 100%	25 100%	27 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q4030. What is your highest educational attainment?

28 Aug 2015  
Table 600

Base: All Philippines Respondents

	Total Regi- strants  (A)	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	102	-**	-**	-**	-**	102	44*	58*	18**	41*	38*	4**	1**	59*	38*	5**	67*	35*	53*	83*	31*	71*
No schooling	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some elementary	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Complete elementary	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some high school	1 1%	-	-	-	-	1 1%	2%	-	-	-	1 3%	-	-	-	1 3%	-	-	1 3%	1 2%	-	1 3%	-
Completed high school	4 4%	-	-	-	-	4 4%	-	4 7%	2 11%	1 2%	1 3%	-	-	3 5%	1 3%	-	2 3%	2 6%	1 2%	2 2%	2 6%	2 3%
Some vocational	1 1%	-	-	-	-	1 1%	-	1 2%	-	1 2%	-	-	-	1 2%	-	-	1 1%	-	-	1 1%	-	1 1%
Completed Vocational	4 4%	-	-	-	-	4 4%	2 5%	2 3%	2 11%	1 2%	1 3%	-	-	3 5%	1 3%	-	1 1%	3 9%	3 6%	4 5%	1 3%	3 4%
Some college	13 13%	-	-	-	-	13 13%	6 14%	7 12%	3 17%	4 10%	6 16%	-	-	7 12%	6 16%	-	8 12%	5 14%	6 11%	11 13%	3 10%	10 14%
Completed college/ Has degree	59 58%	-	-	-	-	59 58%	22 50%	37 64%	10 56%	23 56%	23 61%	3 75%	-	33 56%	23 61%	3 60%	40 60%	19 54%	33 62%	48 58%	17 55%	42 59%
Some post graduate degree	12 12%	-	-	-	-	12 12%	8 18%	4 7%	1 6%	7 17%	3 8%	1 25%	-	8 14%	3 8%	1 20%	8 12%	4 11%	5 9%	10 12%	3 10%	9 13%
Completed post graduate degree	8 8%	-	-	-	-	8 8%	5 11%	3 5%	-	4 10%	3 8%	-	1 100%	4 7%	3 8%	1 20%	7 10%	1 3%	4 8%	7 8%	4 13%	4 6%
Not know/Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	102 100%	-	-	-	-	102 100%	44 100%	58 100%	18 100%	41 100%	38 100%	4 100%	1 100%	59 100%	38 100%	5 100%	67 100%	35 100%	53 100%	83 100%	31 100%	71 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q4035. At the present time, what is your occupation?

28 Aug 2015  
Table 601

Base: All Philippines Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	102	**	**	**	**	102	44*	58*	18**	41*	38*	4**	1**	59*	38*	5**	67*	35*	53*	83*	31*	71*
Professional, technical and kindred workers	51 50%	-	-	-	-	51 50%	25 57%	26 45%	7 39%	21 51%	21 55%	2 50%	-	28 47%	21 55%	2 40%	33 49%	18 51%	27 51%	44 53%	18 58%	33 46%
Farmers and farm managers	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Manager, officials and proprietors except farm	4 4%	-	-	-	-	4 4%	3 7%	1 2%	-	2 5%	1 3%	1 25%	-	2 3%	1 3%	1 20%	4 6%	-	2 4%	4 5%	1 3%	3 4%
Clerical and kindred workers	13 13%	-	-	-	-	13 13%	4 9%	9 16%	2 11%	5 12%	6 16%	-	-	7 12%	6 16%	-	7 10%	6 17%	7 13%	10 12%	5 16%	8 11%
Sales workers	3 3%	-	-	-	-	3 3%	2 5%	1 2%	-	1 2%	2 5%	-	-	1 2%	2 5%	-	3 4%	-	2 4%	2 2%	-	3 4%
Craftsmen, foremen and kindred workers	2 2%	-	-	-	-	2 2%	2 5%	-	-	-	2 5%	-	-	-	2 5%	-	1 1%	1 3%	1 2%	2 2%	-	2 3%
Service workers except private household workers	1 1%	-	-	-	-	1 1%	1 2%	-	-	-	1 3%	-	-	-	1 3%	-	1 1%	-	1 2%	1 1%	-	1 1%
Private household workers	1 1%	-	-	-	-	1 1%	-	1 2%	-	1 2%	-	-	-	1 2%	-	-	1 1%	-	1 2%	-	-	1 1%
Laborers	1 1%	-	-	-	-	1 1%	-	1 2%	-	1 2%	-	-	-	1 2%	-	-	1 1%	-	-	-	1 3%	-
Not gainfully employed	1 1%	-	-	-	-	1 1%	1 2%	-	1 6%	-	-	-	-	1 2%	-	-	-	1 3%	1 2%	1 1%	1 3%	-
Housewife	6 6%	-	-	-	-	6 6%	-	6 10% G	-	2 5%	4 11%	-	-	2 3%	4 11%	-	3 4%	3 9%	3 6%	4 5%	3 10%	3 4%
Student	4 4%	-	-	-	-	4 4%	2 5%	2 3%	4 22%	-	-	-	-	4 7%	-	-	3 4%	1 3%	2 4%	3 4%	1 3%	3 4%
Refused	4 4%	-	-	-	-	4 4%	1 2%	3 5%	1 6%	2 5%	1 3%	-	-	3 5%	1 3%	-	3 4%	1 3%	2 4%	4 5%	-	4 6%
Pensioner	1 1%	-	-	-	-	1 1%	-	1 2%	-	-	-	-	1 100%	-	-	1 20%	1 1%	-	-	1 1%	-	1 1%
Others	10 10%	-	-	-	-	10 10%	3 7%	7 12%	3 17%	6 15% K	-	1 25%	-	9 15% O	-	1 20%	6 9%	4 11%	4 8%	7 8%	1 3%	9 13%
Sigma	102 100%	-	-	-	-	102 100%	44 100%	58 100%	18 100%	41 100%	38 100%	4 100%	1 100%	59 100%	38 100%	5 100%	67 100%	35 100%	53 100%	83 100%	31 100%	71 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
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

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	102	-**	-**	-**	-**	102	44*	58*	18**	41*	38*	4**	1**	59*	38*	5**	67*	35*	53*	83*	31*	71*
National Capital Region	34 33%	-	-	-	-	34 33%	15 34%	19 33%	4 22%	13 32%	15 39%	1 25%	1 100%	17 29%	15 39%	2 40%	24 36%	10 29%	17 32%	24 29%	12 39%	22 31%
Cordillera Administrative Region	1 1%	-	-	-	-	1 1%	1 2%	-	-	1 2%	-	-	-	1 2%	-	-	-	1 3%	-	1 1%	-	1 1%
Ilocos (Region I)	2 2%	-	-	-	-	2 2%	-	2 3%	1 6%	-	-	1 25%	-	1 2%	-	1 20%	-	2 6%	1 2%	2 2%	-	2 3%
Cagayan Valley (Region II)	2 2%	-	-	-	-	2 2%	-	2 3%	-	2 5%	-	-	-	2 3%	-	-	1 1%	1 3%	-	2 2%	1 3%	1 1%
Central Luzon (Region III)	7 7%	-	-	-	-	7 7%	4 9%	3 5%	1 6%	2 5%	4 11%	-	-	3 5%	4 11%	-	5 7%	2 6%	5 9%	6 7%	3 10%	4 6%
Southern Tagalog (Region IV)	25 25%	-	-	-	-	25 25%	9 20%	16 28%	4 22%	9 22%	11 29%	1 25%	-	13 22%	11 29%	1 20%	17 25%	8 23%	12 23%	22 27%	4 13%	21 30%
Bicol (Region V)	6 6%	-	-	-	-	6 6%	2 5%	4 7%	1 6%	3 7%	1 3%	1 25%	-	4 7%	1 3%	1 20%	4 6%	2 6%	2 4%	5 6%	1 3%	5 7%
Western Visayas (Region VI)	1 1%	-	-	-	-	1 1%	1 2%	-	-	-	1 3%	-	-	-	1 3%	-	1 1%	-	1 2%	1 1%	-	1 1%
Central Visayas (Region VII)	13 13%	-	-	-	-	13 13%	5 11%	8 14%	4 22%	6 15%	3 8%	-	-	10 17%	3 8%	-	10 15%	3 9%	8 15%	11 13%	6 19%	7 10%
Eastern Visayas (Region VIII)	1 1%	-	-	-	-	1 1%	-	1 2%	-	1 2%	-	-	-	1 2%	-	-	-	1 3%	1 2%	1 1%	-	1 1%
Western Mindanao (Region IX)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northern Mindanao (Region X)	5 5%	-	-	-	-	5 5%	4 9%	1 2%	2 11%	1 2%	2 5%	-	-	3 5%	2 5%	-	3 4%	2 6%	3 6%	4 5%	1 3%	4 6%
Southern Mindanao (Region XI)	4 4%	-	-	-	-	4 4%	3 7%	1 2%	1 6%	2 5%	1 3%	-	-	3 5%	1 3%	-	1 1%	3 9%	2 4%	3 4%	2 6%	2 3%
Central Mindanao (Region XII)	1 1%	-	-	-	-	1 1%	-	1 2%	-	1 2%	-	-	-	1 2%	-	-	1 1%	-	1 2%	1 1%	1 3%	-
Autonomous Region in Muslim Mindanao	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Caraga	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
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

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	102	-**	-**	-**	-**	102	44*	58*	18**	41*	38*	4**	1**	59*	38*	5**	67*	35*	53*	83*	31*	71*
Sigma	102 100%	-	-	-	-	102 100%	44 100%	58 100%	18 100%	41 100%	38 100%	4 100%	1 100%	59 100%	38 100%	5 100%	67 100%	35 100%	53 100%	83 100%	31 100%	71 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
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?

28 Aug 2015  
Table 603

Base: All Brazil Respondents And 21+ Years Of Age

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	163	**	163	**	**	**	99*	64*	26**	52*	66*	16**	3**	78*	66*	19**	132	31*	78*	131	65*	98*
Nenhum	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alfabetizacao	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fundamental incompleto - fundamental I (1a. serie a 3a. serie)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fundamental incompleto - fundamental II (4a. serie a 7a. serie)	2 1%	-	2 1%	-	-	-	1%	1 2%	-	-	1 2%	-	1 33%	-	1 2%	1 5%	1 1%	1 3%	-	2 2%	-	2 2%
Fundamental completo	2 1%	-	2 1%	-	-	-	-	2 3%	1 4%	-	1 2%	-	-	1 1%	1 2%	-	1 1%	1 3%	1 1%	1 1%	-	2 2%
Ensino Medio	48 29%	-	48 29%	-	-	-	29 29%	19 30%	11 42%	11 21%	18 27%	8 50%	-	22 28%	18 27%	8 42%	35 27%	13 42%	18 23%	35 27%	10 15%	38 39% U
Superior	80 49%	-	80 49%	-	-	-	44 44%	36 56%	13 50%	31 60%	30 45%	4 25%	2 67%	44 56%	30 45%	6 32%	68 52%	12 39%	44 56%	64 49%	36 55%	44 45%
Pos-graduacao (Mestrado, Doutorado ou Pos-doutorado)	31 19%	-	31 19%	-	-	-	25 25% H	6 9%	1 4%	10 19%	16 24%	4 25%	-	11 14%	16 24%	4 21%	27 20%	4 13%	15 19%	29 22%	19 29% V	12 12%
Sigma	163 100%	-	163 100%	-	-	-	99 100%	64 100%	26 100%	52 100%	66 100%	16 100%	3 100%	78 100%	66 100%	19 100%	132 100%	31 100%	78 100%	131 100%	65 100%	98 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base; \*\* 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?

Base: All Mexican Respondents And 21+ Years Of Age

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	101	101	-**	-**	-**	-**	66*	35*	15**	31*	47*	6**	2**	46*	47*	8**	79*	22**	46*	81*	36*	65*
No he estudiado	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Primaria incompleta	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Primaria completa	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Secundaria incompleta	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Secundaria completa	2 2%	2 2%	-	-	-	-	1 2%	1 3%	1 7%	-	1 2%	-	-	1 2%	1 2%	-	2 3%	-	1 2%	1 1%	1 3%	1 2%
Carrera comercial	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Carrera tecnica	1 1%	1 1%	-	-	-	-	-	1 3%	-	1 3%	-	-	-	1 2%	-	-	1 1%	-	1 2%	-	-	1 2%
Preparatoria incompleta	1 1%	1 1%	-	-	-	-	1 2%	-	-	-	-	1 17%	-	-	-	1 13%	1 1%	-	-	1 1%	-	1 2%
Preparatoria completa	5 5%	5 5%	-	-	-	-	3 5%	2 6%	1 7%	-	3 6%	1 17%	-	1 2%	3 6%	1 13%	4 5%	1 5%	-	5 6%	2 6%	3 5%
Licenciatura incompleta	15 15%	15 15%	-	-	-	-	10 15%	5 14%	5 33%	4 13%	6 13%	-	-	9 20%	6 13%	-	10 13%	5 23%	7 15%	11 14%	6 17%	9 14%
Licenciatura completa	53 52%	53 52%	-	-	-	-	33 50%	20 57%	8 53%	18 58%	24 51%	3 50%	-	26 57%	24 51%	3 38%	43 54%	10 45%	20 43%	41 51%	14 39%	39 60% U
Diplomado/Maestria	22 22%	22 22%	-	-	-	-	16 24%	6 17%	-	7 23%	13 28%	-	2 100%	7 15%	13 28%	2 25%	16 20%	6 27%	15 33%	20 25%	12 33% V	10 15%
Doctorado	2 2%	2 2%	-	-	-	-	2 3%	-	-	1 3%	-	1 17%	-	1 2%	-	1 13%	2 3%	-	2 4%	2 2%	1 3%	1 2%
Sigma	101 100%	101 100%	-	-	-	-	66 100%	35 100%	15 100%	31 100%	47 100%	6 100%	2 100%	46 100%	47 100%	8 100%	79 100%	22 100%	46 100%	81 100%	36 100%	65 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base, \*\* 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?

28 Aug 2015  
Table 605

Base: All Chinese Respondents And 21+ Years Of Age

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	542	-**	-**	-**	-**	542	281	261	58*	237	229	13**	5**	295	229	18**	489	53*	372	349	247	295
High school or less	10 2%	-	-	-	-	10 2%	7 2%	3 1%	-	4 2%	5 2%	-	1 20%	4 1%	5 2%	1 6%	9 2%	1 2%	8 2% T	3 1%	3 1%	7 2%
College	101 19%	-	-	-	-	101 19%	53 19%	48 18%	13 22%	40 17%	39 17%	6 46%	3 60%	53 18%	39 17%	9 50%	85 17%	16 30% Q	73 20% T	49 14%	47 19%	54 18%
Bachelor degree	379 70%	-	-	-	-	379 70%	193 69%	186 71%	44 76%	164 69%	164 72%	6 46%	1 20%	208 71%	164 72%	7 39%	351 72% R	28 53%	260 70%	259 74%	175 71%	204 69%
Post graduate	52 10%	-	-	-	-	52 10%	28 10%	24 9%	1 2%	29 12% I	21 9%	1 8%	-	30 10%	21 9%	1 6%	44 9%	8 15%	31 8%	38 11%	22 9%	30 10%
Sigma	542 100%	-	-	-	-	542 100%	281 100%	261 100%	58 100%	237 100%	229 100%	13 100%	5 100%	295 100%	229 100%	18 100%	489 100%	53 100%	372 100%	349 100%	247 100%	295 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base; \*\* 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?

Base: All Turkey Respondents

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	50*	**	**	50*	**	**	35*	15**	13**	15**	20**	2**	**	28**	20**	2**	43*	7**	22**	41*	19**	31*
Primary education	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Middle school or junior high school	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High school	10 20%	-	-	10 20%	-	-	7 20%	3 20%	3 23%	1 7%	6 30%	-	-	4 14%	6 30%	-	9 21%	1 14%	5 23%	8 20%	5 26%	5 16%
University	33 66%	-	-	33 66%	-	-	24 69%	9 60%	8 62%	10 67%	13 65%	2 100%	-	18 64%	13 65%	2 100%	27 63%	6 86%	12 55%	27 66%	10 53%	23 74%
Masters degree or doctorate	7 14%	-	-	7 14%	-	-	4 11%	3 20%	2 15%	4 27%	1 5%	-	-	6 21%	1 5%	-	7 16%	-	5 23%	6 15%	4 21%	3 10%
No schooling completed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	50 100%	-	-	50 100%	-	-	35 100%	15 100%	13 100%	15 100%	20 100%	2 100%	-	28 100%	20 100%	2 100%	43 100%	7 100%	22 100%	41 100%	19 100%	31 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
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?

28 Aug 2015  
Table 607

Base: All Colombia Respondents

	Total Registrants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	125	**	125	**	**	**	86*	39*	13**	35*	58*	14**	5**	48*	58*	19**	92*	33*	58*	110	58*	67*
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pre-school	1 1%	-	1 1%	-	-	-	1 1%	-	-	1 3%	-	-	-	1 2%	-	-	-	1 3%	1 2%	1 1%	-	1 1%
Primary	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Secondary	5 4%	-	5 4%	-	-	-	2 2%	3 8%	1 8%	1 3%	1 2%	2 14%	-	2 4%	1 2%	2 11%	3 3%	2 6%	2 3%	4 4%	-	5 7% U
Technical/Technology	32 26%	-	32 26%	-	-	-	22 26%	10 26%	4 31%	9 26%	14 24%	4 29%	1 20%	13 27%	14 24%	5 26%	22 24%	10 30%	12 21%	30 27%	14 24%	18 27%
University	52 42%	-	52 42%	-	-	-	35 41%	17 44%	6 46%	17 49%	19 33%	6 43%	4 80%	23 48%	19 33%	10 53%	38 41%	14 42%	29 50% T	41 37%	20 34%	32 48%
Post Graduate	32 26%	-	32 26%	-	-	-	23 27%	9 23%	2 15%	5 14%	23 40% J	2 14%	-	7 15%	23 40% N	2 11%	26 28%	6 18%	14 24%	31 28%	22 38% V	10 15%
Other	3 2%	-	3 2%	-	-	-	3 3%	-	-	2 6%	1 2%	-	-	2 4%	1 2%	-	3 3%	-	-	3 3%	2 3%	1 1%
Sigma	125 100%	-	125 100%	-	-	-	86 100%	39 100%	13 100%	35 100%	58 100%	14 100%	5 100%	48 100%	58 100%	19 100%	92 100%	33 100%	58 100%	110 100%	58 100%	67 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
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?

28 Aug 2015  
Table 608

Base: All Indonesia Respondents

	Total Regi- strants	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	101	-**	-**	-**	-**	101	69*	32*	13**	42*	45*	1**	-**	55*	45*	1**	73*	28**	74*	79*	41*	60*
No schooling	1 1%	-	-	-	-	1 1%	1%	-	-	-	1 2%	-	-	-	1 2%	-	1%	-	1 1%	-	1 2%	-
Some elementary school	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Elementary school	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Junior high school	1 1%	-	-	-	-	1 1%	-	1 3%	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	1 1%	1 1%	1 2%	-
High school or higher	99 98%	-	-	-	-	99 98%	68 99%	31 97%	13 100%	42 100%	43 96%	1 100%	-	55 100%	43 96%	1 100%	71 97%	28 100%	72 97%	78 99%	39 95%	60 100%
Sigma	101 100%	-	-	-	-	101 100%	69 100%	32 100%	13 100%	42 100%	45 100%	1 100%	-	55 100%	45 100%	1 100%	73 100%	28 100%	74 100%	79 100%	41 100%	60 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
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?

28 Aug 2015  
Table 609

Base: All Japan Respondents

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	176	-**	-**	-**	-**	176	127	49*	8**	30*	89*	34*	15**	38*	89*	49*	133	43*	106	91*	40*	136
Less than high school	4 2%	-	-	-	-	4 2%	3 2%	1 2%	2 25%	1 3%	1 1%	-	-	3 8% OP	1 1%	-	4 3%	-	4 4%	1 1%	1 3%	3 2%
High school degree	47 27%	-	-	-	-	47 27%	34 27%	13 27%	2 25%	10 33%	22 25%	8 24%	5 33%	12 32%	22 25%	13 27%	35 26%	12 28%	31 29%	20 22%	7 18%	40 29%
Junior College degree	17 10%	-	-	-	-	17 10%	7 6%	10 20% G	-	2 7%	12 13%	2 6%	1 7%	2 5%	12 13%	3 6%	12 9%	5 12%	13 12%	6 7%	5 13%	12 9%
BA or University degree	108 61%	-	-	-	-	108 61%	83 65%	25 51%	4 50%	17 57%	54 61%	24 71%	9 60%	21 55%	54 61%	33 67%	82 62%	26 60%	58 55%	64 70% S	27 68%	81 60%
Sigma	176 100%	-	-	-	-	176 100%	127 100%	49 100%	8 100%	30 100%	89 100%	34 100%	15 100%	38 100%	89 100%	49 100%	133 100%	43 100%	106 100%	91 100%	40 100%	136 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



QPLED. What is the highest level of education you have completed or the highest degree you have received?

28 Aug 2015  
Table 610

Base: All Poland Respondents

	Domain registration role																Purpose registered domain name		Registered duplicate domain names			
	Region						Gender		Age					Age			Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
	Total Regi- straits	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+						
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	53*	-**	-**	53*	-**	-**	26**	27**	8**	14**	23**	8**	-**	22**	23**	8**	39*	14**	28**	33*	19**	34*
Incomplete primary or no school education	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Primary	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Basic vocational	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Secondary	14 26%	-	-	14 26%	-	-	10 38%	4 15%	2 25%	-	6 26%	6 75%	-	2 9%	6 26%	6 75%	11 28%	3 21%	7 25%	10 30%	5 26%	9 26%
Post-secondary	7 13%	-	-	7 13%	-	-	4 15%	3 11%	2 25%	3 21%	1 4%	1 13%	-	5 23%	1 4%	1 13%	5 13%	2 14%	4 14%	4 12%	5 26%	2 6%
Tertiary	32 60%	-	-	32 60%	-	-	12 46%	20 74%	4 50%	11 79%	16 70%	1 13%	-	15 68%	16 70%	1 13%	23 59%	9 64%	17 61%	19 58%	9 47%	23 68%
Sigma	53 100%	-	-	53 100%	-	-	26 100%	27 100%	8 100%	14 100%	23 100%	8 100%	-	22 100%	23 100%	8 100%	39 100%	14 100%	28 100%	33 100%	19 100%	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  
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

	Geography and Demographics																Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	Region					Gender		Age					Age			Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+						
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	130	**	**	**	**	130	83*	47*	11**	53*	55*	10**	1**	64*	55*	11**	108	22**	90*	89*	63*	67*
Incomplete secondary and lower	2 2%	-	-	-	-	2 2%	2 2%	-	-	1 2%	1 2%	-	-	1 2%	1 2%	-	2 2%	-	2 2%	1 1%	1 2%	1 1%
Secondary general	5 4%	-	-	-	-	5 4%	4 5%	1 2%	3 27%	1 2%	1 2%	-	-	4 6%	1 2%	-	3 3%	2 9%	4 4%	2 2%	4 6%	1 1%
Secondary special	18 14%	-	-	-	-	18 14%	8 10%	10 21%	3 27%	8 15%	6 11%	1 10%	-	11 17%	6 11%	1 9%	15 14%	3 14%	11 12%	12 13%	9 14%	9 13%
Incomplete higher	10 8%	-	-	-	-	10 8%	10 12% H	-	1 9%	5 9%	3 5%	1 10%	-	6 9%	3 5%	1 9%	10 9%	-	7 8%	7 8%	5 8%	5 7%
Higher (including postgraduate)	95 73%	-	-	-	-	95 73%	59 71%	36 77%	4 36%	38 72%	44 80%	8 80%	1 100%	42 66%	44 80%	9 82%	78 72%	17 77%	66 73%	67 75%	44 70%	51 76%
Sigma	130 100%	-	-	-	-	130 100%	83 100%	47 100%	11 100%	53 100%	55 100%	10 100%	1 100%	64 100%	55 100%	11 100%	108 100%	22 100%	90 100%	89 100%	63 100%	67 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
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?

28 Aug 2015  
Table 612

Base: All South Korea Respondents

	Region					Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names		
	Total Regi- strants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	101	-**	-**	-**	-**	101	66*	35*	12**	26**	56*	7**	-**	38*	56*	7**	88*	13**	66*	65*	48*	53*
Less than high school	1% 1	-	-	-	-	1% 1	2% 2	-	-	-	2% 2	-	-	-	2% 2	-	1% 1	-	2% 2	2% 2	-	2% 2
High school graduate	15% 15	-	-	-	-	15% 15	17% 11	11% 4	50% 6	12% 3	9% 5	14% 1	-	24% 9	9% 5	14% 1	11% 10	38% 5	20% 13	9% 6	17% 8	13% 7
College/University graduate	76% 76	-	-	-	-	76% 76	71% 47	83% 29	42% 5	85% 22	80% 45	57% 4	-	71% 27	80% 45	57% 4	77% 68	62% 8	71% 47	80% 52	73% 35	77% 41
Post graduate degree	9% 9	-	-	-	-	9% 9	11% 7	6% 2	8% 1	4% 1	9% 5	29% 2	-	5% 2	9% 5	29% 2	10% 9	-	8% 5	9% 6	10% 5	8% 4
Sigma	101% 101	-	-	-	-	101% 101	100% 66	100% 35	100% 12	100% 26	100% 56	100% 7	-	100% 38	100% 56	100% 7	100% 88	100% 13	100% 66	100% 65	100% 48	100% 53

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

QCININC. Which of the following income categories best describes your total monthly household income before taxes?

Base: All Chinese Respondents

																	Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Regi- strants	Region					Gender		Age					Age			Primary decision maker	Shared decision maker	Consumer	Commer- cial	Yes	No
		North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+						
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	550	-**	-**	-**	-**	550	284	266	66*	237	229	13**	5**	303	229	18**	496	54*	378	356	252	298
Less than 1000 RMB	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1001-2000 RMB	3 1%	-	-	-	-	3 1%	2 1%	1 *	1 2%	1 *	1 *	-	-	2 1%	1 *	-	2 *	1 2%	-	3 1%	1 *	2 1%
2001-3000 RMB	9 2%	-	-	-	-	9 2%	5 2%	4 2%	1 2%	3 1%	5 2%	-	-	4 1%	5 2%	-	8 2%	1 2%	6 2%	4 1%	3 1%	6 2%
3001-4000 RMB	14 3%	-	-	-	-	14 3%	8 3%	6 2%	3 5% K	9 4% K	1 *	1 8%	-	12 4% O	1 *	1 6%	12 2%	2 4%	3 1%	13 4% S	5 2%	9 3%
4001-6000 RMB	62 11%	-	-	-	-	62 11%	23 8%	39 15% G	11 17% J	17 7%	33 14% J	1 8%	-	28 9%	33 14%	1 6%	56 11%	6 11%	50 13%	40 11%	38 15% V	24 8%
6001-10,000 RMB	182 33%	-	-	-	-	182 33%	94 33%	88 33%	27 41%	77 32%	71 31%	3 23%	4 80%	104 34%	71 31%	7 39%	168 34%	14 26%	127 34%	106 30%	82 33%	100 34%
Over 10,000 RMB	266 48%	-	-	-	-	266 48%	149 52% H	117 44%	21 32%	127 54% I	109 48% I	8 62%	1 20%	148 49%	109 48%	9 50%	239 48%	27 50%	181 48%	184 52%	120 48%	146 49%
Decline to answer	14 3%	-	-	-	-	14 3%	3 1%	11 4% G	2 3%	3 1%	9 4%	-	-	5 2%	9 4%	-	11 2%	3 6%	11 3%	6 2%	3 1%	11 4%
Sigma	550 100%	-	-	-	-	550 100%	284 100%	266 100%	66 100%	237 100%	229 100%	13 100%	5 100%	303 100%	229 100%	18 100%	496 100%	54 100%	378 100%	356 100%	252 100%	298 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

	Region						Gender		Age					Age			Domain registration role		Purpose registered domain name		Registered duplicate domain names	
	Total Registrants	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commercial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total Registrants	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Region																						
North America	473 14% CDEF	473 100% ACDEF	-	-	-	-	310 15%	163 13%	40 9%	96 9%	201 14% IJ	82 28% IJK	54 43% IJKL	136 9%	201 14% N	136 32% NO	387 15%	86 12%	258 14%	392 16% S	218 16% V	255 13%
South America	400 12% BDEF	-	400 100% ABDEF	-	-	-	256 12%	144 11%	62 14% J	108 10%	180 12%	38 13%	12 10%	170 11%	180 12%	50 12%	302 11%	98 14%	200 11%	328 13% S	162 12%	238 12%
Europe	533 16% BCEF	-	-	533 100% ABCEF	-	-	328 16%	205 16%	64 15%	120 11%	251 17% J	68 23% IJK	30 24% IJKL	184 12%	251 17% N	98 23% NO	430 16%	103 14%	282 15%	359 14%	224 17%	309 15%
Africa	414 12% BCDF	-	-	-	414 100% ABCDF	-	326 16% H	88 7%	62 14% KLM	176 17% KLM	149 10%	20 7%	7 6%	238 16% OP	149 10% P	27 6%	267 10%	147 20% Q	192 10%	348 14% S	128 10%	286 14% U
Asia	1537 46% BCDE	-	-	-	-	1537 100% ABCDE	876 42%	661 52% G	207 48% LM	554 53% KLM	664 46% LM	89 30% M	23 18%	761 51% OP	664 46% P	112 26%	1247 47% R	290 40%	956 51% T	1057 43%	600 45%	937 46%
Gender																						
Male	2096 62% F	310 66% F	256 64% F	328 62% ABCDF	326 79% ABCDF	876 57% F	2096 100% H	-	241 55%	656 62% I	882 61% I	219 74% IJK	98 78% IJKL	897 60%	882 61%	317 75% NO	1702 65% R	394 54%	1167 62%	1608 65% S	893 67% V	1203 59%
Female	1261 38% E	163 34% E	144 36% E	205 38% E	88 21% ABCE	661 43% ABCE	-	1261 100% G	194 45% JKLM	398 38% LM	563 39% LM	78 26%	28 22%	592 40% P	563 39% P	106 25%	931 35%	330 46% Q	721 38% T	876 35%	439 33%	822 41% U
Age																						
18-24	435 13% B	40 8%	62 16% B	64 12%	62 15% B	207 13% B	241 11%	194 15% G	435 100% JKLM	-	-	-	-	435 29% OP	-	-	289 11%	146 20% Q	257 14% T	289 12%	154 12%	281 14%
25-34	1054 31% BCD	96 20%	108 27% B	120 23% ABCDF	176 43% ABCDF	554 36% ABCD	656 31%	398 32%	-	1054 100% IKLM	-	-	-	1054 71% OP	-	-	827 31%	227 31%	628 33% T	774 31%	437 33%	617 30%
35-54	1445 43% E	201 42% E	180 45% E	251 47% AE	149 36% AE	664 43% E	882 42%	563 45%	-	-	1445 100% IJLM	-	-	-	1445 100% NP	-	1179 45% R	266 37%	797 42%	1115 45% S	597 45%	848 42%
55-64	297 9% EF	82 17% ACDEF	38 10% EF	68 13% AEF	20 5% AEF	89 6% AEF	219 10% H	78 6%	-	-	-	297 100% IJKM	-	-	-	297 70% NO	237 9%	60 8%	150 8%	219 9%	105 8%	192 9%
65+	126 4% EF	54 11% ACDEF	12 3% F	30 6% AEF	7 2% AEF	23 1% AEF	98 5% H	28 2%	-	-	-	-	126 100% IJKL	-	-	126 30% NO	101 4%	25 3%	56 3%	87 4%	39 3%	87 4% U
Age																						
18-34	1489 44% BD	136 29%	170 43% BD	184 35% ABCDF	238 57% ABCDF	761 50% ABCD	897 43%	592 47% G	435 100% KLM	1054 100% KLM	-	-	-	1489 100% OP	-	-	1116 42%	373 52% Q	885 47% T	1063 43%	591 44%	898 44%
35-54	1445 43% E	201 42% E	180 45% E	251 47% AE	149 36% AE	664 43% E	882 42%	563 45%	-	-	1445 100% IJLM	-	-	-	1445 100% NP	-	1179 45% R	266 37%	797 42%	1115 45% S	597 45%	848 42%
55+	423 13% EF	136 29% ACDEF	50 13% EF	98 18% ACEF	27 7% ACEF	112 7% ACEF	317 15% H	106 8%	-	-	-	297 100% IJK	126 100% IJK	-	-	423 100% NO	338 13%	85 12%	206 11%	306 12% S	144 11%	279 14% U
Domain registration role																						
Primary decision maker	2633 78% E	387 82% CE	302 76% E	430 81% E	267 64%	1247 81% ACE	1702 81% H	931 74%	289 66%	827 78% I	1179 82% I	237 80% I	101 80% I	1116 75%	1179 82% N	338 80% N	2633 100% R	-	1555 82% T	1926 78%	1099 83% V	1534 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 - U/V  
Overlap formulae used.

	Region						Gender		Age					Age			Domain registration rôle		Purpose registered domain name		Registered duplicate domain names	
	Total Regi-straunts	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	Primary decision maker	Shared decision maker	Consumer	Commer-cial	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total Registrants	3357	473	400	533	414	1537	2096	1261	435	1054	1445	297	126	1489	1445	423	2633	724	1888	2484	1332	2025
Shared decision maker	724 22% F	86 18%	98 25% BF	103 19% ABCD	147 36% F	290 19%	394 19%	330 26% G	146 34% JKLM	227 22%	266 18%	60 20%	25 20%	373 25% OP	266 18%	85 20%	-	724 100% Q	333 18%	558 22% S	233 17%	491 24% U
Purpose registered domain name																						
Consumer	1888 56% CE	258 55% E	200 50%	282 53% E	192 46% ABCDEF	956 62% E	1167 56%	721 57%	257 59% LM	628 60% KLM	797 55% M	150 51%	56 44%	885 59% OP	797 55% P	206 49%	1555 59% R	333 46%	1888 100% T	1039 42%	798 60% V	1090 54%
Commercial	2484 74% DF	392 83% ADF	328 82% ADF	359 67% ADF	348 84% ADF	1057 69%	1608 77% H	876 69%	289 66%	774 73% I	1115 77% IJM	219 74% I	87 69%	1063 71%	1115 77% NP	306 72%	1926 73%	558 77% Q	1039 55%	2484 100% S	1122 84% V	1362 67%
Registered duplicate domain names																						
Yes	1332 40% E	218 46% AEF	162 41% E	224 42% E	128 31% ABCDEF	600 39% E	893 43% H	439 35%	154 35%	437 41% IM	597 41% IM	105 35%	39 31%	591 40% P	597 41% P	144 34%	1099 42% R	233 32%	798 42%	1122 45% S	1332 100% V	-
No	2025 60% B	255 54%	238 60%	309 58%	286 69% ABCDEF	937 61% B	1203 57%	822 65% G	281 65% JK	617 59%	848 59%	192 65%	87 69% JK	898 60%	848 59%	279 66% NO	1534 58%	491 68% Q	1090 58% T	1362 55%	-	2025 100% U

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V  
Overlap formulae used.

Page Table Title

1	1	Q75. Sample source
2	2	Q616. COUNTRY
4	3	Q620. LANGUAGE
6	4	Q264. In which country or region do you currently reside?
8	5	Q268. Are you...?
9	6	Q280. Respondent Age.
10	7	Q605. Have you ever registered a domain name?
11	8	Q610. What was your role in the domain registration decision?
12	9	Q625. For which purpose did you register the domain name?
14	10	Q630. In what TLD(s) have you registered domain names?
19	11	Q635. How many domains have you registered?
20	12	Q640. Have you ever registered duplicate domain names?
21	13	Q655. COUNTRY QUOTAS
23	14	Q700. Which of the following domain name extensions, if any, have you heard of?
26	15	Q705. Which of the following domain name extensions have you personally visited when going to websites?
29	16	Q711. How likely are you to visit websites with the following domain name extensions in the next 6 months? SUMMARY TABLE OF TOP 2 BOX
32	17	Q711. How likely are you to visit websites with the following domain name extensions in the next 6 months? SUMMARY TABLE OF BOTTOM 2 BOX
35	18	Q711. How likely are you to visit websites with the following domain name extensions in the next 6 months? SUMMARY TABLE OF VERY/SOMEWHAT LIKELY FOR ALL DOMAIN NAMES
36	19	Q711_1. How likely are you to visit websites with the following domain name extensions in the next 6 months? 1. .biz
37	20	Q711_2. How likely are you to visit websites with the following domain name extensions in the next 6 months? 2. .com
38	21	Q711_3. How likely are you to visit websites with the following domain name extensions in the next 6 months? 3. .info
39	22	Q711_4. How likely are you to visit websites with the following domain name extensions in the next 6 months? 4. .mobi
40	23	Q711_5. How likely are you to visit websites with the following domain name extensions in the next 6 months? 5. .net
41	24	Q711_6. How likely are you to visit websites with the following domain name extensions in the next 6 months? 6. .org
42	25	Q711_7. How likely are you to visit websites with the following domain name extensions in the next 6 months? 7. .tel
43	26	Q711_8. How likely are you to visit websites with the following domain name extensions in the next 6 months? 8. .asia
44	27	Q711_9. How likely are you to visit websites with the following domain name extensions in the next 6 months? 9. .pro
45	28	Q711_10. How likely are you to visit websites with the following domain name extensions in the next 6 months? 10. .coop
46	29	Q711_11. How likely are you to visit websites with the following domain name extensions in the next 6 months? 11. .cn
47	30	Q711_12. How likely are you to visit websites with the following domain name extensions in the next 6 months? 12. .vn
48	31	Q711_13. How likely are you to visit websites with the following domain name extensions in the next 6 months? 13. .ph
49	32	Q711_14. How likely are you to visit websites with the following domain name extensions in the next 6 months? 14. .jp
50	33	Q711_15. How likely are you to visit websites with the following domain name extensions in the next 6 months? 15. .kr
51	34	Q711_16. How likely are you to visit websites with the following domain name extensions in the next 6 months? 16. .ru
52	35	Q711_17. How likely are you to visit websites with the following domain name extensions in the next 6 months? 17. .in
53	36	Q711_18. How likely are you to visit websites with the following domain name extensions in the next 6 months? 18. .id
54	37	Q711_19. How likely are you to visit websites with the following domain name extensions in the next 6 months? 19. .ng
55	38	Q711_20. How likely are you to visit websites with the following domain name extensions in the next 6 months? 20. .za

Page	Table	Title
56	39	Q711_21. How likely are you to visit websites with the following domain name extensions in the next 6 months? 21. .eg
57	40	Q711_22. How likely are you to visit websites with the following domain name extensions in the next 6 months? 22. .co
58	41	Q711_23. How likely are you to visit websites with the following domain name extensions in the next 6 months? 23. .ar
59	42	Q711_24. How likely are you to visit websites with the following domain name extensions in the next 6 months? 24. .br
60	43	Q711_25. How likely are you to visit websites with the following domain name extensions in the next 6 months? 25. .it
61	44	Q711_26. How likely are you to visit websites with the following domain name extensions in the next 6 months? 26. .tr
62	45	Q711_27. How likely are you to visit websites with the following domain name extensions in the next 6 months? 27. .es
63	46	Q711_28. How likely are you to visit websites with the following domain name extensions in the next 6 months? 28. .pl
64	47	Q711_29. How likely are you to visit websites with the following domain name extensions in the next 6 months? 29. .uk
65	48	Q711_30. How likely are you to visit websites with the following domain name extensions in the next 6 months? 30. .fr
66	49	Q711_31. How likely are you to visit websites with the following domain name extensions in the next 6 months? 31. .de
67	50	Q711_32. How likely are you to visit websites with the following domain name extensions in the next 6 months? 32. .us
68	51	Q711_33. How likely are you to visit websites with the following domain name extensions in the next 6 months? 33. .ca
69	52	Q711_34. How likely are you to visit websites with the following domain name extensions in the next 6 months? 34. .mx
70	53	Q716_1. Why are you very likely to visit a website with each of these extensions in the future? 1. .biz
72	54	Q716_2. Why are you very likely to visit a website with each of these extensions in the future? 2. .com
75	55	Q716_3. Why are you very likely to visit a website with each of these extensions in the future? 3. .info
77	56	Q716_4. Why are you very likely to visit a website with each of these extensions in the future? 4. .mobi
79	57	Q716_5. Why are you very likely to visit a website with each of these extensions in the future? 5. .net
81	58	Q716_6. Why are you very likely to visit a website with each of these extensions in the future? 6. .org
83	59	Q716_7. Why are you very likely to visit a website with each of these extensions in the future? 7. .tel
85	60	Q716_8. Why are you very likely to visit a website with each of these extensions in the future? 8. .asia
87	61	Q716_9. Why are you very likely to visit a website with each of these extensions in the future? 9. .pro
89	62	Q716_10. Why are you very likely to visit a website with each of these extensions in the future? 10. .coop
91	63	Q716_11. Why are you very likely to visit a website with each of these extensions in the future? 11. .cn
93	64	Q716_12. Why are you very likely to visit a website with each of these extensions in the future? 12. .vn
94	65	Q716_13. Why are you very likely to visit a website with each of these extensions in the future? 13. .ph
95	66	Q716_14. Why are you very likely to visit a website with each of these extensions in the future? 14. .jp
96	67	Q716_15. Why are you very likely to visit a website with each of these extensions in the future? 15. .kr
97	68	Q716_16. Why are you very likely to visit a website with each of these extensions in the future? 16. .ru
98	69	Q716_17. Why are you very likely to visit a website with each of these extensions in the future? 17. .in
99	70	Q716_18. Why are you very likely to visit a website with each of these extensions in the future? 18. .id



Page	Table	Title
100	71	Q716_19. Why are you very likely to visit a website with each of these extensions in the future? 19. .ng
101	72	Q716_20. Why are you very likely to visit a website with each of these extensions in the future? 20. .za
102	73	Q716_21. Why are you very likely to visit a website with each of these extensions in the future? 21. .eg
103	74	Q716_22. Why are you very likely to visit a website with each of these extensions in the future? 22. .co
104	75	Q716_23. Why are you very likely to visit a website with each of these extensions in the future? 23. .ar
105	76	Q716_24. Why are you very likely to visit a website with each of these extensions in the future? 24. .br
106	77	Q716_25. Why are you very likely to visit a website with each of these extensions in the future? 25. .it
107	78	Q716_26. Why are you very likely to visit a website with each of these extensions in the future? 26. .tr
108	79	Q716_27. Why are you very likely to visit a website with each of these extensions in the future? 27. .es
109	80	Q716_28. Why are you very likely to visit a website with each of these extensions in the future? 28. .pl
110	81	Q716_29. Why are you very likely to visit a website with each of these extensions in the future? 29. .uk
111	82	Q716_30. Why are you very likely to visit a website with each of these extensions in the future? 30. .fr
112	83	Q716_31. Why are you very likely to visit a website with each of these extensions in the future? 31. .de
113	84	Q716_32. Why are you very likely to visit a website with each of these extensions in the future? 32. .us
114	85	Q716_33. Why are you very likely to visit a website with each of these extensions in the future? 33. .ca
116	86	Q716_34. Why are you very likely to visit a website with each of these extensions in the future? 34. .mx
117	87	Q718_1. Why are you very unlikely to visit a website with each of these extensions in the future? 1. .biz
119	88	Q718_2. Why are you very unlikely to visit a website with each of these extensions in the future? 2. .com
120	89	Q718_3. Why are you very unlikely to visit a website with each of these extensions in the future? 3. .info
121	90	Q718_4. Why are you very unlikely to visit a website with each of these extensions in the future? 4. .mobi
122	91	Q718_5. Why are you very unlikely to visit a website with each of these extensions in the future? 5. .net
124	92	Q718_6. Why are you very unlikely to visit a website with each of these extensions in the future? 6. .org
126	93	Q718_7. Why are you very unlikely to visit a website with each of these extensions in the future? 7. .tel
127	94	Q718_8. Why are you very unlikely to visit a website with each of these extensions in the future? 8. .asia
128	95	Q718_9. Why are you very unlikely to visit a website with each of these extensions in the future? 9. .pro
130	96	Q718_10. Why are you very unlikely to visit a website with each of these extensions in the future? 10. .coop
131	97	Q718_11. Why are you very unlikely to visit a website with each of these extensions in the future? 11. .cn
132	99	Q718_13. Why are you very unlikely to visit a website with each of these extensions in the future? 13. .ph
133	100	Q718_14. Why are you very unlikely to visit a website with each of these extensions in the future? 14. .jp
134	101	Q718_15. Why are you very unlikely to visit a website with each of these extensions in the future? 15. .kr
135	102	Q718_16. Why are you very unlikely to visit a website with each of these extensions in the future? 16. .ru
136	103	Q718_17. Why are you very unlikely to visit a website with each of these extensions in the future? 17. .in

	Page	Table	Title
137	104	Q718_18.	Why are you very unlikely to visit a website with each of these extensions in the future? .id
138	105	Q718_19.	Why are you very unlikely to visit a website with each of these extensions in the future? .ng
139	106	Q718_20.	Why are you very unlikely to visit a website with each of these extensions in the future? .za
140	107	Q718_21.	Why are you very unlikely to visit a website with each of these extensions in the future? .eg
141	108	Q718_22.	Why are you very unlikely to visit a website with each of these extensions in the future? .co
142	109	Q718_23.	Why are you very unlikely to visit a website with each of these extensions in the future? .ar
143	110	Q718_24.	Why are you very unlikely to visit a website with each of these extensions in the future? .br
144	111	Q718_25.	Why are you very unlikely to visit a website with each of these extensions in the future? .it
145	112	Q718_26.	Why are you very unlikely to visit a website with each of these extensions in the future? .tr
146	113	Q718_27.	Why are you very unlikely to visit a website with each of these extensions in the future? .es
147	114	Q718_28.	Why are you very unlikely to visit a website with each of these extensions in the future? .pl
148	115	Q718_29.	Why are you very unlikely to visit a website with each of these extensions in the future? .uk
149	116	Q718_30.	Why are you very unlikely to visit a website with each of these extensions in the future? .fr
150	117	Q718_31.	Why are you very unlikely to visit a website with each of these extensions in the future? .de
151	118	Q718_32.	Why are you very unlikely to visit a website with each of these extensions in the future? .us
152	119	Q718_33.	Why are you very unlikely to visit a website with each of these extensions in the future? .ca
153	120	Q718_34.	Why are you very unlikely to visit a website with each of these extensions in the future? .mx
154	121	Q721.	If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? SUMMARY TABLE OF TOP 2 BOX
157	122	Q721.	If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? SUMMARY TABLE OF BOTTOM 2 BOX
160	123	Q721.	If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? SUMMARY TABLE OF VERY/SOMEWHAT LIKELY FOR ALL DOMAIN NAMES
161	124	Q721_1.	If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? .biz
162	125	Q721_2.	If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? .com
163	126	Q721_3.	If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? .info
164	127	Q721_4.	If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? .mobi
165	128	Q721_5.	If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? .net
166	129	Q721_6.	If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? .org
167	130	Q721_7.	If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? .tel
168	131	Q721_8.	If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? .asia
169	132	Q721_9.	If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? .pro
170	133	Q721_10.	If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? .coop
171	134	Q721_11.	If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? .cn
172	135	Q721_12.	If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? .vn

Page	Table	Title
173	136	Q721_13. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 13. .ph
174	137	Q721_14. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 14. .jp
175	138	Q721_15. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 15. .kr
176	139	Q721_16. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 16. .ru
177	140	Q721_17. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 17. .in
178	141	Q721_18. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 18. .id
179	142	Q721_19. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 19. .ng
180	143	Q721_20. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 20. .za
181	144	Q721_21. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 21. .eg
182	145	Q721_22. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 22. .co
183	146	Q721_23. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 23. .ar
184	147	Q721_24. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 24. .br
185	148	Q721_25. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 25. .it
186	149	Q721_26. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 26. .tr
187	150	Q721_27. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 27. .es
188	151	Q721_28. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 28. .pl
189	152	Q721_29. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 29. .uk
190	153	Q721_30. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 30. .fr
191	154	Q721_31. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 31. .de
192	155	Q721_32. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 32. .us
193	156	Q721_33. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 33. .ca
194	157	Q721_34. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 34. .mx
195	158	Q726. Please rate the following domain name extensions by how trustworthy you feel they are. SUMMARY TABLE OF TOP 2 BOX
197	159	Q726. Please rate the following domain name extensions by how trustworthy you feel they are. SUMMARY TABLE OF BOTTOM 2 BOX
199	160	Q726_1. Please rate the following domain name extensions by how trustworthy you feel they are. 1. .com
200	161	Q726_2. Please rate the following domain name extensions by how trustworthy you feel they are. 2. .net
201	162	Q726_3. Please rate the following domain name extensions by how trustworthy you feel they are. 3. .info
202	163	Q726_4. Please rate the following domain name extensions by how trustworthy you feel they are. 4. .org
203	164	Q726_5. Please rate the following domain name extensions by how trustworthy you feel they are. 5. .cn
204	165	Q726_6. Please rate the following domain name extensions by how trustworthy you feel they are. 6. .vn
205	166	Q726_7. Please rate the following domain name extensions by how trustworthy you feel they are. 7. .ph
206	167	Q726_8. Please rate the following domain name extensions by how trustworthy you feel they are. 8. .jp

Page	Table	Title
207	168	Q726_9. Please rate the following domain name extensions by how trustworthy you feel they are. 9. .kr
208	169	Q726_10. Please rate the following domain name extensions by how trustworthy you feel they are. 10. .ru
209	170	Q726_11. Please rate the following domain name extensions by how trustworthy you feel they are. 11. .in
210	171	Q726_12. Please rate the following domain name extensions by how trustworthy you feel they are. 12. .id
211	172	Q726_13. Please rate the following domain name extensions by how trustworthy you feel they are. 13. .ng
212	173	Q726_14. Please rate the following domain name extensions by how trustworthy you feel they are. 14. .za
213	174	Q726_15. Please rate the following domain name extensions by how trustworthy you feel they are. 15. .eg
214	175	Q726_16. Please rate the following domain name extensions by how trustworthy you feel they are. 16. .co
215	176	Q726_17. Please rate the following domain name extensions by how trustworthy you feel they are. 17. .ar
216	177	Q726_18. Please rate the following domain name extensions by how trustworthy you feel they are. 18. .br
217	178	Q726_19. Please rate the following domain name extensions by how trustworthy you feel they are. 19. .it
218	179	Q726_20. Please rate the following domain name extensions by how trustworthy you feel they are. 20. .tr
219	180	Q726_21. Please rate the following domain name extensions by how trustworthy you feel they are. 21. .es
220	181	Q726_22. Please rate the following domain name extensions by how trustworthy you feel they are. 22. .pl
221	182	Q726_23. Please rate the following domain name extensions by how trustworthy you feel they are. 23. .uk
222	183	Q726_24. Please rate the following domain name extensions by how trustworthy you feel they are. 24. .fr
223	184	Q726_25. Please rate the following domain name extensions by how trustworthy you feel they are. 25. .de
224	185	Q726_26. Please rate the following domain name extensions by how trustworthy you feel they are. 26. .us
225	186	Q726_27. Please rate the following domain name extensions by how trustworthy you feel they are. 27. .ca
226	187	Q726_28. Please rate the following domain name extensions by how trustworthy you feel they are. 28. .mx
227	188	Q730. To the best of your knowledge, why do some websites have different extensions?
232	189	Q736. What has your experience been like with websites that have the following domain name extensions? SUMMARY TABLE OF TOP 2 BOX
235	190	Q736. What has your experience been like with websites that have the following domain name extensions? SUMMARY TABLE OF BOTTOM 2 BOX
238	191	Q736_1. What has your experience been like with websites that have the following domain name extensions? 1. .biz
239	192	Q736_2. What has your experience been like with websites that have the following domain name extensions? 2. .com
240	193	Q736_3. What has your experience been like with websites that have the following domain name extensions? 3. .info
241	194	Q736_4. What has your experience been like with websites that have the following domain name extensions? 4. .mobi
242	195	Q736_5. What has your experience been like with websites that have the following domain name extensions? 5. .net
243	196	Q736_6. What has your experience been like with websites that have the following domain name extensions? 6. .org
244	197	Q736_7. What has your experience been like with websites that have the following domain name extensions? 7. .tel
245	198	Q736_8. What has your experience been like with websites that have the following domain name extensions? 8. .asia
246	199	Q736_9. What has your experience been like with websites that have the following domain name extensions? 9. .pro
247	200	Q736_10. What has your experience been like with websites that have the following domain name extensions? 10. .coop

Page	Table	Title
248	201	Q736_11. What has your experience been like with websites that have the following domain name extensions? 11. .cn
249	202	Q736_12. What has your experience been like with websites that have the following domain name extensions? 12. .vn
250	203	Q736_13. What has your experience been like with websites that have the following domain name extensions? 13. .ph
251	204	Q736_14. What has your experience been like with websites that have the following domain name extensions? 14. .jp
252	205	Q736_15. What has your experience been like with websites that have the following domain name extensions? 15. .kr
253	206	Q736_16. What has your experience been like with websites that have the following domain name extensions? 16. .ru
254	207	Q736_17. What has your experience been like with websites that have the following domain name extensions? 17. .in
255	208	Q736_18. What has your experience been like with websites that have the following domain name extensions? 18. .id
256	209	Q736_19. What has your experience been like with websites that have the following domain name extensions? 19. .ng
257	210	Q736_20. What has your experience been like with websites that have the following domain name extensions? 20. .za
258	211	Q736_21. What has your experience been like with websites that have the following domain name extensions? 21. .eg
259	212	Q736_22. What has your experience been like with websites that have the following domain name extensions? 22. .co
260	213	Q736_23. What has your experience been like with websites that have the following domain name extensions? 23. .ar
261	214	Q736_24. What has your experience been like with websites that have the following domain name extensions? 24. .br
262	215	Q736_25. What has your experience been like with websites that have the following domain name extensions? 25. .it
263	216	Q736_26. What has your experience been like with websites that have the following domain name extensions? 26. .tr
264	217	Q736_27. What has your experience been like with websites that have the following domain name extensions? 27. .es
265	218	Q736_28. What has your experience been like with websites that have the following domain name extensions? 28. .pl
266	219	Q736_29. What has your experience been like with websites that have the following domain name extensions? 29. .uk
267	220	Q736_30. What has your experience been like with websites that have the following domain name extensions? 30. .fr
268	221	Q736_31. What has your experience been like with websites that have the following domain name extensions? 31. .de
269	222	Q736_32. What has your experience been like with websites that have the following domain name extensions? 32. .us
270	223	Q736_33. What has your experience been like with websites that have the following domain name extensions? 33. .ca
271	224	Q736_34. What has your experience been like with websites that have the following domain name extensions? 34. .mx
272	225	Q740_1. What made your experience with .biz very positive? 1. .biz
277	226	Q740_2. What made your experience with .com very positive? 2. .com
284	227	Q740_3. What made your experience with .info very positive? 3. .info
290	228	Q740_4. What made your experience with .mobi very positive? 4. .mobi
295	229	Q740_5. What made your experience with .net very positive? 5. .net
302	230	Q740_6. What made your experience with .org very positive? 6. .org
309	231	Q740_7. What made your experience with .tel very positive? 7. .tel
313	232	Q740_8. What made your experience with .asia very positive? 8. .asia

Page	Table	Title
317	233	Q740_9. What made your experience with .pro very positive? 9. .pro
321	234	Q740_10. What made your experience with .coop very positive? 10. .coop
324	235	Q740_11. What made your experience with .cn very positive? 11. .cn
329	236	Q740_12. What made your experience with .vn very positive? 12. .vn
332	237	Q740_13. What made your experience with .ph very positive? 13. .ph
335	238	Q740_14. What made your experience with .jp very positive? 14. .jp
338	239	Q740_15. What made your experience with .kr very positive? 15. .kr
340	240	Q740_16. What made your experience with .ru very positive? 16. .ru
343	241	Q740_17. What made your experience with .in very positive? 17. .in
347	242	Q740_18. What made your experience with .id very positive? 18. .id
351	243	Q740_19. What made your experience with .ng very positive? 19. .ng
355	244	Q740_20. What made your experience with .za very positive? 20. .za
358	245	Q740_21. What made your experience with .eg very positive? 21. .eg
361	246	Q740_22. What made your experience with .co very positive? 22. .co
365	247	Q740_23. What made your experience with .ar very positive? 23. .ar
368	248	Q740_24. What made your experience with .br very positive? 24. .br
372	249	Q740_25. What made your experience with .it very positive? 25. .it
374	250	Q740_26. What made your experience with .tr very positive? 26. .tr
376	251	Q740_27. What made your experience with .es very positive? 27. .es
378	252	Q740_28. What made your experience with .pl very positive? 28. .pl
380	253	Q740_29. What made your experience with .uk very positive? 29. .uk
383	254	Q740_30. What made your experience with .fr very positive? 30. .fr
386	255	Q740_31. What made your experience with .de very positive? 31. .de
389	256	Q740_32. What made your experience with .us very positive? 32. .us
393	257	Q740_33. What made your experience with .ca very positive? 33. .ca
396	258	Q740_34. What made your experience with .mx very positive? 34. .mx
400	259	Q745_1. What made your experience with .biz very negative? 1. .biz
402	260	Q745_2. What made your experience with .com very negative? 2. .com
404	261	Q745_3. What made your experience with .info very negative? 3. .info
406	262	Q745_4. What made your experience with .mobi very negative? 4. .mobi
408	263	Q745_5. What made your experience with .net very negative? 5. .net
409	264	Q745_6. What made your experience with .org very negative? 6. .org

Page	Table	Title
411	265	Q745_7. What made your experience with .tel very negative? 7. .tel
412	266	Q745_8. What made your experience with .asia very negative? 8. .asia
414	267	Q745_9. What made your experience with .pro very negative? 9. .pro
415	268	Q745_10. What made your experience with .coop very negative? 10. .coop
416	269	Q745_11. What made your experience with .cn very negative? 11. .cn
417	272	Q745_14. What made your experience with .jp very negative? 14. .jp
418	273	Q745_15. What made your experience with .kr very negative? 15. .kr
419	275	Q745_17. What made your experience with .in very negative? 17. .in
420	276	Q745_18. What made your experience with .id very negative? 18. .id
421	279	Q745_21. What made your experience with .eg very negative? 21. .eg
422	280	Q745_22. What made your experience with .co very negative? 22. .co
423	281	Q745_23. What made your experience with .ar very negative? 23. .ar
424	282	Q745_24. What made your experience with .br very negative? 24. .br
425	291	Q745_33. What made your experience with .ca very negative? 33. .ca
426	293	Q748. How would you describe your satisfaction with the types of common domain names we've mentioned so far?
427	294	Q750. If you wanted more information about one of the current domain name extensions, where would you go?
429	295	Q756. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? SUMMARY TABLE OF TOP 2 BOX
430	296	Q756. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? SUMMARY TABLE OF BOTTOM 2 BOX
431	297	Q756_1. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 1. Innovative
432	298	Q756_2. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 2. Cutting edge
433	299	Q756_3. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 3. Extreme
434	300	Q756_4. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 4. Trustworthy
435	301	Q756_5. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 5. Unconventional
436	302	Q756_6. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 6. Practical
437	303	Q756_7. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 7. Technical
438	304	Q756_8. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 8. Confusing
439	305	Q756_9. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 9. Overwhelming
440	306	Q756_10. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 10. Useful
441	307	Q756_11. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 11. For people like me
442	308	Q756_12. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 12. Interesting
443	309	Q756_13. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 13. Exciting
444	310	Q756_14. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 14. Helpful
445	311	Q756_15. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 15. Informative

Page	Table	Title
446	312	Q766_1. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 1. .com
447	313	Q766_2. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 2. .net
448	314	Q766_3. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 3. .info
449	315	Q766_4. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 4. .org
450	316	Q766_5. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 5. .cn
451	317	Q766_6. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 6. .vn
452	318	Q766_7. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 7. .ph
453	319	Q766_8. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 8. .jp
454	320	Q766_9. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 9. .kr
455	321	Q766_10. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 10. .ru
456	322	Q766_11. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 11. .in
457	323	Q766_12. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 12. .id
458	324	Q766_13. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 13. .ng
459	325	Q766_14. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 14. .za
460	326	Q766_15. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 15. .eg
461	327	Q766_16. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 16. .co
462	328	Q766_17. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 17. .ar
463	329	Q766_18. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 18. .br
464	330	Q766_19. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 19. .it
465	331	Q766_20. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 20. .tr
466	332	Q766_21. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 21. .es
467	333	Q766_22. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 22. .pl
468	334	Q766_23. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 23. .uk
469	335	Q766_24. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 24. .fr
470	336	Q766_25. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 25. .de
471	337	Q766_26. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 26. .us
472	338	Q766_27. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 27. .ca
473	339	Q766_28. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 28. .mx
474	340	Q770. Does having purchase restrictions or requirements on a particular gTLD make it...?
475	341	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?
479	342	Q780. How do you determine whether a website is legitimate or not?
484	343	Q785. Have you ever tried to identify who created a particular website?
485	344	Q790. What did you use to try and figure this out?
489	345	Q800. Which of the following new gTLDs, if any, have you heard of?
491	346	Q805. Which of the following new gTLDs have you personally visited when going to websites?



Page	Table	Title
493	347	Q811. How likely are you to visit the following new gTLDs in the future? SUMMARY TABLE OF TOP 2 BOX
494	348	Q811. How likely are you to visit the following new gTLDs in the future? SUMMARY TABLE OF BOTTOM 2 BOX
495	349	Q811. How likely are you to visit the following new gTLDs in the future? SUMMARY TABLE OF VERY/SOMEWHAT LIKELY FOR ALL DOMAIN NAMES
496	350	Q811_1. How likely are you to visit the following new gTLDs in the future? 1. .email
497	351	Q811_2. How likely are you to visit the following new gTLDs in the future? 2. .photography
498	352	Q811_3. How likely are you to visit the following new gTLDs in the future? 3. .link
499	353	Q811_4. How likely are you to visit the following new gTLDs in the future? 4. .guru
500	354	Q811_5. How likely are you to visit the following new gTLDs in the future? 5. .realtor
501	355	Q811_6. How likely are you to visit the following new gTLDs in the future? 6. .club
502	356	Q811_7. How likely are you to visit the following new gTLDs in the future? 7. .xyz
503	357	Q811_8. How likely are you to visit the following new gTLDs in the future? 8. .berlin
504	358	Q811_9. How likely are you to visit the following new gTLDs in the future? 9. .ovh
505	359	Q811_10. How likely are you to visit the following new gTLDs in the future? 10. .london
506	360	Q811_11. How likely are you to visit the following new gTLDs in the future? 11. .nyc
507	361	Q811_12. How likely are you to visit the following new gTLDs in the future? 12. .wang
508	362	Q811_13. How likely are you to visit the following new gTLDs in the future? 13. .xn-ses554g (Chinese for network address)
509	363	Q811_14. How likely are you to visit the following new gTLDs in the future? 14. .xn-55qx5d (Chinese for company)
510	364	Q815_1. Why are you very likely to visit a website with each of these gTLDs in the future? 1. .email
512	365	Q815_2. Why are you very likely to visit a website with each of these gTLDs in the future? 2. .photography
514	366	Q815_3. Why are you very likely to visit a website with each of these gTLDs in the future? 3. .link
516	367	Q815_4. Why are you very likely to visit a website with each of these gTLDs in the future? 4. .guru
518	368	Q815_5. Why are you very likely to visit a website with each of these gTLDs in the future? 5. .realtor
520	369	Q815_6. Why are you very likely to visit a website with each of these gTLDs in the future? 6. .club
522	370	Q815_7. Why are you very likely to visit a website with each of these gTLDs in the future? 7. .xyz
524	371	Q815_8. Why are you very likely to visit a website with each of these gTLDs in the future? 8. .berlin
525	372	Q815_9. Why are you very likely to visit a website with each of these gTLDs in the future? 9. .ovh
526	373	Q815_10. Why are you very likely to visit a website with each of these gTLDs in the future? 10. .london
527	374	Q815_11. Why are you very likely to visit a website with each of these gTLDs in the future? 11. .nyc
528	375	Q815_12. Why are you very likely to visit a website with each of these gTLDs in the future? 12. .wang
529	376	Q815_13. Why are you very likely to visit a website with each of these gTLDs in the future? 13. .xn-ses554g (Chinese for network address)
530	377	Q815_14. Why are you very likely to visit a website with each of these gTLDs in the future? 14. .xn-55qx5d (Chinese for company)
531	378	Q817_1. Why are you very unlikely to visit a website with each of these gTLDs in the future? 1. .email

Page	Table	Title
533	379	Q817_2. Why are you very unlikely to visit a website with each of these gTLDs in the future? 2. .photography
535	380	Q817_3. Why are you very unlikely to visit a website with each of these gTLDs in the future? 3. .link
537	381	Q817_4. Why are you very unlikely to visit a website with each of these gTLDs in the future? 4. .guru
539	382	Q817_5. Why are you very unlikely to visit a website with each of these gTLDs in the future? 5. .realtor
541	383	Q817_6. Why are you very unlikely to visit a website with each of these gTLDs in the future? 6. .club
543	384	Q817_7. Why are you very unlikely to visit a website with each of these gTLDs in the future? 7. .xyz
545	385	Q817_8. Why are you very unlikely to visit a website with each of these gTLDs in the future? 8. .berlin
546	386	Q817_9. Why are you very unlikely to visit a website with each of these gTLDs in the future? 9. .ovh
547	387	Q817_10. Why are you very unlikely to visit a website with each of these gTLDs in the future? 10. .london
548	388	Q817_11. Why are you very unlikely to visit a website with each of these gTLDs in the future? 11. .nyc
549	389	Q817_12. Why are you very unlikely to visit a website with each of these gTLDs in the future? 12. .wang
550	390	Q817_13. Why are you very unlikely to visit a website with each of these gTLDs in the future? 13. .xn-ses554g (Chinese for network address)
551	391	Q817_14. Why are you very unlikely to visit a website with each of these gTLDs in the future? 14. .xn-55qx5d (Chinese for company)
552	392	Q821. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs? SUMMARY TABLE OF TOP 2 BOX
553	393	Q821. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs? SUMMARY TABLE OF BOTTOM 2 BOX
554	394	Q821. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs? SUMMARY TABLE OF VERY/SOMEWHAT LIKELY FOR ALL DOMAIN NAMES
555	395	Q821_1. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs? 1. .email
556	396	Q821_2. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs? 2. .photography
557	397	Q821_3. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs? 3. .link
558	398	Q821_4. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs? 4. .guru
559	399	Q821_5. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs? 5. .realtor
560	400	Q821_6. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs? 6. .club
561	401	Q821_7. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs? 7. .xyz
562	402	Q821_8. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs? 8. .berlin
563	403	Q821_9. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs? 9. .ovh
564	404	Q821_10. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs? 10. .london
565	405	Q821_11. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs? 11. .nyc
566	406	Q821_12. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs? 12. .wang
567	407	Q821_13. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs? 13. .xn-ses554g (Chinese for network address)
568	408	Q821_14. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs? 14. .xn-55qx5d (Chinese for company)
569	409	Q823. Which of the following would be most important to you in determining which gTLD to purchase.
571	410	Q826. Please rate the following gTLDs by how trustworthy you feel they are. SUMMARY TABLE OF TOP 2 BOX
572	411	Q826. Please rate the following gTLDs by how trustworthy you feel they are. SUMMARY TABLE OF BOTTOM 2 BOX

Page	Table	Title
573	412	Q826_1. Please rate the following gTLDs by how trustworthy you feel they are. 1. .email
574	413	Q826_2. Please rate the following gTLDs by how trustworthy you feel they are. 2. .photography
575	414	Q826_3. Please rate the following gTLDs by how trustworthy you feel they are. 3. .link
576	415	Q826_4. Please rate the following gTLDs by how trustworthy you feel they are. 4. .guru
577	416	Q826_5. Please rate the following gTLDs by how trustworthy you feel they are. 5. .realtor
578	417	Q826_6. Please rate the following gTLDs by how trustworthy you feel they are. 6. .club
579	418	Q826_7. Please rate the following gTLDs by how trustworthy you feel they are. 7. .xyz
580	419	Q826_8. Please rate the following gTLDs by how trustworthy you feel they are. 8. .berlin
581	420	Q826_9. Please rate the following gTLDs by how trustworthy you feel they are. 9. .ovh
582	421	Q826_10. Please rate the following gTLDs by how trustworthy you feel they are. 10. .london
583	422	Q826_11. Please rate the following gTLDs by how trustworthy you feel they are. 11. .nyc
584	423	Q826_12. Please rate the following gTLDs by how trustworthy you feel they are. 12. .wang
585	424	Q826_13. Please rate the following gTLDs by how trustworthy you feel they are. 13. .xn-ses554g (Chinese for network address)
586	425	Q826_14. Please rate the following gTLDs by how trustworthy you feel they are. 14. .xn-55qx5d (Chinese for company)
587	426	Q830. To the best of your knowledge, why have new gTLDs been created?
590	427	Q836. What has your experience been like with websites with the following new gTLDs? SUMMARY TABLE OF TOP 2 BOX
591	428	Q836. What has your experience been like with websites with the following new gTLDs? SUMMARY TABLE OF BOTTOM 2 BOX
592	429	Q836_1. What has your experience been like with websites with the following new gTLDs? 1. .email
593	430	Q836_2. What has your experience been like with websites with the following new gTLDs? 2. .photography
594	431	Q836_3. What has your experience been like with websites with the following new gTLDs? 3. .link
595	432	Q836_4. What has your experience been like with websites with the following new gTLDs? 4. .guru
596	433	Q836_5. What has your experience been like with websites with the following new gTLDs? 5. .realtor
597	434	Q836_6. What has your experience been like with websites with the following new gTLDs? 6. .club
598	435	Q836_7. What has your experience been like with websites with the following new gTLDs? 7. .xyz
599	436	Q836_8. What has your experience been like with websites with the following new gTLDs? 8. .berlin
600	437	Q836_9. What has your experience been like with websites with the following new gTLDs? 9. .ovh
601	438	Q836_10. What has your experience been like with websites with the following new gTLDs? 10. .london
602	439	Q836_11. What has your experience been like with websites with the following new gTLDs? 11. .nyc
603	440	Q836_12. What has your experience been like with websites with the following new gTLDs? 12. .wang
604	441	Q836_13. What has your experience been like with websites with the following new gTLDs? 13. .xn-ses554g (Chinese for network address)
605	442	Q836_14. What has your experience been like with websites with the following new gTLDs? 14. .xn-55qx5d (Chinese for company)
606	443	Q840_1. What made your experience with .email very positive? 1. .email
611	444	Q840_2. What made your experience with .photography very positive? 2. .photography

Page	Table	Title
615	445	Q840_3. What made your experience with .link very positive? 3. .link
620	446	Q840_4. What made your experience with .guru very positive? 4. .guru
624	447	Q840_5. What made your experience with .realtor very positive? 5. .realtor
628	448	Q840_6. What made your experience with .club very positive? 6. .club
632	449	Q840_7. What made your experience with .xyz very positive? 7. .xyz
636	450	Q840_8. What made your experience with .berlin very positive? 8. .berlin
637	451	Q840_9. What made your experience with .ovh very positive? 9. .ovh
638	452	Q840_10. What made your experience with .london very positive? 10. .london
639	453	Q840_11. What made your experience with .nyc very positive? 11. .nyc
641	454	Q840_12. What made your experience with .wang very positive? 12. .wang
644	455	Q840_13. What made your experience with .xn-ses554g (Chinese for network address) very positive? 13. .xn-ses554g (Chinese for network address)
647	456	Q840_14. What made your experience with .xn-55qx5d (Chinese for company) very positive? 14. .xn-55qx5d (Chinese for company)
650	457	Q845_1. What made your experience with .email very negative? 1. .email
651	458	Q845_2. What made your experience with .photography very negative? 2. .photography
652	459	Q845_3. What made your experience with .link very negative? 3. .link
653	460	Q845_4. What made your experience with .guru very negative? 4. .guru
654	461	Q845_5. What made your experience with .realtor very negative? 5. .realtor
655	462	Q845_6. What made your experience with .club very negative? 6. .club
656	463	Q845_7. What made your experience with .xyz very negative? 7. .xyz
657	466	Q845_10. What made your experience with .london very negative? 10. .london
658	471	Q848. How would you describe your satisfaction with the new gTLDs?
659	472	Q850. If you wanted more information about one of the new gTLDs, where would you go?
661	473	Q856. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? SUMMARY TABLE OF TOP 2 BOX
662	474	Q856. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? SUMMARY TABLE OF BOTTOM 2 BOX
663	475	Q856_1. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 1. Innovative
664	476	Q856_2. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 2. Cutting edge
665	477	Q856_3. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 3. Extreme
666	478	Q856_4. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 4. Trustworthy
667	479	Q856_5. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 5. Unconventional
668	480	Q856_6. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 6. Practical
669	481	Q856_7. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 7. Technical
670	482	Q856_8. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 8. Confusing
671	483	Q856_9. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 9. Overwhelming

Page	Table	Title
672	484	Q856_10. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 10. Useful
673	485	Q856_11. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 11. For people like me
674	486	Q856_12. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 12. Interesting
675	487	Q856_13. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 13. Exciting
676	488	Q856_14. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 14. Helpful
677	489	Q856_15. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 15. Informative
678	490	Q866_1. Do you expect there to be restrictions on purchasing the following new gTLDs? 1. .email
679	491	Q866_2. Do you expect there to be restrictions on purchasing the following new gTLDs? 2. .photography
680	492	Q866_3. Do you expect there to be restrictions on purchasing the following new gTLDs? 3. .link
681	493	Q866_4. Do you expect there to be restrictions on purchasing the following new gTLDs? 4. .guru
682	494	Q866_5. Do you expect there to be restrictions on purchasing the following new gTLDs? 5. .realtor
683	495	Q866_6. Do you expect there to be restrictions on purchasing the following new gTLDs? 6. .club
684	496	Q866_7. Do you expect there to be restrictions on purchasing the following new gTLDs? 7. .xyz
685	497	Q866_8. Do you expect there to be restrictions on purchasing the following new gTLDs? 8. .berlin
686	498	Q866_9. Do you expect there to be restrictions on purchasing the following new gTLDs? 9. .ovh
687	499	Q866_10. Do you expect there to be restrictions on purchasing the following new gTLDs? 10. .london
688	500	Q866_11. Do you expect there to be restrictions on purchasing the following new gTLDs? 11. .nyc
689	501	Q866_12. Do you expect there to be restrictions on purchasing the following new gTLDs? 12. .wang
690	502	Q866_13. Do you expect there to be restrictions on purchasing the following new gTLDs? 13. .xn-ses54g (Chinese for network address)
691	503	Q866_14. Do you expect there to be restrictions on purchasing the following new gTLDs? 14. .xn-55qx5d (Chinese for company)
692	504	Q900. How would you describe the processing of registering a domain?
693	505	Q905. What, if anything, would you change about the domain name purchase process?
695	506	Q911. How much do you trust the entities that offer domain names to do each of the following? SUMMARY TABLE OF TOP 2 BOX
696	507	Q911. How much do you trust the entities that offer domain names to do each of the following? SUMMARY TABLE OF BOTTOM 2 BOX
697	508	Q911_1. How much do you trust the entities that offer domain names to do each of the following? 1. Take precautions regarding who gets a domain name
698	509	Q911_2. How much do you trust the entities that offer domain names to do each of the following? 2. Give consumers what they think they're getting
699	510	Q911_3. How much do you trust the entities that offer domain names to do each of the following? 3. Screen individuals/companies who register for certain special domain names
700	511	Q916. How much do you trust the Domain Name industry compared to these other industries? SUMMARY TABLE OF TOP 2 BOX
701	512	Q916. How much do you trust the Domain Name industry compared to these other industries? SUMMARY TABLE OF BOTTOM 2 BOX
702	513	Q916_1. How much do you trust the Domain Name industry compared to these other industries? 1. Internet service providers
703	514	Q916_2. How much do you trust the Domain Name industry compared to these other industries? 2. Web based marketing companies
704	515	Q916_3. How much do you trust the Domain Name industry compared to these other industries? 3. E-commerce companies
705	516	Q916_4. How much do you trust the Domain Name industry compared to these other industries? 4. Software companies

Page Table Title

706	517	Q916_5. How much do you trust the Domain Name industry compared to these other industries? 5. Computer hardware companies
707	518	Q1000. Which devices do you use to access the Internet?
709	519	Q1005. What is your experience with URL shorteners?
710	520	Q1010. Why haven't you used URL shorteners?
711	521	Q1015. Why do you use URL shorteners?
713	522	Q1020. What is your experience with QR codes?
714	523	Q1025. Why haven't you used QR codes?
716	524	Q1030. Why do you use QR codes?
718	525	Q1035. Which of these is the safest way to access a specific website?
719	526	Q1040. How often do you remember the address of the website you want to visit so you can type it directly into the browser?
720	527	Q1045. What was your preferred way of finding websites 2-3 years ago?
721	528	Q1050. What is your preferred way of finding websites now?
722	529	Q1100. Which types of abusive Internet behavior, if any, are you aware of?
723	530	Q1105. What do you think are the source(s) for each type of abusive Internet behavior? SUMMARY TABLE OF ORGANIZED GROUPS
724	531	Q1105. What do you think are the source(s) for each type of abusive Internet behavior? SUMMARY TABLE OF INDIVIDUALS
725	532	Q1105_1. What do you think are the source(s) for each type of abusive Internet behavior? 1. Phishing
726	533	Q1105_2. What do you think are the source(s) for each type of abusive Internet behavior? 2. Spamming
727	534	Q1105_3. What do you think are the source(s) for each type of abusive Internet behavior? 3. Cyber squatting
728	535	Q1105_4. What do you think are the source(s) for each type of abusive Internet behavior? 4. Stolen credentials
729	536	Q1105_5. What do you think are the source(s) for each type of abusive Internet behavior? 5. Malware
730	537	Q1110_1. Who should be responsible for stopping these various types of abusive Internet behavior? 1. Phishing
731	538	Q1110_2. Who should be responsible for stopping these various types of abusive Internet behavior? 2. Spamming
732	539	Q1110_3. Who should be responsible for stopping these various types of abusive Internet behavior? 3. Cyber squatting
733	540	Q1110_4. Who should be responsible for stopping these various types of abusive Internet behavior? 4. Stolen credentials
734	541	Q1110_5. Who should be responsible for stopping these various types of abusive Internet behavior? 5. Malware
735	542	Q1117. How common do you feel each type of abusive Internet behavior is? SUMMARY TABLE OF TOP 2 BOX
736	543	Q1117. How common do you feel each type of abusive Internet behavior is? SUMMARY TABLE OF BOTTOM 2 BOX
737	544	Q1117_1. How common do you feel each type of abusive Internet behavior is? 1. Phishing
738	545	Q1117_2. How common do you feel each type of abusive Internet behavior is? 2. Spamming
739	546	Q1117_3. How common do you feel each type of abusive Internet behavior is? 3. Cyber squatting
740	547	Q1117_4. How common do you feel each type of abusive Internet behavior is? 4. Stolen credentials
741	548	Q1117_5. How common do you feel each type of abusive Internet behavior is? 5. Malware
742	549	Q1121. Have you ever been impacted by any of these types of abusive Internet behaviors? SUMMARY TABLE OF YES
743	550	Q1121_1. Have you ever been impacted by any of these types of abusive Internet behaviors? 1. Phishing
744	551	Q1121_2. Have you ever been impacted by any of these types of abusive Internet behaviors? 2. Spamming
745	552	Q1121_3. Have you ever been impacted by any of these types of abusive Internet behaviors? 3. Cyber squatting
746	553	Q1121_4. Have you ever been impacted by any of these types of abusive Internet behaviors? 4. Stolen credentials

Page	Table	Title
747	554	Q1121_5. Have you ever been impacted by any of these types of abusive Internet behaviors? 5. Malware
748	555	Q1126. How scared are you of each of the following? SUMMARY TABLE OF TOP 2 BOX
749	556	Q1126. How scared are you of each of the following? SUMMARY TABLE OF BOTTOM 2 BOX
750	557	Q1126_1. How scared are you of each of the following? 1. Phishing
751	558	Q1126_2. How scared are you of each of the following? 2. Spamming
752	559	Q1126_3. How scared are you of each of the following? 3. Cyber squatting
753	560	Q1126_4. How scared are you of each of the following? 4. Stolen credentials
754	561	Q1126_5. How scared are you of each of the following? 5. Malware
755	562	Q1130_1. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors? 1. Phishing
757	563	Q1130_2. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors? 2. Spamming
760	564	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
763	565	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
765	566	Q1130_5. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors? 5. Malware
767	567	Q318. In what state, province or territory do you currently reside?
781	568	Q320. U.S. Region-Harris Interactive Definition.
782	569	Q437. What is the highest level of education you have completed or the highest degree you have received?
783	570	Q437. What is the highest level of education you have completed or the highest degree you have received?
787	571	Q410. Which one of the following best describes your employment status?
788	572	Q462. Which of the following income categories best describes your total 2014 household income before/after taxes?
795	573	Q485. Racial Background.
797	574	Q364. What is your marital status?
798	575	QARREG. In which region do you currently reside?
799	576	QKRINC. Which of the following income categories best describes your total 2014 household income before taxes?
800	577	QKRBUY. In the past 12 months, did you purchase any products or services over the Internet?
801	578	QINED. What is the highest level of education/literacy you have completed/obtained or the highest degree you have received?
802	579	QININC2. Which of the following income categories best describes your total 2014 household income before taxes?
803	580	QINSUB. Which of the following best describes the area in which you live?
804	581	QINBUY. In the past month, did you purchase any products or services over the Internet?
805	582	Q1500. In which province do you currently reside?
808	583	Q1502. REGION CLASSIFICATION
809	584	Q1580. What is your marital status?
810	585	Q1503. In which state do you currently reside?
813	586	Q1504. STATE CLASSIFICATION
814	587	Q1550. What is the highest level of education you have completed or the highest degree you have received?
815	588	Q1585. Do you consider yourself...?
816	589	Q1505. In which governorate do you currently reside?
818	590	Q1506. REGION CLASSIFICATION
819	591	Q4005. Which of the following income categories best describes your total 2014 household income before taxes?
820	592	Q4010. What is your current education level?
822	593	Q4015. What is your current occupation?
824	594	Q4021. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? - Household Income
825	595	Q4022. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? - Household Expenditure
826	596	Q4023. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? - Personal Income
827	597	Q4024. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? - Personal Expenditure

<u>Page</u>	<u>Table</u>	<u>Title</u>
828	598	Q4025. SOCIO ECONOMIC CLASSIFICATION
829	599	Q4027. In what region do you live?
830	600	Q4030. What is your highest educational attainment?
831	601	Q4035. At the present time, what is your occupation?
832	602	Q4036. Please select the area in which you live?
834	603	Q1507. What is the highest level of education you have completed or the highest degree you have received?
835	604	Q1538. What is the highest level of education you have completed or the highest degree you have received?
836	605	Q1574. What is the highest level of education you have completed or the highest degree you have received?
837	606	QTRED. What is the highest level of education you have completed or the highest degree you have received?
838	607	QCOED. What was the last year of schooling that you completed?
839	608	QIDED. What is the highest level of education you have completed or the highest degree you have received?
840	609	QJPED. What is the highest level of education you have completed or the highest degree you have received?
841	610	QPLED. What is the highest level of education you have completed or the highest degree you have received?
842	611	QRUED. What is the highest level of education you have completed or the highest degree you have received?
843	612	QKRED. What is the highest level of education you have completed or the highest degree you have received?
844	613	QCNINC. Which of the following income categories best describes your total monthly household income before taxes?
845	614	Banner * Banner