

Q616. Country

Base: All Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
NORTH AMERICA (NET)	473 14%	460 14%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
US	268 8%	255 8%	268 100%	255 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CANADA	103 3% CU	105 3% DV	-	-	103 100%	105 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEXICO	102 3% CU	100 3% D	-	-	-	-	102 100%	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
EUROPE (NET)	533 16% CEG	534 16% DFH	-	-	-	-	-	-	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%
ITALY	54 2% C	50 1% D	-	-	-	-	-	-	54 100%	50 100%	-	-	-	-	-	-	-	-	-	-	-	-
TURKEY	50 1% C	50 1% D	-	-	-	-	-	-	-	50 100%	50 100%	-	-	-	-	-	-	-	-	-	-	-
SPAIN	50 1% C	50 1% D	-	-	-	-	-	-	-	-	-	50 100%	50 100%	-	-	-	-	-	-	-	-	-
POLAND	53 2% C	53 2% D	-	-	-	-	-	-	-	-	-	-	-	53 100%	53 100%	-	-	-	-	-	-	-
UK	100 3% C	100 3% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100 100%	100 100%	-	-	-	-
FRANCE	101 3% CU	106 3% DV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	101 100%	106 100%	-	-
GERMANY	125 4% CEG	125 4% DFH	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	125 100%	125 100%
ASIA (NET)	1537 46% CEG	1539 46% DFH	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CHINA	50 16% CEG	51 16% DFH	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
VIETNAM	52 2% C	52 2% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PHILIPPINES	102 3% CU	101 3% DV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Base: All Respondents

Q616. Country

2 Aug 2016
Table 1

	Country																					
	North America								Europe													
	2015 Total Regist rants	2016 Total Regist rants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
JAPAN	176 5%	176 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CEGGSU	DFHRTV																				
SOUTH KOREA	101 3%	101 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CU	DV																				
RUSSIA	130 4%	128 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CEGGSU	DFHRTV																				
INDIA	325 10%	330 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CEGKMOGSU	DFHJLNPRTV																				
INDONESIA	101 3%	100 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CU	D																				
AFRICA (NET)	414 12%	401 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CEGKMOGSU	DFHJLNPRTV																				
NIGERIA	207 6%	200 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CEGGSU	DFHRTV																				
SOUTH AFRICA	101 3%	101 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CU	DV																				
EGYPT	106 3%	100 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CU	D																				
SOUTH AMERICA (NET)	400 12%	415 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CEGKMOGSU	DFHJLNPRTV																				
COLOMBIA	125 4%	125 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CEGGSU	DFHRTV																				
ARGENTINA	100 3%	104 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	C	DV																				
BRAZIL	175 5%	186 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CEGGSU	DFHRTV																				
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

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

Base: All Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
NORTH AMERICA (NET)	473	460	268	255	103	105	102	100	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	14%	14%	100%	100%	100%	100%	100%	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	<small>IKMOGSU JLNPRTV</small>	<small>AIKMOGSU BJLNPRTV</small>	<small>AIKMOGSU BJLNPRTV</small>	<small>AIKMOGSU BJLNPRTV</small>	<small>AIKMOGSU BJLNPRTV</small>	<small>AIKMOGSU BJLNPRTV</small>	<small>AIKMOGSU BJLNPRTV</small>	<small>AIKMOGSU BJLNPRTV</small>														
United States	268	255	268	255	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	8%	8%	100%	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	<small>EIKMOGSU FHJLNPRTV</small>	<small>AEGIKMOGSU BFHJLNPRTV</small>																				
Canada	103	105	-	-	103	105	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	3%	3%	-	-	100%	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	<small>CU</small>	<small>DV</small>			<small>ACGIKMOGSU</small>	<small>BDHJLNPRTV</small>																
Mexico	102	100	-	-	-	-	102	100	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	3%	3%	-	-	-	-	100%	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	<small>CU</small>	<small>D</small>					<small>ACEIKMOGSU</small>	<small>BDJLNPRTV</small>														
EUROPE (NET)	533	534	-	-	-	-	-	-	54	50	50	50	50	50	53	53	100	100	101	106	125	125
	16%	16%	-	-	-	-	-	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	<small>CEG</small>	<small>DFH</small>							<small>ACEG</small>	<small>BDFH</small>	<small>ACEG</small>	<small>BDFH</small>	<small>ACEG</small>	<small>BDFH</small>	<small>ACEG</small>	<small>BDFH</small>	<small>ACEG</small>	<small>BDFH</small>	<small>ACEG</small>	<small>BDFH</small>	<small>ACEG</small>	<small>BDFH</small>
Italy	54	50	-	-	-	-	-	-	54	50	-	-	-	-	-	-	-	-	-	-	-	-
	2%	1%	-	-	-	-	-	-	100%	100%	-	-	-	-	-	-	-	-	-	-	-	-
	<small>C</small>	<small>D</small>							<small>ACEGKMOGSU</small>	<small>BDHJLNPRTV</small>												
Turkey	50	50	-	-	-	-	-	-	-	-	50	50	-	-	-	-	-	-	-	-	-	-
	1%	1%	-	-	-	-	-	-	-	-	100%	100%	-	-	-	-	-	-	-	-	-	-
	<small>C</small>	<small>D</small>									<small>ACEGKMOGSU</small>	<small>BDHJLNPRTV</small>										
Spain	50	50	-	-	-	-	-	-	-	-	-	-	50	50	-	-	-	-	-	-	-	-
	1%	1%	-	-	-	-	-	-	-	-	-	-	100%	100%	-	-	-	-	-	-	-	-
	<small>C</small>	<small>D</small>											<small>ACEGKMOGSU</small>	<small>BDHJLNPRTV</small>								
Poland	53	53	-	-	-	-	-	-	-	-	-	-	-	-	53	53	-	-	-	-	-	-
	2%	2%	-	-	-	-	-	-	-	-	-	-	-	-	100%	100%	-	-	-	-	-	-
	<small>C</small>	<small>D</small>													<small>ACEGKMOGSU</small>	<small>BDHJLNPRTV</small>						
United Kingdom	100	100	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100	100	-	-	-	-
	3%	3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100%	100%	-	-	-	-
	<small>C</small>	<small>D</small>															<small>ACEGKMOGSU</small>	<small>BDHJLNPRTV</small>				
France	101	106	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	101	106	-	-
	3%	3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100%	100%	-	-
	<small>CU</small>	<small>DV</small>																	<small>ACEGKMOGSU</small>	<small>BDHJLNPRTV</small>		
Germany	125	125	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	125	125
	4%	4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100%	100%
	<small>CEGGS</small>	<small>DFHRT</small>																			<small>ACEGKMOGSU</small>	<small>BDHJLNPRTV</small>
ASIA (NET)	1537	1539	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	46%	46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	<small>CEGKMOGSU</small>	<small>DFHJLNPRTV</small>																				
China	550	551	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	16%	16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	<small>CEGKMOGSU</small>	<small>DFHJLNPRTV</small>																				
Vietnam	52	52	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2%	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	<small>C</small>	<small>D</small>																				

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

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

Base: All Respondents

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
Philippines	102 3% CU	101 3% DV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan	176 5% CEGGSU	176 5% DFHRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South Korea	101 3% CU	101 3% DV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russian Federation	130 4% CEGGSU	128 4% DFHRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India	325 10% CEGKMOGSU	330 10% DFHJLNPRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesia	101 3% CU	100 3% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
AFRICA (NET)	414 12% CEGKMOGSU	401 12% DFHJLNPRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria	207 6% CEGGSU	200 6% DFHRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South Africa	101 3% CU	101 3% DV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Egypt	106 3% CU	100 3% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SOUTH AMERICA (NET)	400 12% CEGKMOGSU	415 12% DFHJLNPRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Colombia	125 4% CEGGSU	125 4% DFHRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Argentina	100 3% C	104 3% DV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazil	175 5% CEGGSU	186 6% DFHRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

Q268. I identify my gender as...?

Base: All Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
Male	2096 62%	1886 56%	181 68%	160 63%	63 61%	76 72%	66 65%	51 51%	40 74%	24 48%	35 70%	26 52%	25 50%	27 54%	26 49%	24 45%	61 61%	52 52%	66 65%	49 46%	75 60%	67 54%
Female	1261 38%	1459 44%	87 32%	95 37%	40 39%	29 28%	36 35%	49 49%	14 26%	26 52%	15 30%	24 48%	25 50%	23 46%	27 51%	29 55%	39 39%	48 48%	35 35%	57 54%	50 40%	57 46%
Other/refuse	-	4 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 B
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

Q280. Respondent Age.

Base: All Respondents

	Country																						
	North America								Europe														
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany	
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125	
18 - 19	53 2%	91 3% AD	1*	2 1%	8 8% FACGMOSU	1 1%	1 1%	5 5% DR	1 2%	1 2%	2 4% C	2 4% R	-	1 2%	1 2%	1 2%	1 1%	-	1 1%	4 4% D	2 2%	2 2%	
20 - 24	382 11% CQ	458 14% ADDFJNT	4 1%	4 2%	11 11% CQ	4 4%	15 15% CQ	16 16% DFJNT	5 9% C	2 4% ACQU	11 22% D	5 10% D	6 12% CQ	2 4% CQ	7 13% D	5 9% D	3 3% QD	11 11% CQ	11 11% CQ	7 7% D	13 10% CQ	14 11% DF	
25 - 29	522 16% CS	607 18% ADDFR	16 6%	12 5%	16 16% C	9 9%	11 11% GDFRTV	23 23% D	8 15% C	9 18% DR	8 16% C	9 18% DR	4 8% C	5 10% C	7 13% D	7 13% D	10 10% D	6 6% D	8 8% D	12 11% D	18 14% C	15 12% D	
30 - 34	532 16% CQU	610 18% ADDFR	23 9%	17 7%	10 10% CEMQU	11 10% D	20 20% D	17 17% D	6 11% IBDFHRTV	16 32% R	7 14% KBDHFRTV	16 32% D	3 6% MDR	11 22% D	7 13% D	11 21% D	6 6% CQ	10 10% D	17 17% CQ	16 15% D	11 9% D	19 15% D	
35 - 39	505 15% CU	463 14% DR	26 10%	24 9%	9 9% DFR	9 9% DFR	13 13% DFR	18 18% DFR	8 15% R	9 18% R	8 16% R	7 14% CESU	11 22% R	6 12% R	7 13% R	8 15% R	13 13% R	7 7% R	9 9% R	11 10% R	10 8% R	14 11% R	
40 - 44	371 11% B	302 9% B	26 10%	16 6%	6 6% E	4 4% E	15 15% E	12 12% F	8 15% F	5 10% F	6 12% F	6 12% F	7 14% BDFHJRTV	13 26% F	5 9% BDFR	9 17% BDFR	12 12% E	6 6% E	15 15% E	11 10% E	17 14% E	11 9% E	
45 - 49	324 10% B	237 7% B	33 12%	20 8%	10 10% BDFHJLV	9 9% BDFHJLV	8 8% BDFHJLV	6 6% BDFHJLV	6 11% BDFHJLV	3 6% BDFHJLV	3 6% BDFHJLV	2 4% BDFHJLV	3 6% BDFHJLV	6 12% BDFHJLV	3 6% BDFHJLV	7 13% BDFHJLV	3 6% BDFHJLV	13 13% BDFHJLV	12 12% BDFHJLV	14 14% BDFHJLV	19 18% BDFHJLV	15 12% BDFHJLV	10 8% BDFHJLV
50 - 54	245 7% B	182 5% H	36 13% A	24 9% BH	8 8% H	9 9% H	11 11% H	1 1% H	6 11% H	3 6% H	3 6% H	3 6% H	7 14% H	4 8% H	8 15% A	4 8% H	8 8% H	12 12% BH	9 9% H	10 9% H	17 14% A	9 7% H	
55 - 59	183 5% B	129 4% H	22 8% A	23 9% BHL	10 10% BHLPT	13 12% BHLPT	6 6% H	-	2 4% H	2 4% H	1 2% H	-	6 12% A	2 4% PAK	7 13% A	1 2% A	11 11% A	8 8% BHL	5 5% A	5 5% BHL	10 8% BHL	15 12% BHL	
60 - 64	114 3% AGKMOU	110 3% BHLNPTV	35 13% AGM	38 15% BHLNP	9 9% AGM	12 11% BHLNP	-	2 2% AGM	2 4% AGM	-	1 2% AGM	-	-	-	-	1 2% AGM	-	10 10% AGM	10 10% BHLNP	7 7% AG	6 6% AG	5 4% G	7 6% HP
65 and over	126 4% AH	160 5% AEGIKMOSU	46 17% CBHJLNPTV	75 29% EBHJLNPTV	6 6% EBHJLNPTV	24 23% EBHJLNPTV	2 2% EBHJLNPTV	-	2 4% EBHJLNPTV	-	-	-	3 6% AGKOS	-	-	-	13 13% AGKOS	18 18% BHLNPTV	5 5% AG	5 5% H	7 6% H	9 7% HP	
MEAN	38.4 BK	36.8 HL	50.2 AEGIKMOSU	53.6 CBHJLNPTV	40.5 K	50.0 EBHJLNPTV	37.4 H	32.0	39.6 K	35.8 H	33.8	32.8	41.7 GK	38.4 HL	38.5 K	36.5 HL	47.1 AEGIKMOSU	47.3 BHLNPTV	41.3 AGK	40.8 BHJLP	41.4 AGK	41.5 BHJLP	
STD. DEV.	12.67	13.19	14.23	15.24	16.12	15.78	11.37	8.91	12.44	8.78	10.68	7.98	12.76	9.10	12.33	9.52	14.38	16.05	13.07	12.87	13.38	14.85	
STD. ERR.	0.22	0.23	0.87	0.95	1.59	1.54	1.13	0.89	1.69	1.24	1.51	1.13	1.80	1.29	1.69	1.31	1.44	1.60	1.30	1.25	1.20	1.33	
MEDIAN	36	33	50	56	38	54	36	30	38	33	33	32	41	40	36	36	46	49	41	40	42	38	
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%	

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

Base: All Respondents

Q605. Have you ever registered a domain name?

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
Yes	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

Base: Has Registered A Domain Name

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

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
I was the primary decision maker	2633 78%	2583 77%	234 87%	207 81%	74 72%	88 84%	79 77%	69 69%	45 83%	38 76%	43 86%	39 78%	38 76%	41 82%	39 74%	37 70%	79 79%	79 79%	83 82%	83 78%	103 82%	107 86%
It was a shared decision between myself and others	724 22%	766 23%	34 13%	48 19%	29 28%	17 16%	23 23%	31 31%	9 17%	12 24%	7 14%	11 22%	12 24%	9 18%	14 26%	16 30%	21 21%	21 21%	18 18%	23 22%	22 18%	18 14%
I had no say in the decision	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

Base: Registered For Business Use

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

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	**	3349	**	255	**	105	**	100	**	50*	**	50*	**	50*	**	53*	**	100	**	106	**	125
Personal use, i.e. a blog, family site, clubs, volunteer/advocacy work, hobbies (e.g. photography, recipes), etc.	-	1987 59% DFLR	-	107 42%	-	40 38%	-	53 53% F	-	34 68% DFLRT	-	21 42%	-	25 50%	-	37 70% DFHJNRT	-	48 48%	-	54 51%	-	80 64% DFLRT
Business use	-	1687 50% JPV	-	145 57% BJPTV	-	66 63% BJPTV	-	51 51% JPV	-	16 32% P	-	25 50% P	-	27 54% JPV	-	15 28% JPV	-	53 53% JPV	-	45 42% JPV	-	47 38% JPV
Non-profit group	-	465 14%	-	30 12%	-	13 12%	-	16 16%	-	12 24% BDV	-	17 34% BDFHNPRTV	-	7 14%	-	7 13%	-	13 13%	-	21 20% DV	-	11 9%
For use by an educational institution/group	-	454 14% D	-	12 5%	-	9 9%	-	21 21% BDFJRT	-	3 6%	-	16 32% BDFJNPRTV	-	5 10%	-	8 15% D	-	10 10%	-	8 8%	-	16 13% D
To park/save for future use or sale/speculation	-	374 11% V	-	20 8%	-	10 10%	-	9 9%	-	5 10%	-	14 28% BDFHJNTV	-	5 10%	-	12 23% BDFHJV	-	17 17% DV	-	13 12%	-	7 6%
Political group	-	122 4%	-	4 2%	-	5 5%	-	3 3%	-	-	-	6 12% BDHJ	-	2 4%	-	2 4%	-	6 6% D	-	4 4%	-	5 4%
Other	-	165 5% R	-	7 3%	-	5 5% R	-	7 7% R	-	3 6% R	-	4 8% R	-	4 8% R	-	3 6% R	-	-	-	10 9% BDR	-	6 5% R
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	5254 157%	-	325 127%	-	148 141%	-	160 160%	-	73 146%	-	103 206%	-	75 150%	-	84 158%	-	147 147%	-	155 146%	-	172 138%

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

Base: Has Registered A Domain Name

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

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	-**	1687	-**	145	-**	66*	-**	51*	-**	16**	-**	25**	-**	27**	-**	15**	-**	53*	-**	45*	-**	47*
Small business with 9 or fewer employees	-	834 49%	-	118 81% BFHRTV	-	44 67% BH	-	20 39%	-	8 50%	-	13 52%	-	18 67%	-	9 60%	-	35 66% BH	-	22 49%	-	23 49%
Small business with 10 to 49 employees	-	357 21% DR	-	15 10%	-	12 18%	-	13 25% DR	-	4 25%	-	4 16%	-	6 22%	-	6 40%	-	5 9%	-	11 24% DR	-	6 13%
Business with 100 to 499 employees	-	272 16% DF	-	8 6%	-	3 5%	-	6 12%	-	4 25%	-	2 8%	-	1 4%	-	2 13%	-	4 8%	-	9 20% DF	-	12 26% DFR
Business with 50 to 99 employees	-	256 15% DF	-	3 2%	-	1 2%	-	9 18% DF	-	5 31%	-	4 16%	-	2 7%	-	2 13%	-	8 15% DF	-	3 7%	-	3 6%
Business with 500 or more employees	-	156 9% DR	-	4 3%	-	3 5%	-	9 18% BDFR	-	1 6%	-	6 24%	-	-	-	-	-	-	-	5 11% DR	-	4 9% R
Other	-	66 4%	-	3 2%	-	7 11% BDT	-	3 6%	-	-	-	2 8%	-	2 7%	-	1 7%	-	2 4%	-	-	-	2 4%
Sigma	-	1941 115%	-	151 104%	-	70 106%	-	60 118%	-	22 138%	-	31 124%	-	29 107%	-	20 133%	-	54 102%	-	50 111%	-	50 106%

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

Base: Has Registered A Domain Name

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

	Country																						
	North America								Europe														
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany	
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125	
1 - 5 (NET)	2678 80% CI	2945 88% A	121 45% C	228 89% C	79 77% C	88 84% C	75 74% C	86 86% G	34 63% C	44 88% I	41 82% CI	42 84% C	44 88% CGI	45 90% ACEGIIQS	49 92% Q	48 91% C	75 75% C	87 87% Q	78 77% C	91 86% CGIQ	107 86% CGIQ	117 94% UBFL	
1	1181 35% C	1251 37% L	44 16% CBHJL	135 53% ACGI	48 47% ACGI	53 50% BL	27 26% C	37 37% L	14 26% C	17 34% L	20 40% LC	8 16% ACGI	26 52% ACGI	19 38% L	23 43% CG	21 40% L	39 39% C	42 42% L	44 44% CGI	49 46% L	58 46% ACGI	65 52% BHJL	
2	765 23% CE	865 26% AF	38 14% C	55 22% C	13 13% CEIMQ	17 16% CEIMQ	30 29% C	18 18% IF	7 13% IF	16 32% IF	10 20% F	15 30% F	7 14% F	12 24% CE	14 26% CE	16 30% F	15 15% CE	25 25% CE	24 24% CE	26 25% CE	32 26% CE	31 25% CE	
3	368 11% CS	449 13% ADT	17 6% S	17 7% S	11 11% S	10 10% S	12 12% S	15 15% DT	6 11% S	8 16% DT	6 12% S	12 24% BDFRTV	4 8% MBDFRTV	13 26% CS	8 15% CS	7 13% S	12 12% S	11 11% S	3 3% S	5 5% S	5 10% S	13 10% S	10 8% S
4	181 5% GU	163 5% D	11 4% U	12 5% V	4 4% V	4 4% V	5 5% V	6 6% V	1 2% GDN	2 4% CEGU	1 2% GU	- 0% GU	3 6% U	4 8% U	1 2% U	3 6% U	2 4% U	5 5% U	5 5% U	2 4% U	4 4% U	3 2% U	6 5% U
5	183 5% U	217 6% V	11 4% DAKMSU	9 4% DAKMSU	3 3% DAKMSU	4 4% DAKMSU	1 1% DAKMSU	10 10% DAKMSU	6 11% DAKMSU	2 4% DAKMSU	5 10% DAKMSU	4 8% DAKMSU	3 6% DAKMSU	- 0% DAKMSU	1 2% DAKMSU	2 4% DAKMSU	4 4% DAKMSU	4 4% DAKMSU	5 5% DAKMSU	7 7% DAKMSU	1 1% DAKMSU	5 4% DAKMSU	
6 - 10	243 7% U	220 7% V	33 12% DAKMSU	14 5% V	8 8% V	10 10% V	7 7% V	8 8% V	5 9% U	4 8% V	1 2% V	2 4% V	1 2% V	2 4% V	3 6% V	1 2% V	8 8% V	8 8% V	3 3% V	9 8% V	3 2% V	2 2% V	
11 - 25	177 5% B	102 3% DAEMOOU	42 16% DAEMOOU	6 2% DAEMOOU	2 2% HEU	3 3% HEU	9 9% HEU	2 2% JAEMOU	7 13% JAEMOU	1 2% AEOU	6 12% BDH	5 10% BDH	1 2% BDH	1 2% BDH	1 2% BDH	4 8% U	7 7% U	4 4% U	9 9% EU	3 3% EU	3 3% EU	2 2% EU	5 4% EU
26 OR MORE (NET)	259 8% BO	82 2% DAEGRMOOSU	72 27% DAEGRMOOSU	7 3% FAO	14 14% FAO	4 4% FAO	11 11% O	4 4% BDV	8 15% JO	1 2% JO	2 4% JO	1 2% JO	4 8% O	2 4% O	- 0% O	- 0% O	10 10% RO	1 1% RO	11 11% TO	3 3% TO	13 10% VO	1 1% VO	
26 - 50	101 3% B	37 1% DAKOQ	22 8% DAKOQ	2 1% DAKOQ	4 4% DAKOQ	2 2% DAKOQ	7 7% A	4 4% BDV	1 2% BDV	- 0% BDV	- 0% BDV	- 0% BDV	2 4% V	2 4% V	- 0% V	- 0% V	2 2% V	1 1% V	5 5% V	1 1% V	6 5% V	- 0% V	
51 or more	158 5% B	45 1% DAEGRMOOSU	50 19% DAEGRMOOSU	5 2% FAO	10 10% FAO	2 2% FAO	4 4% H	- 0% H	7 13% JAGO	1 2% JAGO	2 4% JAGO	1 2% JAGO	2 4% JAGO	- 0% JAGO	- 0% JAGO	- 0% JAGO	8 8% RO	- 0% RO	6 6% RO	2 2% RO	7 6% RO	1 1% RO	
MEAN	12.8 B	5.4 DAEGRMOOSU	42.4 DAEGRMOOSU	6.8 DAEGRMOOSU	19.9 FO	7.0 FO	12.4 HO	4.3 JAGOU	35.4 JAGOU	4.5 JAGOU	15.2 JAGOU	6.6 R	9.9 R	4.3 R	2.4 R	3.2 R	20.9 RO	3.3 RO	17.8 T	4.8 T	12.4 V	3.2 V	
STD. DEV.	47.09	23.23	89.36	37.46	57.05	28.31	29.74	7.10	97.44	11.01	70.97	14.77	31.71	8.97	2.24	4.58	63.23	4.82	61.61	15.45	50.09	9.33	
STD. ERR.	0.81	0.40	5.46	2.35	5.62	2.76	2.95	0.71	13.26	1.56	10.04	2.09	4.48	1.27	0.31	0.63	6.32	0.48	6.13	1.50	4.48	0.83	
MEDIAN	2	2	8	1	2	1	2	2	4	2	2	3	1	2	2	2	2	2	2	2	2	1	
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%	

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

Base: Has Registered Domain Name

Q640. Have you ever registered duplicate domain names?

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
Yes	1332 40% B	1206 36% DV DAEKGMOQU	148 55%	58 23%	33 32%	32 30%	37 36%	33 33% D	35 65% JAEKGMOQU	19 38% D	19 38%	25 50% BDFHNRV	20 40%	15 30%	19 36%	19 36% D	39 39%	32 32%	50 50% AEU	47 44% DFV	42 34%	34 27%
No	2025 60% CIS	2143 64% AL	120 45% CBHJLPT	197 77%	70 68% CIS	73 70% LT	65 64% CI	67 67% L	19 35% I	31 62% I	31 62% CI	25 50%	30 60% CI	35 70% L	34 64% CI	34 64% CI	61 61% CI	68 68% L	51 50%	59 56%	83 66% CIS	91 73% BLT
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

Base: Has Registered A Domain Name

Q642. Why did you register duplicate domain names?

	Country																					
	North America								Europe													
	2015 Total Regist rants	2016 Total Regist rants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	**	1206	**	58*	**	32*	**	33*	**	19**	**	25**	**	15**	**	19**	**	32*	**	47*	**	34*
To help ensure my site gets found in searches	-	633 52% D	-	23 40%	-	12 38%	-	16 48%	-	12 63%	-	13 52%	-	7 47%	-	14 74%	-	15 47%	-	20 43%	-	15 44%
To protect my brand or organization name	-	617 51% V	-	40 69% BHRTV	-	19 59% V	-	14 42%	-	7 37%	-	13 52%	-	7 47%	-	7 37%	-	14 44%	-	21 45%	-	10 29%
To keep someone else from having a similar name	-	616 51%	-	33 57%	-	14 44%	-	17 52%	-	14 74%	-	11 44%	-	7 47%	-	13 68%	-	23 72% BFTV	-	23 49%	-	15 44%
For use in different geographies	-	372 31% D	-	8 14%	-	5 16%	-	10 30%	-	4 21%	-	12 48%	-	6 40%	-	6 32%	-	10 31%	-	13 28%	-	11 32% D
For potential use or sale in the future	-	325 27%	-	16 28%	-	5 16%	-	9 27%	-	4 21%	-	13 52%	-	3 20%	-	4 21%	-	8 25%	-	13 28%	-	13 38% F
Other	-	18 1%	-	2 3%	-	1 3%	-	-	-	-	-	-	-	-	-	-	-	1 3%	-	-	-	-
Sigma	-	2581 214%	-	122 210%	-	56 175%	-	66 200%	-	41 216%	-	62 248%	-	30 200%	-	44 232%	-	71 222%	-	90 191%	-	64 188%

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

Base: All Respondents

Q655. COUNTRY QUOTAS

2 Aug 2016
Table 18

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
NORTH AMERICA (NET)	473 14%	460 14%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
US	268 8%	255 8%	268 100%	255 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CANADA	103 3% CU	105 3% DV	-	-	103 100%	105 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEXICO	102 3% CU	100 3% D	-	-	-	-	102 100%	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
EUROPE (NET)	533 16% CEG	534 16% DFH	-	-	-	-	-	-	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%
ITALY	54 2% C	50 1% D	-	-	-	-	-	-	54 100%	50 100%	-	-	-	-	-	-	-	-	-	-	-	-
TURKEY	50 1% C	50 1% D	-	-	-	-	-	-	-	-	50 100%	50 100%	-	-	-	-	-	-	-	-	-	-
SPAIN	50 1% C	50 1% D	-	-	-	-	-	-	-	-	-	-	50 100%	50 100%	-	-	-	-	-	-	-	-
POLAND	53 2% C	53 2% D	-	-	-	-	-	-	-	-	-	-	-	53 100%	53 100%	-	-	-	-	-	-	-
UNITED KINGDOM	100 3% C	100 3% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100 100%	100 100%	-	-	-	-
FRANCE	101 3% CU	106 3% DV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	101 100%	106 100%	-	-
GERMANY	125 4% CEGQS	125 4% DFHRT	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	125 100%	125 100%
ASIA (NET)	1537 46% CEGKMOGSU	1539 46% DFHJLNPRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CHINA	550 16% CEGKMOGSU	551 16% DFHJLNPRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
VIETNAM	52 2% C	52 2% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PHILIPPINES	102 3% CU	101 3% DV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Base: All Respondents

Q655. COUNTRY QUOTAS

	Country																					
	North America										Europe											
	2015 Total Regist rants	2016 Total Regist rants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
JAPAN	176 5%	176 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CEGGSU DFHRTV																						
SOUTH KOREA	101 3%	101 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CU DV																						
RUSSIA	130 4%	128 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CEGGSU DFHRTV																						
INDIA	325 10%	330 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CEGGSU DFHJLNPRTV																						
INDONESIA	101 3%	100 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CU D																						
AFRICA (NET)	414 12%	401 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CEGGSU DFHJLNPRTV																						
NIGERIA	207 6%	200 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CEGGSU DFHRTV																						
SOUTH AFRICA	101 3%	101 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CU DV																						
EGYPT	106 3%	100 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CU D																						
SOUTH AMERICA (NET)	400 12%	415 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CEGGSU DFHJLNPRTV																						
COLOMBIA	125 4%	125 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CEGGSU DFHRTV																						
ARGENTINA	100 3%	104 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
C DV																						
BRAZIL	175 5%	186 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CEGGSU DFHRTV																						
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

Base: All Qualified Respondents

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

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
.com	2964 88% BO	2844 85% JPTV	259 97% DAEGMOOSU	229 90% BJLNPRTV	94 91% O	94 90% JPTV	92 90% JPTV	87 87% J	48 89% J	36 72% J	45 90% P	41 82% NO	47 94% NO	39 78% NO	42 79% NO	34 64% NO	91 91% RO	80 80% P	84 83% T	72 68% T	108 86% V	86 69% V
.net	2682 80% B	2301 69% P	256 96% DAEGMOOSU	195 76% BJLNPRTV	86 83% F	75 71% P	91 89% HAKO	75 75% JLNPTV	46 85% J	29 58% J	37 74% J	28 56% N	42 84% N	29 58% N	38 72% N	29 55% R	84 84% R	65 65% R	84 83% T	64 60% T	108 86% VO	77 62% VO
.org	2519 75% B	2168 65% DAEKMOOSU	250 93% BNPTV	195 76% FAKO	88 85% F	75 71% TV	92 90% HAKOS	67 67% JAKOSU	50 93% J	34 68% J	34 68% J	32 64% N	42 84% N	31 62% N	38 72% N	32 60% RAKO	89 89% BTV	75 75% T	80 79% T	60 57% T	101 81% V	72 58% V
.info	1911 57% B	1437 43% T	202 75% DAEKOOS	100 39% T	60 58% F	44 42% T	67 66% HS	40 40% JAEKOS	41 76% T	26 52% T	27 54% T	21 42% AS	36 72% AS	27 54% T	30 57% T	28 53% R	63 63% R	40 40% R	52 51% T	29 27% T	87 70% VAS	63 50% DT
.biz	1556 46% BM	1187 35% HNT	219 82% DAEGMOOSU	134 53% BHNTV	57 55% M	50 48% BHNT	44 43% H	23 23% JAGMO	34 63% NT	19 38% NT	25 50% HNT	20 40% HNT	16 32% HNT	9 18% HNT	21 40% HNT	24 45% HNT	69 69% BHNT	50 50% BHNT	49 49% T	23 22% T	70 56% VAMO	48 38% HNT
.mobi	991 30% BO	602 18% DPV	128 48% DAEGMOOSU	32 13% T	31 30% O	20 19% HO	32 31% HO	14 14% JO	18 33% JO	6 12% LO	18 36% LO	9 18% LO	13 26% LO	7 14% LO	7 13% LO	4 8% RO	36 36% RO	16 16% RO	29 29% TO	13 12% TO	31 25% V	14 11% V
.pro	547 16% BM	431 13% DR	53 20% DM	12 5% T	15 15% D	9 9% D	18 18% D	14 14% M	12 22% M	10 20% DFR	9 18% D	6 12% D	3 6% D	7 14% D	11 21% M	7 13% D	21 21% RM	6 6% M	23 23% M	16 15% DR	23 18% VM	12 10% VM
.cn	433 13% CEGMOOSU	424 13% DFHJLNPRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.asia	640 19% B	409 12% DF	68 25% DAEMOU	18 7% T	16 16% F	6 6% F	18 18% H	6 6% J	12 22% J	4 8% J	9 18% J	6 12% J	5 10% J	5 10% J	5 10% J	4 8% RMO	24 24% RMO	9 9% RMO	19 19% RMO	11 10% RMO	20 16% RMO	12 10% RMO
.tel	596 18% B	407 12% D	53 20% D	22 9% T	23 22% F	10 10% F	17 17% F	15 15% F	12 22% F	8 16% F	11 22% F	5 10% F	7 14% F	5 10% F	8 15% F	6 11% RA	27 27% RA	11 11% RA	22 22% RA	13 12% RA	28 22% RA	17 14% RA
.coop	370 11% BG	314 9% D	38 14% DGO	14 5% T	8 8% T	11 10% T	5 5% T	6 6% T	8 15% G	11 22% BDHNPRV	6 12% T	4 8% T	5 10% T	2 4% T	2 4% T	1 2% RACEGMOU	25 25% AEGOU	9 9% AEGOU	20 20% P	12 11% P	13 10% P	11 9% P
.eu	-	240 7% ADDFHL	-	-	-	-	-	-	-	33 66% IBDFHLNRT	-	-	-	18 36% MBDFHL	-	34 64% OBDFHLNRT	46 46% QBDFHL	-	41 39% SBDFHL	-	68 54% UBDFHLNT	-
.in	255 8% CEGMOOSU	231 7% DFHPRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ng	168 5% CEGGSU	172 5% DFHRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.br	144 4% CEGGSU	141 4% DFHRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.jp	160 5% CEGGSU	135 4% DFHRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Base: All Qualified Respondents

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

	Country																					
	North America										Europe											
	2015 Total Regist rants	2016 Total Regist rants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
.us	225 7%	129 4%	225 84%	129 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ru	114 3%	113 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.co	108 3%	104 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.de	113 3%	104 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	113 90%	104 83%
.ca	95 3%	88 3%	-	-	95 92%	88 84%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.za	94 3%	86 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ar	89 3%	83 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.mx	96 3%	83 2%	-	-	-	-	96 94%	83 83%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.uk	88 3%	83 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	88 88%	83 83%	-	-	-	-
.kr	78 2%	78 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.id	91 3%	77 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.fr	86 3%	75 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	86 85%	75 71%	-	-
.eg	81 2%	68 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ph	78 2%	63 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.vn	39 1%	48 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.pl	45 1%	43 1%	-	-	-	-	-	-	-	-	-	-	-	-	45 85%	43 81%	-	-	-	-	-	-

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

Base: All Qualified Respondents

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

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125	
.it	53 2% C	41 1%	-	-	-	-	-	-	53 98%	41 82%	-	-	-	-	-	-	-	-	-	-	-	
.tr	37 1%	32 1%	-	-	-	-	-	-	-	37 74%	32 64%	-	-	-	-	-	-	-	-	-	-	
.es	44 1%	32 1%	-	-	-	-	-	-	-	-	-	44 88%	32 64%	-	-	-	-	-	-	-	-	
I am not aware of any of these	33 1%	27 1%	1 *	4 2%	-	1 1%	-	-	-	1 2%	-	-	-	1 2%	-	1 2%	2 2%	-	2 2%	1 1%	-	2 2%
Not Sure	4 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 A	-
TOTAL AWARENESS (NET)	3320 99%	3322 99%	267 100%	251 98%	103 100%	104 99%	102 100%	100 100%	54 100%	49 98%	50 100%	50 100%	50 100%	49 98%	53 100%	52 98%	98 98%	100 100%	99 98%	105 99%	124 99%	123 98%
TOTAL CONSISTENT AWARENESS (NET)	3320 99%	3316 99%	267 100%	251 98%	103 100%	104 99%	102 100%	100 100%	54 100%	49 98%	50 100%	50 100%	50 100%	49 98%	53 100%	49 92%	98 98%	99 99%	99 98%	104 98%	124 99%	122 98%
AWARENESS OF GLOBAL (NET)	3238 96% BO	3154 94% JPTV	267 100% AIOQSU	251 98% BFJPRTV	101 98% O	97 92% V	101 99% O	96 96% JPTV	52 96% O	43 86% JPTV	50 100% O	49 98% JPTV	49 98% O	47 94% V	48 91% V	44 83% V	97 97% R	92 92% V	96 95% T	93 88% V	118 94% V	96 77% V
HIGH (.com .net .org) (NET)	3161 94% B	3081 92% JPTV	266 99% DAEIOGSU	246 96% BJNPRTV	96 93% PTV	97 92% PTV	98 96% JPTV	94 94% JPTV	51 94% JPTV	41 82% JPTV	48 96% PV	46 92% PV	48 96% PV	44 88% PV	47 77% PV	41 77% PV	96 96% R	88 88% V	94 93% T	86 81% T	115 92% V	94 75% V
AWARENESS OF GEO-SPECIFIC (NET)	2814 84% B	2547 76% DL	225 84% D	129 51% D	95 92% ACK	88 84% DLN	96 94% HACKS	83 98% DLN	53 98% JACKMOGS	43 86% DLN	37 74% DLN	32 64% DLN	44 88% DLN	34 68% DLN	45 85% DLN	46 87% DLN	88 88% K	85 85% BDLNT	86 85% T	78 74% D	113 90% AK	106 85% BDLNT
AWARENESS OF GEO-SPECIFIC CONSISTENT (NET)	2814 84% B	2533 76% D	225 84% D	129 51% D	95 92% ACK	88 84% BDLNT	96 94% HACKS	83 98% DLNT	53 98% JACKMOGS	41 82% DLN	37 74% DLN	32 64% DLN	44 88% DLN	32 64% DLN	45 85% DLN	43 87% D	88 88% K	83 83% DLNT	86 85% T	75 71% D	113 90% AK	104 83% BDLNT
MODERATE (.info.biz) (NET)	2148 64% B	1718 51% T	233 87% DAEIOGSU	150 59% BHT	71 69% F	57 54% T	70 69% H	44 44% H	41 76% JS	28 56% T	33 66% T	28 56% T	38 76% NS	27 54% T	36 68% T	31 58% T	74 74% RAS	57 57% T	60 59% T	35 33% T	89 71% V	65 52% T
LOW (.mobi .pro .tel .asia .coop) (NET)	1490 44% BO	1123 34% DV	153 57% DAEIOGSU	61 24% D	46 45% D	34 32% D	43 42% D	29 29% D	25 46% D	18 36% D	23 46% D	16 32% D	18 36% D	12 24% D	16 30% D	12 23% D	47 47% RO	28 28% T	46 46% T	33 31% T	51 41% V	29 23% V
AWARENESS OF GEO-SPECIFIC ADDED (NET)	-	240 7%	-	-	-	-	-	-	-	33 66% IBDFHLRT	-	-	-	18 36% MBDFHL	-	34 64% OBDFFHL	-	46 46% QBDFFHL	-	41 39% SBDFFHL	-	68 54% UBDFHLNT
Sigma	17627 525%	14900 445%	1752 654%	1084 425%	573 556%	483 460%	572 561%	430 430%	334 619%	258 516%	258 516%	204 408%	260 520%	212 424%	247 466%	247 466%	619 619%	490 490%	550 545%	430 406%	703 562%	586 469%

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

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

Base: Heard Of Extensions

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3322	268	251	103	104	102	100	54*	49*	50*	50*	50*	49*	53*	52*	100	100	101	105	125	123
.com	2413 72%	2259 68%	250 93%	201 80%	65 63%	71 68%	83 81%	75 75%	35 65%	23 47%	38 76%	35 70%	35 70%	29 59%	15 28%	19 37%	59 59%	51 51%	56 55%	43 41%	45 36%	38 31%
	BEOGSU	JPRTV	DAEGKMOOSU	BFJNPRTV	OU	JPRTV	AEIOGSU	JPRTV	OU	V	OQSU	JPRTV	OU	PTV			OU	V	TOU			
.net	1052 31%	857 26%	134 50%	63 25%	28 27%	22 21%	35 34%	28 28%	23 43%	8 16%	16 32%	14 28%	7 14%	10 20%	8 15%	10 19%	28 28%	11 11%	32 32%	23 22%	26 21%	18 15%
	BMOU	RV	DAEGKMOOSU	RV			MOU	RV	JMOU		M	RV					R		M	R		
.org	784 23%	615 19%	135 50%	48 19%	30 29%	12 12%	25 25%	25 25%	23 43%	12 24%	12 24%	11 22%	8 16%	11 22%	7 13%	10 19%	24 24%	18 18%	30 30%	22 21%	24 19%	6 5%
	B	V	DAEGKMOOSU	V	FO			FV	AGKMOQU	FV	V			V			V		O	V	V	
.cn	266 8%	285 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CEGKMOOSU	DFHJLNPRTV																				
.info	430 13%	270 8%	66 25%	18 7%	14 14%	9 9%	9 9%	11 11%	13 24%	7 14%	9 18%	8 16%	3 6%	7 14%	6 11%	5 10%	15 15%	6 6%	12 12%	3 3%	16 13%	13 11%
	B	T	DAEGKMOOSU					T	AGM	T	BDRT			T			R		T			T
.biz	248 7%	171 5%	47 18%	12 5%	12 12%	5 5%	7 7%	4 4%	11 20%	2 4%	3 6%	10 20%	1 2%	-	4 8%	2 4%	11 11%	6 6%	10 10%	1 1%	8 6%	2 2%
	B	T	DAGKMU		M			JAGKMU			KEGPHNPRTV						T	T				
.in	156 5%	146 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CEGGSU	DFHRTV																				
.ru	99 3%	102 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	C	DV																				
.jp	89 3%	97 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	C	D																				
.br	99 3%	95 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	C	D																				
.de	98 3%	87 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	98 78%	87 71%
	C	D																			ACEGKMOOS	BDFHJLNPR
.mobi	167 5%	72 2%	25 9%	3 1%	5 5%	2 2%	-	1 1%	5 9%	1 2%	2 4%	3 6%	-	2 4%	-	-	8 8%	1 1%	6 6%	2 2%	5 4%	2 2%
	BG	DAGMO		G				GMO		G	D						RGMO		G	G	G	G
.pro	83 2%	69 2%	7 3%	2 1%	4 4%	-	-	3 3%	2 4%	3 6%	-	-	-	3 6%	1 2%	3 2%	3 3%	-	3 3%	5 5%	2 2%	2 2%
					FG			BDFR		BDFR				BDFR					DFR			
.coop	70 2%	69 2%	5 2%	2 1%	1 1%	2 2%	-	3 3%	1 2%	2 4%	2 4%	1 2%	-	-	1 2%	-	1 1%	1 1%	4 4%	3 3%	3 2%	2 2%
																			G			
.tel	90 3%	66 2%	4 1%	2 1%	2 2%	-	1 1%	4 4%	2 4%	2 4%	2 4%	3 6%	-	1 2%	1 2%	-	3 3%	-	1 1%	3 3%	3 2%	1 1%
								DFR		FR		BDFRV										
.za	66 2%	63 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	C	D																				

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

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

Base: Heard Of Extensions

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3322	268	251	103	104	102	100	54*	49*	50*	50*	50*	49*	53*	52*	100	100	101	105	125	123
.ng	58 2% C	62 2% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ca	66 2% C	59 2% D	-	-	66 64%	59 57%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.co	64 2% C	58 2% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.fr	58 2% C	57 2% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	58 57%	57 54%	-	-
.ar	51 2% C	56 2% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.mx	48 1% C	55 2% D	-	-	-	-	48 47%	55 55%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.uk	57 2% C	54 2% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	57 57%	54 54%	-	-	-	-
.asia	98 3% B	53 2% D	9 3% D	1 *	4 4% FG	-	-	1 1%	2 4%	1 2%	2 4% G	1 2%	-	1 2%	1 2%	1 2%	3 3%	1 1%	4 4% G	3 3% D	3 2%	1 1%
.eu	-	48 1% A	-	-	-	-	-	-	-	7 14% IBDFHL	-	-	-	3 6% BDFH	-	15 29% BDFH	-	6 6% QBDFH	-	7 7% SBDFH	-	10 8% UBDFHL
.id	33 1% A	46 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ph	36 1% A	43 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.kr	51 2% C	42 1% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.pl	38 1% A	37 1% B	-	-	-	-	-	-	-	-	-	-	-	-	38 72%	37 71%	-	-	-	-	-	-
.vn	29 1% A	33 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.it	37 1% A	32 1% B	-	-	-	-	-	-	37 69%	32 65%	-	-	-	-	-	-	-	-	-	-	-	-
.eg	21 1% A	30 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: Heard Of Extensions

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3322	268	251	103	104	102	100	54*	49*	50*	50*	50*	49*	53*	52*	100	100	101	105	125	123
.es	26 1%	21 1%	-	-	-	-	-	-	-	-	-	-	26 52%	21 43%	-	-	-	-	-	-	-	-
.tr	12	15	-	-	-	-	-	-	-	12 24%	15 30%	-	-	-	-	-	-	-	-	-	-	-
.us	52 2% B	13 19% DAEKGMOGSU BFHRTV	52 19% BFHRTV	13 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	215 6% B	75 2% DAEKGMOGSU	40 15% BFHRTV	6 2%	5 5%	3 3%	11 11% H	1 1%	12 22% JAEKMOGSU	2 4%	1 2%	-	3 6%	1 2%	2 4%	-	16 16% AEKOSU BDHLPT	9 9%	7 7%	2 2%	8 6%	5 4%
TOTAL REGISTERED (NET)	3357 100%	3322 100%	268 100%	251 100%	103 100%	104 100%	102 100%	100 100%	54 100%	49 100%	50 100%	50 100%	50 100%	49 100%	53 100%	52 100%	100 100%	100 100%	101 100%	105 100%	125 100%	123 100%
TOTAL REGISTERED CONSISTENT (NET)	3357 100% B	3313 100% PTV	268 100%	251 100% PTV	103 100%	104 100% P	102 100%	100 100% P	54 100%	49 100%	50 100%	50 100%	50 100%	49 100%	53 100%	49 94%	100 100%	99 99%	101 100%	103 98%	125 100%	120 98%
REGISTERED GLOBAL (NET)	2878 86% EOQU FJPRTV	2810 85% AEKMOGSU BFHJNPRTV	267 100% BFHRTV	246 98%	80 78% OU	80 77% PV	93 91% EOGSU	89 89% FJPRTV	48 89% JOU	35 71% V	47 94% EOGSU	48 96% BFJNPRTV	41 82% OU	41 84% PV	29 55% OU	31 60% PV	76 76% OU	70 70% V	82 81% OU	75 71% V	67 54% V	58 47% V
REGISTERED GEO-SPECIFIC (NET)	1610 48% CK	1606 48% DL	52 19% D	13 5% ACGK	66 64% DL	59 57% DL	48 47% CK	55 55% DL	37 69% ACGK	33 67% BDLN	12 24% DL	15 30% D	26 52% CK	22 45% D	38 72% ACGKM	41 79% BDFHLNRT	57 57% CK	57 57% DL	58 57% CK	61 58% BDL	98 78% ACEGKMOS	92 75% BDFHLNRT
REGISTERED GEO-SPECIFIC CONSISTENT (NET)	1610 48% CK	1588 48% DL	52 19% D	13 5% ACGK	66 64% DL	59 57% DL	48 47% CK	55 55% DL	37 69% ACGK	32 65% BDLN	12 24% DL	15 30% D	26 52% CK	21 43% D	38 72% ACGKM	37 71% BDFHLNRT	57 57% CK	54 54% DL	58 57% CK	57 54% DL	98 78% ACEGKMOS	87 71% BDFHLNRT
REGISTERED GEO-SPECIFIC ADDED (NET)	-	48 1% A	-	-	-	-	-	-	-	7 14% IBDFHL	-	-	-	3 6% BDFH	-	15 29% OBDFHLNRTV	-	6 6% QBDFH	-	7 7% SBDFH	-	10 8% UBDFHL
Sigma	7260 216%	6212 187%	774 289%	371 148%	236 229%	185 178%	219 215%	211 211%	166 307%	102 208%	102 204%	101 202%	83 166%	89 182%	86 162%	98 188%	228 228%	164 164%	223 221%	174 166%	241 193%	187 152%

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

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

Base: Registered More Than One Domain Name

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	**	2098	**	120	**	52*	**	63*	**	33*	**	42*	**	31*	**	32*	**	58*	**	57*	**	60*
Parked-registered and reserved for your use, but not in active service. The site displays a placeholder webpage like "under development" or similar term	-	1.5	-	1.5	-	0.9	-	1.3 V	-	0.9	-	1.3	-	1.3	-	1.1	-	0.9	-	1.9 V	-	0.7
Redirected to an active website-if you enter the URL, it redirects to another URL	-	1.4	-	1.8	-	1.0	-	1.2	-	1.4	-	1.3	-	1.7	-	0.7	-	0.8	-	2.3	-	0.9
Used for an active website	-	2.6	-	6.7 B	-	8.2 B	-	1.6	-	2.2	-	2.8 R	-	1.6	-	1.2	-	1.2	-	1.8	-	2.2
Actively used for some purpose other than a website	-	0.9	-	1.0	-	0.5	-	0.8	-	0.7	-	0.9	-	0.9	-	0.6	-	0.5	-	0.8	-	0.4
Expired-no longer registered in your or your company's name	-	1.5	-	2.1	-	2.5 T	-	1.1	-	0.8	-	1.1	-	0.6	-	1.0	-	1.4	-	0.8	-	1.2
Other	-	0.2	-	0.2	-	*	-	0.2	-	0.4	-	0.3	-	0.2	-	0.2	-	0.2	-	0.5	-	0.3

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

Q795. Of the (...) domains you have registered, how many are in each of the following categories?

SUMMARY TABLE OF MEANS (EXCLUDING 0)

Base: Registered More Than One Domain Name

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	**	2098	**	120	**	52*	**	63*	**	33*	**	42*	**	31*	**	32*	**	58*	**	57*	**	60*
Parked-registered and reserved for your use, but not in active service. The site displays a placeholder webpage like "under development" or similar term	-	3.1	-	4.4	-	2.8	-	2.0	-	2.1	-	2.6	-	1.9	-	1.9	-	2.0	-	2.9	-	1.9
Redirected to an active website-if you enter the URL, it redirects to another URL	-	3.5	-	5.4	-	4.3	-	2.8	-	2.6	-	2.3	-	5.8	-	1.6	-	2.0	-	4.3	-	2.2
Used for an active website	-	3.5	-	9.4 _B	-	10.6 _B	-	2.3	-	2.7	-	4.2	-	2.4	-	1.6	-	1.8	-	2.7	-	3.4
Actively used for some purpose other than a website	-	2.7	-	4.3	-	4.8	-	2.3	-	2.8	-	3.0	-	4.0	-	2.0	-	1.6	-	2.9	-	1.7
Expired-no longer registered in your or your company's name	-	3.8	-	3.8	-	5.5	-	2.4	-	2.9	-	2.6	-	1.6	-	3.3	-	3.7	-	1.9	-	2.8
Other	-	3.5	-	3.6	-	2.0	-	3.0	-	6.0	-	3.5	-	1.3	-	2.0	-	2.4	-	5.6	-	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

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

Base: Registered More Than One Domain Name

	Country																					
	North America								Europe													
	2015 Total Regist rants	2016 Total Regist rants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	**	2098	**	120	**	52*	**	63*	**	33*	**	42*	**	31*	**	32*	**	58*	**	57*	**	60*
0	-	1103 53%	-	79 66%	-	36 69%	-	23 37%	-	19 58%	-	21 50%	-	9 29%	-	13 41%	-	33 57%	-	20 35%	-	39 65%
1 - 2	-	824 39%	-	28 23%	-	12 23%	-	34 54%	-	12 36%	-	16 38%	-	18 58%	-	15 47%	-	21 36%	-	30 53%	-	17 28%
3 - 5	-	105 5%	-	8 7%	-	3 6%	-	4 6%	-	-	-	4 10%	-	3 10%	-	3 9%	-	3 5%	-	4 7%	-	3 5%
6 or more	-	66 3%	-	5 4%	-	1 2%	-	2 3%	-	2 6%	-	1 2%	-	1 3%	-	1 3%	-	1 2%	-	3 5%	-	1 2%
MEAN (INCLUDING 0)	-	1.5	-	1.5	-	0.9	-	1.3 V	-	0.9	-	1.3	-	1.3	-	1.1	-	0.9	-	1.9 V	-	0.7
STD. DEV.	-	8.29	-	5.70	-	2.27	-	1.84	-	2.04	-	3.18	-	1.89	-	1.50	-	1.80	-	4.22	-	1.39
STD. ERR.	-	0.18	-	0.52	-	0.31	-	0.23	-	0.35	-	0.49	-	0.34	-	0.26	-	0.24	-	0.56	-	0.18
MEDIAN	-	-	-	-	-	-	-	1	-	-	-	1	-	1	-	1	-	-	-	1	-	-
MEAN (EXCLUDING 0)	-	3.1	-	4.4	-	2.8	-	2.0	-	2.1	-	2.6	-	1.9	-	1.9	-	2.0	-	2.9	-	1.9
STD. DEV.	-	11.84	-	9.14	-	3.41	-	1.97	-	2.71	-	4.15	-	2.01	-	1.52	-	2.28	-	4.96	-	1.79
STD. ERR.	-	0.38	-	1.43	-	0.85	-	0.31	-	0.73	-	0.91	-	0.43	-	0.35	-	0.46	-	0.82	-	0.39
MEDIAN	-	1	-	1	-	2	-	2	-	1	-	1	-	1	-	1	-	1	-	1	-	1
Sigma	-	2098 100%	-	120 100%	-	52 100%	-	63 100%	-	33 100%	-	42 100%	-	31 100%	-	32 100%	-	58 100%	-	57 100%	-	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

Base: Registered More Than One Domain Name

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	**	2098	**	120	**	52*	**	63*	**	33*	**	42*	**	31*	**	32*	**	58*	**	57*	**	60*
0	-	1253 60% L	-	81 68% JLT	-	40 77% BHJLT	-	35 56%	-	16 48%	-	18 43%	-	22 71% LT	-	19 59%	-	36 62%	-	27 47%	-	37 62%
1 - 2	-	691 33% DF	-	26 22%	-	7 13%	-	21 33% F	-	12 36% F	-	20 48% BDFN	-	6 19%	-	11 34% F	-	19 33% F	-	25 44% DFN	-	18 30% F
3 - 5	-	85 4%	-	7 6%	-	4 8%	-	4 6%	-	2 6%	-	3 7%	-	-	-	2 6%	-	1 2%	-	2 4%	-	2 3%
6 or more	-	69 3%	-	6 5%	-	1 2%	-	3 5%	-	3 9%	-	1 2%	-	3 10% B	-	-	-	2 3%	-	3 5%	-	3 5%
MEAN (INCLUDING 0)	-	1.4	-	1.8	-	1.0	-	1.2	-	1.4	-	1.3	-	1.7	-	0.7	-	0.8	-	2.3	-	0.9
STD. DEV.	-	9.09	-	7.81	-	3.61	-	2.94	-	2.66	-	3.14	-	4.99	-	1.00	-	1.68	-	9.95	-	1.70
STD. ERR.	-	0.20	-	0.71	-	0.50	-	0.37	-	0.46	-	0.48	-	0.90	-	0.18	-	0.22	-	1.32	-	0.22
MEDIAN	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-	-
MEAN (EXCLUDING 0)	-	3.5	-	5.4	-	4.3	-	2.8	-	2.6	-	2.3	-	5.8	-	1.6	-	2.0	-	4.3	-	2.2
STD. DEV.	-	14.07	-	13.08	-	6.72	-	3.94	-	3.24	-	3.90	-	8.17	-	0.96	-	2.21	-	13.49	-	2.13
STD. ERR.	-	0.48	-	2.09	-	1.94	-	0.74	-	0.79	-	0.80	-	2.72	-	0.27	-	0.47	-	2.46	-	0.44
MEDIAN	-	1	-	2	-	2	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1
Sigma	-	2098 100%	-	120 100%	-	52 100%	-	63 100%	-	33 100%	-	42 100%	-	31 100%	-	32 100%	-	58 100%	-	57 100%	-	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

Base: Registered More Than One Domain Name

3. Used for an active website

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	**	2098	**	120	**	52*	**	63*	**	33*	**	42*	**	31*	**	32*	**	58*	**	57*	**	60*
0	-	559 27%	-	35 29%	-	12 23%	-	19 30%	-	7 21%	-	14 33%	-	10 32%	-	9 28%	-	20 34%	-	19 33%	-	21 35%
1 - 2	-	1192 57%	-	59 49%	-	25 48%	-	33 52%	-	20 61%	-	21 50%	-	18 58%	-	21 66%	-	32 55%	-	28 49%	-	28 47%
3 - 5	-	237 11%	-	17 14%	-	8 15%	-	9 14%	-	5 15%	-	3 7%	-	2 6%	-	2 6%	-	5 9%	-	5 9%	-	8 13%
6 or more	-	110 5%	-	9 8%	-	7 13% BHPR	-	2 3%	-	1 3%	-	4 10%	-	1 3%	-	-	-	1 2%	-	5 9%	-	3 5%
MEAN (INCLUDING 0)	-	2.6	-	6.7 B	-	8.2 B	-	1.6	-	2.2	-	2.8 R	-	1.6	-	1.2	-	1.2	-	1.8	-	2.2
STD. DEV.	-	14.10	-	45.07	-	35.24	-	2.80	-	4.76	-	5.86	-	3.55	-	0.92	-	1.44	-	3.03	-	6.50
STD. ERR.	-	0.31	-	4.11	-	4.89	-	0.35	-	0.83	-	0.90	-	0.64	-	0.16	-	0.19	-	0.40	-	0.84
MEDIAN	-	1	-	1	-	2	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1
MEAN (EXCLUDING 0)	-	3.5	-	9.4 B	-	10.6 B	-	2.3	-	2.7	-	4.2	-	2.4	-	1.6	-	1.8	-	2.7	-	3.4
STD. DEV.	-	16.36	-	53.40	-	39.97	-	3.11	-	5.23	-	6.79	-	4.12	-	0.66	-	1.43	-	3.37	-	7.84
STD. ERR.	-	0.42	-	5.79	-	6.32	-	0.47	-	1.03	-	1.28	-	0.90	-	0.14	-	0.23	-	0.55	-	1.26
MEDIAN	-	1	-	2	-	2	-	1	-	2	-	1	-	1	-	2	-	1	-	1	-	2
Sigma	-	2098 100%	-	120 100%	-	52 100%	-	63 100%	-	33 100%	-	42 100%	-	31 100%	-	32 100%	-	58 100%	-	57 100%	-	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

4. Actively used for some purpose other than a website

Base: Registered More Than One Domain Name

	Country																					
	North America								Europe													
	2015 Total Regist rants	2016 Total Regist rants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	**	2098	**	120	**	52*	**	63*	**	33*	**	42*	**	31*	**	32*	**	58*	**	57*	**	60*
0	-	1366 65%	-	93 78% B	-	47 90% BDHLPR	-	41 65%	-	25 76%	-	29 69%	-	24 77%	-	23 72%	-	41 71%	-	42 74%	-	46 77%
1 - 2	-	610 29% DF	-	19 16%	-	4 8%	-	18 29% DF	-	6 18%	-	10 24% F	-	5 16%	-	7 22%	-	15 26% F	-	12 21%	-	11 18%
3 - 5	-	67 3%	-	4 3%	-	-	-	-	-	1 3%	-	2 5%	-	1 3%	-	1 3%	-	1 2%	-	2 4%	-	3 5%
6 or more	-	55 3%	-	4 3%	-	1 2%	-	4 6%	-	1 3%	-	1 2%	-	1 3%	-	1 3%	-	1 2%	-	1 2%	-	-
MEAN (INCLUDING 0)	-	0.9	-	1.0	-	0.5	-	0.8	-	0.7	-	0.9	-	0.9	-	0.6	-	0.5	-	0.8	-	0.4
STD. DEV.	-	4.38	-	4.27	-	2.78	-	1.84	-	1.93	-	3.17	-	2.82	-	1.24	-	0.99	-	2.76	-	0.92
STD. ERR.	-	0.10	-	0.39	-	0.38	-	0.23	-	0.34	-	0.49	-	0.51	-	0.22	-	0.13	-	0.37	-	0.12
MEDIAN	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN (EXCLUDING 0)	-	2.7	-	4.3	-	4.8	-	2.3	-	2.8	-	3.0	-	4.0	-	2.0	-	1.6	-	2.9	-	1.7
STD. DEV.	-	7.08	-	8.26	-	8.50	-	2.51	-	3.24	-	5.24	-	5.03	-	1.66	-	1.28	-	4.90	-	1.20
STD. ERR.	-	0.26	-	1.59	-	3.80	-	0.54	-	1.15	-	1.45	-	1.90	-	0.55	-	0.31	-	1.26	-	0.32
MEDIAN	-	1	-	1	-	1	-	1	-	1	-	1	-	2	-	1	-	1	-	1	-	1
Sigma	-	2098 100%	-	120 100%	-	52 100%	-	63 100%	-	33 100%	-	42 100%	-	31 100%	-	32 100%	-	58 100%	-	57 100%	-	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

Base: Registered More Than One Domain Name

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	**	2098	**	120	**	52*	**	63*	**	33*	**	42*	**	31*	**	32*	**	58*	**	57*	**	60*
0	-	1285 61% D	-	53 44%	-	28 54%	-	34 54%	-	24 73% D	-	25 60%	-	20 65% D	-	22 69% D	-	35 60% D	-	34 60%	-	34 57%
1 - 2	-	629 30%	-	46 38% BJ	-	13 25%	-	20 32%	-	6 18%	-	12 29%	-	10 32%	-	9 28%	-	15 26%	-	20 35%	-	20 33%
3 - 5	-	109 5%	-	13 11% B	-	3 6%	-	6 10%	-	1 3%	-	3 7%	-	1 3%	-	-	-	5 9%	-	2 4%	-	4 7%
6 or more	-	75 4%	-	8 7%	-	8 15% BNTV	-	3 5%	-	2 6%	-	2 5%	-	-	-	1 3%	-	3 5%	-	1 2%	-	2 3%
MEAN (INCLUDING 0)	-	1.5	-	2.1	-	2.5 T	-	1.1	-	0.8	-	1.1	-	0.6	-	1.0	-	1.4	-	0.8	-	1.2
STD. DEV.	-	9.37	-	5.80	-	5.48	-	1.96	-	1.82	-	2.11	-	1.06	-	3.87	-	3.83	-	1.59	-	2.86
STD. ERR.	-	0.20	-	0.53	-	0.76	-	0.25	-	0.32	-	0.33	-	0.19	-	0.68	-	0.50	-	0.21	-	0.37
MEDIAN	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN (EXCLUDING 0)	-	3.8	-	3.8	-	5.5	-	2.4	-	2.9	-	2.6	-	1.6	-	3.3	-	3.7	-	1.9	-	2.8
STD. DEV.	-	14.77	-	7.36	-	7.06	-	2.29	-	2.52	-	2.64	-	1.21	-	6.58	-	5.43	-	2.04	-	3.85
STD. ERR.	-	0.52	-	0.90	-	1.44	-	0.43	-	0.84	-	0.64	-	0.36	-	2.08	-	1.13	-	0.43	-	0.76
MEDIAN	-	1	-	2	-	2	-	1	-	2	-	2	-	1	-	1	-	1	-	1	-	2
Sigma	-	2098 100%	-	120 100%	-	52 100%	-	63 100%	-	33 100%	-	42 100%	-	31 100%	-	32 100%	-	58 100%	-	57 100%	-	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

6. Other

Base: Registered More Than One Domain Name

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	**	2098	**	120	**	52*	**	63*	**	33*	**	42*	**	31*	**	32*	**	58*	**	57*	**	60*
0	-	1957 93%	-	115 96%	-	51 98% N	-	58 92%	-	31 94%	-	38 90%	-	27 87%	-	29 91%	-	53 91%	-	52 91%	-	54 90%
1 - 2	-	98 5%	-	3 3%	-	1 2%	-	3 5%	-	1 3%	-	3 7%	-	4 13% BDF	-	2 6%	-	2 3%	-	2 4%	-	5 8%
3 - 5	-	22 1%	-	1 1%	-	-	-	1 2%	-	-	-	-	-	-	-	1 3%	-	3 5% B	-	1 2%	-	-
6 or more	-	21 1%	-	1 1%	-	-	-	1 2%	-	1 3%	-	1 2%	-	-	-	-	-	-	-	2 4%	-	1 2%
MEAN (INCLUDING 0)	-	0.2	-	0.2	-	*	-	0.2	-	0.4	-	0.3	-	0.2	-	0.2	-	0.2	-	0.5	-	0.3
STD. DEV.	-	1.69	-	1.03	-	0.28	-	1.04	-	1.76	-	1.57	-	0.45	-	0.64	-	0.77	-	1.97	-	1.37
STD. ERR.	-	0.04	-	0.09	-	0.04	-	0.13	-	0.31	-	0.24	-	0.08	-	0.11	-	0.10	-	0.26	-	0.18
MEDIAN	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN (EXCLUDING 0)	-	3.5	-	3.6	-	2.0	-	3.0	-	6.0	-	3.5	-	1.3	-	2.0	-	2.4	-	5.6	-	3.2
STD. DEV.	-	5.58	-	3.97	-	-	-	2.55	-	5.66	-	4.36	-	0.50	-	1.00	-	1.34	-	4.28	-	3.37
STD. ERR.	-	0.47	-	1.78	-	-	-	1.14	-	4.00	-	2.18	-	0.25	-	0.58	-	0.60	-	1.91	-	1.38
MEDIAN	-	1	-	1	-	2	-	2	-	6	-	2	-	1	-	2	-	3	-	5	-	2
Sigma	-	2098 100%	-	120 100%	-	52 100%	-	63 100%	-	33 100%	-	42 100%	-	31 100%	-	32 100%	-	58 100%	-	57 100%	-	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
.biz	1252 37%	1252 37%	76 28%	69 27%	25 24%	24 23%	20 20%	20 20%	17 17%	17 34%	22 44%	31 62%	11 22%	11 22%	21 40%	23 43%	26 26%	30 30%	25 25%	27 25%	27 22%	24 19%
.com	2960 88%	2701 81%	250 93%	218 85%	87 84%	86 82%	95 93%	76 76%	46 85%	45 90%	45 90%	44 88%	45 90%	44 88%	47 89%	40 75%	76 76%	69 69%	81 80%	75 71%	94 75%	73 58%
.info	1633 49%	1586 47%	88 33%	63 25%	31 30%	26 25%	48 47%	50 50%	26 48%	26 52%	25 50%	30 60%	23 46%	28 56%	30 57%	26 49%	34 34%	41 41%	39 39%	41 39%	55 44%	48 38%
.mobi	1050 31%	999 30%	51 19%	32 13%	22 21%	11 10%	23 23%	29 29%	13 24%	14 28%	16 32%	20 40%	11 22%	12 28%	14 23%	14 26%	16 16%	23 23%	24 24%	29 27%	25 20%	23 18%
.net	2348 70%	2231 67%	176 66%	150 59%	56 54%	53 50%	72 71%	71 71%	33 61%	33 66%	41 82%	42 84%	30 60%	33 66%	35 66%	27 51%	60 60%	50 50%	61 60%	57 54%	76 61%	59 47%
.org	2071 62%	1888 56%	165 62%	115 45%	61 59%	41 39%	65 64%	56 56%	31 57%	30 60%	38 76%	37 74%	33 66%	26 52%	32 60%	23 43%	53 53%	54 54%	56 55%	55 52%	63 50%	50 40%
.tel	883 26%	932 28%	14 5%	28 11%	17 17%	13 12%	19 19%	25 25%	10 19%	16 32%	15 30%	19 38%	10 20%	14 28%	10 19%	17 32%	12 12%	21 21%	22 22%	29 27%	17 14%	19 15%
.asia	829 25%	881 26%	13 5%	26 10%	12 12%	9 9%	11 11%	20 20%	11 20%	13 26%	13 26%	16 32%	8 16%	12 24%	10 23%	13 19%	13 13%	26 26%	20 20%	22 21%	16 13%	14 11%
.pro	956 28%	1031 31%	38 14%	46 18%	20 19%	19 18%	21 21%	28 28%	13 24%	16 32%	13 28%	22 44%	10 20%	13 26%	11 21%	15 28%	22 22%	26 26%	29 29%	46 43%	22 18%	18 14%
.coop	804 24%	885 26%	14 5%	27 11%	18 17%	12 11%	14 14%	20 20%	12 22%	12 24%	9 18%	18 36%	13 26%	13 26%	11 21%	11 21%	15 15%	20 20%	24 24%	28 26%	16 13%	19 15%
.cn	475 86%	485 88%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.vn	49 94%	43 83%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ph	88 86%	78 77%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.jp	128 73%	134 76%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.kr	80 79%	80 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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
.ru	117 90%	114 89%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.in	284 87%	274 83%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.id	90 89%	88 88%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ng	182 88%	167 84%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.za	86 85%	84 83%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.eg	77 73%	77 77%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.co	103 82% B	88 70%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ar	82 82%	82 79%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.br	145 83% B	135 73%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.it	45 83%	44 88%	-	-	-	-	-	-	45 83%	44 88%	-	-	-	-	-	-	-	-	-	-	-	-
.tr	37 74%	43 86%	-	-	-	-	-	-	-	-	37 74%	43 86%	-	-	-	-	-	-	-	-	-	-
.es	45 90%	45 90%	-	-	-	-	-	-	-	-	-	-	45 90%	45 90%	-	-	-	-	-	-	-	-
.pl	48 91%	45 85%	-	-	-	-	-	-	-	-	-	-	-	-	48 91%	45 85%	-	-	-	-	-	-
.uk	75 75%	82 82%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	75 75%	82 82%	-	-	-	-
.fr	83 82%	75 71%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	83 82%	75 71%	-	-
.de	114 91% B	101 81%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	114 91% V	101 81%

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

Q720. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?
SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
.us	80 30%	73 29%	80 30%	73 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ca	88 85%	87 83%	-	-	88 85%	87 83%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.mx	93 91% B	75 75%	-	-	-	-	93 91% H	75 75%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.eu	-	216 45% R	-	-	-	-	-	-	-	30 60% BNRV	-	-	-	19 38%	-	36 68% BNRTV	-	31 31%	-	48 45% R	-	52 42%
CONSIDERED ALL (NET)	3230 96% BQ	3150 94% TV	260 97% DQ	235 92%	101 98% Q	98 93%	100 98% Q	93 93%	52 96%	45 90%	47 94% DJRTV	50 100%	48 96%	49 98% T	50 94%	50 94%	91 91%	90 90%	95 94%	93 88%	121 97% V	111 89%
CONSIDERED CONSISTENT (NET)	3230 96% BQ	3150 94% TV	260 97% DQ	235 92%	101 98% Q	98 93%	100 98% Q	93 93%	52 96%	45 90%	47 94% DJRTV	50 100%	48 96%	49 98% T	50 94%	50 94%	91 91%	90 90%	95 94%	93 88%	121 97% V	111 89%
CONSIDERED GLOBAL (NET)	3171 94% BQU	3071 92% PRTV	259 97% DOGSU	235 92% PRTV	98 95% U	92 88% V	98 96% U	93 93% PRTV	52 96%	45 90% V	47 94% BDFJPRTV	50 100%	48 96%	48 96% PRTV	47 89%	43 81%	89 89%	83 83%	91 90%	88 83%	109 87% V	92 74%
CONSIDERED GEO-SPECIFIC (NET)	2694 80% BC	2619 78% D	80 30%	73 29%	88 85% C	87 83% D	93 91% HACKQ	75 75% D	45 83% C	44 88% D	37 74% C	43 86% D	45 90% CKQ	48 96% BDFHRTV	48 91% CKQ	48 91% BDHT	75 75% C	85 85% D	83 82% C	82 77% D	114 91% ACKQS	105 84% D
CONSIDERED GEO-SPECIFIC CONSISTENT (NET)	2694 80% BC	2599 78% D	80 30%	73 29%	88 85% C	87 83% D	93 91% HACKQ	75 75% D	45 83% C	44 88% DT	37 74% C	43 86% DT	45 90% CKQ	48 96% BDHT	48 91% CKQ	45 85% D	75 75% C	82 82% D	83 82% C	75 71% D	114 91% VACKQS	101 81% D
CONSIDERED GEO-SPECIFIC ADDED (NET)	-	216 6% ADFH	-	-	-	-	-	-	-	30 60% IBDFHLNRV	-	-	-	19 38% MBDFHL	-	36 68% OBDHFLNRV	-	31 31% QBDFHL	-	48 45% SBDFHLR	-	52 42% UBDFHL

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

Q720. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?
SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
.biz	1712 51%	1631 49% L	179 67% AKO	159 62% BLP	73 71% AKO	67 64% BLP	73 72% AKO	61 61% BLP	32 59%	25 50% L	24 48%	15 30%	31 62%	31 62% L	25 47%	23 43%	68 68% AKO	64 64% BLP	66 65% AKO	63 59% BL	86 69% AKO	88 70% BJLP
.com	252 8% C	425 13% ADJ	11 4% C	21 8% C	10 10% C	12 11% C	4 4% GJN	15 15% C	6 11% C	1 2%	3 6%	4 8%	2 4%	2 4%	8 15% OJ	14 14% ACG	25 25% BDFJLN	17 17% ACGMO	21 20% BDJN	24 19% ACEGKMO	43 34% UBDFHJLNPT	
.info	1403 42%	1371 41%	168 63% AGIKMOU	165 65% BHJLNPT	62 60% AMO	66 63% BHJLNPT	48 47%	36 36%	26 48%	19 38%	22 44%	15 30%	20 40%	16 32%	19 36%	58 58% AMO	50 50% HLN	54 53% AO	49 46%	61 49%	68 54% BHJLNPT	
.mobi	1900 57%	1863 56%	200 75% AO	194 76% BHJLNPT	76 74% A	79 75% BHJLNPT	73 72% HA	52 52%	36 67%	27 54%	31 62%	26 52%	31 62%	28 56%	32 60%	32 60% AO	76 76% BHL	70 70% BHL	68 67% A	64 60%	89 71% A	89 71% BHJL
.net	778 23%	823 25% L	83 31% AK	85 33% BHL	42 41% AGK	43 41% BHJL	28 27%	22 22% L	18 33% K	10 20%	7 14%	4 8%	13 26%	13 26% L	14 26% BHJL	22 42% AK	32 40% BHJL	40 35% AK	35 32% L	34 42% AK	61 49% UBDHJLNPT	
.org	1036 31% K	1148 34% AL	96 36% K	111 44% BJL	38 37% K	54 51% EBHJLNPT	33 32%	36 36% L	19 35%	13 26%	9 18%	8 16%	13 26% L	17 34% L	16 30% BJL	25 47% AKM	43 43% L	37 43% L	43 43% AKM	39 37% L	54 43% AKM	64 51% BHJLNPT
.tel	2028 60% B	1911 57% DNEGKMOUSU	237 88% BHJLNPT	197 77% BHJLNPT	78 76% A	78 74% BHJLNPT	74 73% HA	54 54%	39 72% J	26 52%	31 62%	27 54%	31 62%	27 54% L	33 62% L	31 58% AKMOS	80 80% BHJLN	71 71% BHJLN	68 67%	62 58% AKMO	96 77% BHJLNPT	91 73% BHJLNPT
.asia	2118 63% B	1986 59% DNEGKMOUSU	249 93% BHJLNPT	207 81% BHJLNPT	84 82% AIO	87 83% BHJLNPT	82 80% HAO	63 63%	36 67%	29 58%	34 68%	29 58%	35 70%	29 58%	34 64% L	39 74% B	80 80% AO	69 69% B	71 70%	67 63% AO	100 80% BHJLNPT	101 81% BHJLNPT
.pro	1953 58% B	1817 54% T	212 79% DAIMOOS	177 69% BHJL	76 74% AS	74 70% BHJL	72 71% HA	48 48%	36 67%	26 52%	34 68% L	23 46%	32 64%	31 62% T	34 64% T	32 60% T	68 68% A	65 65% BHLT	60 59% T	46 43% AS	92 74% BHJLNPT	96 77% BHJLNPT
.coop	2110 63% B	1959 58% DNEGKMOUSU	241 90% BHJLNPT	196 77% BHJLNPT	80 78% AMO	84 80% BHJLNPT	79 77% HAMO	56 56%	36 67%	29 58%	27 70%	27 54%	31 54%	33 62% L	31 58% L	76 76% AM	71 71% BHL	66 65% L	63 59% L	99 79% AMOS	94 75% BHJLPT	
.cn	50 9%	42 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.vn	-	6 12% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ph	7 7%	13 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.jp	32 18%	30 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.kr	20 20%	17 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q720. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?
SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
.ru	5 4%	10 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.in	32 10%	40 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.id	7 7%	10 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ng	18 9%	21 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.za	9 9%	8 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.eg	26 25%	16 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.co	17 14%	31 25% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ar	13 13%	12 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.br	24 14%	39 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.it	7 13%	2 4%	-	-	-	-	-	-	7 13%	2 4%	-	-	-	-	-	-	-	-	-	-	-	-
.tr	12 24%	5 10%	-	-	-	-	-	-	-	-	12 24%	5 10%	-	-	-	-	-	-	-	-	-	-
.es	1 2%	2 4%	-	-	-	-	-	-	-	-	-	-	1 2%	2 4%	-	-	-	-	-	-	-	-
.pl	3 6%	3 6%	-	-	-	-	-	-	-	-	-	-	-	-	3 6%	3 6%	-	-	-	-	-	-
.uk	18 18%	12 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18 18%	12 12%	-	-	-	-
.fr	13 13%	22 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13 13%	22 21%	-	-
.de	8 6%	16 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 6%	16 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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
.us	176 66%	156 61%	176 66%	156 61%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ca	14 14%	11 10%	-	-	14 14%	11 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.mx	9 9%	19 19% A	-	-	-	-	9 9%	19 19% G	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.eu	-	215 44% JP	-	-	-	-	-	-	-	15 30%	-	-	-	20 40%	-	14 26%	-	63 63% BJNPTV	-	43 41%	-	60 48% JP

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

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

2 Aug 2016
Table 31

1. .biz

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOP 2 BOX (NET)	1252 37%	1252 37%	76 28%	69 27%	25 24%	24 23%	20 20%	20 20%	17 31%	17 34%	22 44%	31 62%	11 22%	11 22%	21 40%	23 43%	26 26%	30 30%	25 25%	27 25%	27 22%	24 19%
Very likely	445 13%	457 14%	17 6%	24 9%	7 7%	4 4%	5 5%	8 8%	6 11%	5 10%	5 10%	15 30%	1 2%	4 8%	2 4%	9 17%	10 10%	14 14%	10 10%	8 8%	10 8%	13 10%
Somewhat likely	807 24%	795 24%	59 22%	45 18%	18 17%	20 19%	15 15%	12 12%	11 20%	12 24%	17 34%	16 32%	10 20%	7 14%	19 36%	14 26%	16 16%	16 16%	15 15%	19 18%	17 14%	11 9%
BOTTOM 2 BOX (NET)	1712 51%	1631 49%	179 67%	159 62%	73 71%	67 64%	73 72%	61 61%	32 59%	25 50%	24 48%	15 30%	31 62%	31 62%	25 47%	23 43%	68 68%	64 64%	66 65%	63 59%	86 69%	88 70%
Somewhat unlikely	697 21%	705 21%	53 20%	46 18%	27 26%	23 22%	30 29%	34 34%	16 30%	15 30%	13 26%	9 18%	14 28%	12 24%	16 30%	8 15%	22 22%	18 18%	22 22%	24 23%	30 24%	31 25%
Very unlikely	1015 30%	926 28%	126 47%	113 44%	46 45%	44 42%	43 42%	27 27%	16 30%	10 20%	11 22%	6 12%	17 34%	19 38%	9 17%	15 28%	46 46%	46 46%	44 44%	39 37%	56 45%	57 46%
Not sure	388 12%	466 14%	13 5%	27 11%	5 5%	14 13%	9 9%	19 19%	5 9%	8 16%	4 8%	4 8%	7 14%	8 16%	6 11%	7 13%	6 6%	6 6%	10 10%	16 15%	12 10%	13 10%
Decline to Answer	5 B	-	-	-	-	-	-	-	-	-	-	-	1 AC	2%	1 AC	2%	-	-	-	-	-	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

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

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOP 2 BOX (NET)	2960 88% BQSU	2701 81% RTV	250 93% DAEIQSU	218 85% BHRTV	87 84% RV	86 82% RV	95 93% HQSUSU	76 76% V	46 85% HRTV	45 90% QU	45 90% QU	44 88% RTV	45 90% QU	44 88% RTV	47 89% U	40 75% V	76 76% V	69 69% V	81 80% U	75 71% U	94 75% V	73 58% V
Very likely	2467 73% BIQSU	2158 64% PRTV	231 86% DAEIMOOSU	182 71% BNPRTV	74 72% U	68 65% RTV	90 88% HAEIMOOSU	66 66% PRTV	32 59% RV	32 64% RV	41 82% IOQSU	36 72% PRTV	35 70% U	28 56% V	34 64% U	26 49% U	59 59% RU	40 40% RU	63 62% TU	50 47% TU	57 46% TU	44 35% TU
Somewhat likely	493 15% CG	543 16% CG	19 7% CG	36 14% C	13 13% C	18 17% C	5 5% C	10 10% C	14 26% ACEGK	13 26% DH	4 8% C	8 16% C	10 20% CG	16 32% BDFH	13 25% ACGK	14 26% BDH	17 17% CG	29 29% QBDFH	18 18% CG	25 24% BDH	37 30% ACEGKQS	29 23% BDH
BOTTOM 2 BOX (NET)	252 8% C	425 13% ADJ	11 4% C	21 8% C	10 10% C	12 11% C	4 4% C	15 15% GJN	6 11% C	1 2% C	3 6% C	4 8% C	2 4% C	2 4% C	2 4% C	8 15% OJ	14 14% ACG	25 25% BDFJLN	17 17% ACGMO	21 20% BDJN	24 19% ACEGKMO	43 34% UBDFHJLNPT
Somewhat unlikely	118 4% C	159 5% AD	3 1% C	4 2% C	5 5% C	3 3% C	1 1% C	3 3% C	4 7% CG	1 2% C	1 2% C	3 6% C	2 4% C	1 2% C	2 4% C	3 6% C	6 6% C	8 8% D	8 8% ACG	11 10% BDFH	14 11% ACG	19 15% BDFHJN
Very unlikely	134 4% C	266 8% AJ	8 3% C	17 7% C	5 5% C	9 9% J	3 3% GJN	12 12% C	2 4% C	- - C	2 4% C	1 2% C	- - C	1 2% C	- - C	5 9% OJ	8 8% ACMO	17 17% BDJLN	9 9% ACMO	10 9% J	10 8% ACMO	24 19% UBDFJLNPT
Not sure	143 4% C	223 7% A	7 3% C	16 6% C	6 6% C	7 7% C	3 3% C	9 9% C	2 4% C	4 8% C	2 4% C	2 4% C	3 6% C	4 8% C	4 8% C	5 9% ACGS	10 10% C	6 6% C	3 3% C	10 9% C	7 6% C	9 7% C
Decline to Answer	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

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

2 Aug 2016
Table 33

3. .info

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOP 2 BOX (NET)	1633 49% CEQS	1586 47% DFV	88 33% D	63 25%	31 30%	26 25%	48 47% CE	50 50% DF	26 48% CE	26 52% DF	25 50% CE	30 60% DFRTV	23 46% DFTV	28 56% CEQS	30 57% CEQS	26 49% DF	34 34% DF	41 41% DF	39 39% DF	41 39% DF	55 44% CE	48 38% DF
Very likely	644 19% CEM	629 19% DF	28 10% D	26 10%	8 8%	7 7%	13 13% C	22 22% DF	10 19% EM	12 24% DF	12 24% CEM	17 34% BDFNRTV	2 4%	6 12% D	8 15% CEQS	12 23% DF	12 12% DF	15 15% M	16 16% F	17 18% CEM	22 18% CEM	17 14% DF
Somewhat likely	989 29% C	957 29% DF	60 22% D	37 15%	23 22%	19 18%	35 34% C	28 28% D	16 30% D	14 28% D	13 26% D	13 26% D	21 42% CEQS	22 44% BDFRTV	22 42% CEQS	14 26% D	22 22% D	26 26% D	23 23% D	24 23% D	33 26% D	31 25% D
BOTTOM 2 BOX (NET)	1403 42%	1371 41%	168 63% AGIKMOU BHJLNPR	165 65%	62 60% AMO BHJLNPT	66 63%	48 47%	36 36%	26 48%	19 38%	22 44%	15 30%	20 40%	16 32%	19 36%	19 36% AMO	58 58% HLN	50 50% HLN	54 53% AO	49 46% AO	61 49% AO	68 54% BHLNP
Somewhat unlikely	642 19%	598 18%	65 24% A	46 18%	25 24%	20 19%	20 20%	16 16%	15 28%	11 22%	8 28% L	8 16%	10 20%	8 16%	5 9%	12 23% AKO	34 34% BHJN	34 34% BHJN	31 31% O	31 29% O	35 28% O	39 31% BJN
Very unlikely	761 23% O	773 23% A	103 38% AGIKMOU BHJLNPR	119 47% AIKMO BHJLNPT	37 36% AIKMO BHJLNPT	46 44%	28 27% O	20 20%	11 20%	8 16%	8 16%	10 20%	10 20%	8 16%	5 9%	12 23% AKO	34 34% BHJN	34 34% BHJN	31 31% O	31 29% O	35 28% O	39 31% BJN
Not sure	319 10% C	392 12% A	12 4%	27 11% C	10 10%	13 12%	6 6%	14 14%	2 4%	5 10%	3 6%	5 10%	7 14% C	6 12%	4 8%	8 15% AKO	8 8% BHJN	9 9% BHJN	8 8% O	16 15% O	9 7% O	9 7% BJN
Decline to Answer	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

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

2 Aug 2016
Table 34

4. .mobi

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOP 2 BOX (NET)	1050 31% CEQU	999 30% DFV	51 19% D	32 13% F	22 21% F	11 10% F	23 23% DF	29 29% DF	13 24% DF	14 28% DF	16 32% CQ	20 40% DFRV	11 22% DF	14 28% DF	12 23% DF	14 26% DF	16 16% DF	23 23% DF	24 24% DF	29 27% DF	25 20% DF	23 18% DF
Very likely	372 11% CMS	336 10% DF	15 6% D	13 5% D	8 8% D	4 4% D	6 6% D	11 11% D	3 6% D	4 8% D	5 10% BDFNPV	11 22% D	1 2% D	2 4% D	4 8% D	4 8% D	10 10% D	11 11% D	5 5% D	12 11% DF	8 6% DF	13 10% DF
Somewhat likely	678 20% CQ	663 20% DFRV	36 13% DQ	19 7% DQ	14 14% A	7 7% A	17 17% Q	18 18% DFV	10 19% Q	10 20% DFV	11 22% Q	9 18% DF	10 20% Q	12 24% DFV	8 15% DFV	10 19% DFV	6 6% DFV	12 12% DFV	19 19% Q	17 16% DF	17 14% DF	10 8% DF
BOTTOM 2 BOX (NET)	1900 57%	1863 56%	200 75% AO	194 76% BHJLNPT	76 74% A	79 75% BHJLNPT	73 72% HA	52 52% HA	36 67% CE	27 54% BDFR	31 62% CE	26 52% D	31 62% CE	28 56% D	32 60% ACEGSU	32 60% D	76 76% AO	70 70% BHL	68 67% A	64 60% A	89 71% A	89 71% BHJLN
Somewhat unlikely	701 21% C	712 21% D	37 14% D	30 12% D	14 14% A	18 17% ACEQS	33 32% D	23 23% D	17 31% CE	17 34% BDFR	14 28% CE	14 28% D	15 30% CE	14 28% D	20 38% ACEGSU	13 25% D	18 18% D	18 18% D	20 20% D	22 21% D	26 21% D	27 22% D
Very unlikely	1199 36% O	1151 34% J	163 61% AGIKMOS	164 64% BHJLNPTV	62 60% AGIKMO	61 58% BHJLNPT	40 39% O	29 29% O	19 35% O	10 20% O	17 34% O	12 24% O	16 32% O	14 28% O	12 23% O	19 36% AGIKMO	58 58% BHJLN	52 52% BHJLN	48 48% AO	42 40% AO	63 50% AMO	62 50% BHJLN
Not sure	405 12% CE	487 15% AR	17 6% C	29 11% C	5 5% E	15 14% E	6 6% E	19 19% GR	5 9% GR	9 18% R	3 6% R	4 8% R	8 16% CEG	8 16% CEG	9 17% CEG	7 13% CEG	8 8% CEG	7 7% CEG	9 9% CEG	13 12% CEG	11 9% CEG	13 10% CEG
Decline to Answer	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

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

2 Aug 2016
Table 35

5. .net

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOP 2 BOX (NET)	2348 70% BEQSUSU	2231 67% DFPRTV	176 66% E	150 59% V	56 54% E	53 50% E	72 71% DFPRTV	71 71% DFPRTV	33 61% V	33 66% V	41 82% CEIMQSU	42 84% BDFJNPRTV	30 60% V	33 66% V	35 66% V	27 51% V	60 60% V	50 50% V	61 60% V	57 54% V	76 61% V	59 47% V
Very likely	1327 40% BCEMOU	1237 37% DFPRTV	87 32% E	75 29% V	24 23% E	21 20% E	34 33% FPRV	40 40% FPRV	15 28% FP	18 36% ACEGMOGSU	27 54% BDFJNPRTV	28 56% BDFJNPRTV	11 22% V	12 24% V	13 25% V	9 17% V	31 31% V	21 21% V	31 31% V	29 27% V	35 28% V	31 25% V
Somewhat likely	1021 30% BCEMOU	994 30% DFPRTV	89 33% E	75 29% V	32 31% E	32 30% E	38 37% FPRV	31 31% FPRV	18 33% FP	15 30% ACEGMOGSU	14 28% BDFJNPRTV	14 28% BDFJNPRTV	19 38% V	21 42% V	22 42% V	18 34% V	29 29% V	29 29% V	30 30% V	28 26% V	41 33% V	28 22% V
BOTTOM 2 BOX (NET)	778 23% L	823 25% L	83 31% AK	85 33% BHL	42 41% AGK	43 41% BHJL	28 27% E	22 22% L	18 33% K	10 20% L	7 14% L	4 8% L	13 26% L	13 26% L	14 26% BHL	22 42% AK	32 32% AK	40 40% BHJL	35 35% AK	34 32% L	42 34% AK	61 49% UBDHJLNT
Somewhat unlikely	401 12% L	389 12% L	41 15% L	34 13% L	19 18% AK	16 15% L	15 15% L	7 7% AKQ	13 24% L	7 14% L	3 6% L	1 2% L	7 14% L	9 18% HL	12 23% AK	12 23% BHL	11 11% L	17 17% HL	18 18% L	16 15% L	22 18% AK	30 24% BDHL
Very unlikely	377 11% A	434 13% A	42 16% AO	51 20% BJLN	23 22% AIKO	27 26% BJLN	13 13% L	15 15% L	5 9% L	3 6% L	4 8% L	3 6% L	6 12% L	4 8% L	2 4% L	10 19% O	21 21% AKO	23 23% BJLN	17 17% O	18 17% O	20 16% O	31 25% BJLN
Not sure	228 7% CG	295 9% A	9 3% C	20 8% C	5 5% C	9 9% C	2 2% C	7 7% C	3 6% C	7 14% V	2 4% C	4 8% C	7 14% ACG	4 8% C	4 8% C	4 8% C	8 8% G	10 10% G	5 5% SV	15 14% SV	7 6% SV	5 4% SV
Decline to Answer	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

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

2 Aug 2016
Table 36

6. .org

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOP 2 BOX (NET)	2071 62% BU	1888 56% DFV	165 62% DU	115 45%	61 59% F	41 39%	65 64% U	56 56% FV	31 57%	30 60% FV	38 76% AEIQSU	37 74% BDFHNPRTV	33 66%	26 52%	32 60%	23 43%	53 53% FV	54 54% FV	56 55%	55 52%	63 50%	50 40%
Very likely	1095 33% BOQU	956 29% DFV	98 37% DEGOQU	54 21%	26 25% F	19 18%	26 25% U	26 26% FV	13 24%	15 30% V	24 48% AEGIMOGSU	23 46% BDFHRTV	12 24%	15 30% V	8 15% PACS	15 28%	22 22%	26 26%	27 27%	26 25%	25 20%	20 16%
Somewhat likely	976 29%	932 28% P	67 25%	61 24%	35 34% F	22 21%	39 38% AC	30 30% P	18 33%	15 30% ACK	14 28%	14 28%	21 42% NAC	11 22%	24 45% PACS	8 15%	31 31%	28 28%	29 29%	29 27%	38 30%	30 24%
BOTTOM 2 BOX (NET)	1036 31% K	1148 34% AL	96 36% K	111 44% BJLN	38 37% K	54 51% EBHJLNRT	33 32%	36 36% L	19 35%	13 26%	9 18%	8 16%	13 26%	17 34% L	16 30% BJLN	25 47% AKM	43 43% L	37 37% L	43 43% AKM	39 37% L	54 43% AKM	64 51% BHJLNRT
Somewhat unlikely	479 14%	523 16%	33 12%	36 14%	18 17% ACK	23 22%	20 20%	16 16%	14 26% ACK	7 14%	4 8%	6 12%	7 14%	11 22% ACK	13 25% ACK	10 19%	18 18%	14 14%	22 22% ACK	17 16%	20 16%	26 21%
Very unlikely	557 17% O	625 19% AL	63 24% AGIKO	75 29% BJLN	20 19% O	31 30% BJLN	13 13%	20 20% L	5 9%	6 12%	5 10%	2 4%	6 12%	6 12%	3 6% OJLN	15 28% AGIKO	25 25% L	23 23% L	21 21% O	22 21% L	34 27% AGIKMO	38 30% BJLN
Not sure	246 7% CS	313 9% A	7 3%	29 11% C	4 4%	10 10%	4 4%	8 8%	4 7%	7 14%	3 6%	5 10%	4 8%	7 14%	5 9% CS	5 9%	4 4%	9 9%	2 2%	12 11% S	8 6%	11 9%
Decline to Answer	4 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

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

2 Aug 2016
Table 37

7. .tel

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOP 2 BOX (NET)	883 26% CEQU	932 28% DFV	14 5%	28 11% C	17 17% C	13 12%	19 19% C	25 25% DF	10 19% C	16 32% DFV	15 30% CQU	19 38% DFRV	10 20% C	14 28% DF	10 19% C	17 32% DFV	12 12% C	21 21% D	22 22% C	29 27% DFV	17 14% C	19 15%
Very likely	308 9% C	303 9% D	6 2%	9 4%	4 4%	5 5%	5 5%	7 7%	3 6%	5 10% D	6 12% C	8 16% DF	2 4%	4 8%	2 4%	5 9%	6 6%	9 9% D	8 8% C	13 12% D	6 5%	9 7%
Somewhat likely	575 17% CQU	629 19% DFV	8 3%	19 7% C	13 13% C	8 8%	14 14% C	18 18% DFV	7 13% C	11 22% DFV	9 18% CQU	11 22% DFV	8 16% CQ	10 20% DFV	8 15% C	12 23% DFV	6 6%	12 12% D	14 14% C	16 15% D	11 9% C	10 8%
BOTTOM 2 BOX (NET)	2028 60% B	1911 57% DAEIQMOOSU	237 88% BHJLNPT	197 77% BHJLNPT	78 76% A	78 74% BHJLNPT	74 73% HA	54 54% HA	39 72% J	26 52% J	31 62% J	27 54% J	31 62% J	27 54% J	33 62% J	31 58% AKMOS	80 80% AKMOS	71 71% BHJLN	68 67% BHJLN	62 58% AKMO	96 77% AKMO	91 73% BHJLNT
Somewhat unlikely	677 20% C	718 21% D	29 11%	31 12%	13 13%	16 15%	25 25% CE	21 21% D	18 33% ACES	16 32% DFR	19 38% ACEQSU	12 24% D	13 26% CE	12 24% D	19 36% ACEQS	12 23% D	21 21% C	15 15%	18 18%	21 20% C	28 22% C	26 21% D
Very unlikely	1351 40% BKO	1193 36% J	208 78% DAEIQMOOSU	166 65% BHJLNPTV	65 63% AGIKMO	62 59% BHJLNPT	49 48% HKO	33 33% HKO	21 39% J	10 20% J	12 24% J	15 30% J	18 36% J	15 30% J	14 26% J	19 36% AKMOS	59 59% AKMOS	56 56% BHJLNPT	50 50% KO	41 39% J	68 54% AKMO	65 52% BHJLNT
Not sure	442 13% C	506 15% AR	17 6%	30 12% C	8 8%	14 13%	9 9%	21 21% GDLR	5 9%	8 16%	4 8%	4 8%	8 16% C	9 18%	9 17% C	5 9%	8 8%	8 8%	11 11%	15 14%	12 10%	15 12%
Decline to Answer	4 B	-	-	-	-	-	-	-	-	-	-	-	1 2% AC	-	1 2% AC	-	-	-	-	-	-	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

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

2 Aug 2016
Table 38

8. .asia

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOP 2 BOX (NET)	829 25% CEGQU	881 26% DFV	13 5%	26 10% C	12 12% C	9 9%	11 11% C	20 20% DF	11 20% C	13 26% DFV	13 26% CEGQU	16 32% DFV	8 16% C	12 24% DFV	12 23% C	10 19%	13 19% C	26 26% QDFV	20 20% C	22 21% DFV	16 13% C	14 11%
Very likely	301 9% CEMSU	277 8% DF	8 3%	11 4% C	3 3%	3 3%	4 4%	6 6%	1 2%	3 6%	6 12% CEIMOS	7 14% DFN	-	1 2%	1 2%	3 6%	8 8% CM	13 13% DFN	3 3%	8 8%	5 4%	8 6%
Somewhat likely	528 16% CEGQU	604 18% ADFV	5 2%	15 6% C	9 9% C	6 6%	7 7% C	14 14% DFV	10 19% CGQ	10 20% DFV	7 14% C	9 18% DFV	8 16% CQ	11 22% DFV	11 21% CEGQU	7 13%	5 5%	13 13% DV	17 17% CGQ	14 13% DV	11 9% C	6 5%
BOTTOM 2 BOX (NET)	2118 63% B	1986 59% DAEGIKMOGSU	249 93% BHJLNRT	207 81% BHJLNRT	84 82% AIO	87 83% BHJLNRT	82 80% HAO	63 63% C	36 67% CGQ	29 58% DFV	34 68% C	29 58% DFV	35 70% CQ	29 58% DFV	34 64% CEGQU	39 74% B	80 80% AO	69 69% B	71 70% C	67 63% DV	100 80% AO	101 81% BHJLNRT
Somewhat unlikely	615 18% C	640 19% DFR	18 7%	15 6% C	13 13% C	9 9%	22 22% C	29 29% BDFRT	11 20% C	10 20% DF	16 32% ACEGSU	14 28% DFR	9 18% C	11 22% DFR	16 30% ACEGSU	10 19%	14 14% C	10 10% C	12 12% C	17 16% D	21 17% C	23 18% DF
Very unlikely	1503 45% B	1346 40% DAEGIKMOGSU	231 86% BHJLNRTV	192 75% AIO	71 69% BHJLNRT	78 74% BHJLNRT	60 59% HAO	34 34% C	25 46% C	19 38% DFV	18 36% C	15 30% C	26 52% C	18 36% C	18 34% C	29 55% OBHL	66 66% AIO	59 59% BHJLN	59 58% AKO	50 47% L	79 63% AIO	78 62% BHJLN
Not sure	408 12% C	482 14% ADRV	6 2%	22 9% C	7 7% C	9 9%	9 9% C	17 17% DRV	7 13% C	8 16% R	3 6%	5 10%	7 14% C	9 18% DR	7 13% C	4 8%	7 7% C	5 5% C	10 10% C	17 16% DR	9 7% C	10 8%
Decline to Answer	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

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

2 Aug 2016
Table 39

9. .pro

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOP 2 BOX (NET)	956 28% CEU	1031 31% ADFV	38 14%	46 18%	20 19%	19 18%	21 21%	28 28% DV	13 24%	16 32% DV	13 26% C	22 44% BDFRV	10 20%	13 26%	11 21%	15 28% V	22 22% V	26 26% V	29 29% CU	46 43% SBDHFNRV	22 18%	18 14%
Very likely	314 9% CG	332 10% F	11 4%	18 7%	5 5%	4 4%	3 3%	8 8%	5 9%	12 12% CG	6 12% BDFHV	11 22% BDFHV	1 2%	5 10%	3 6%	5 9%	11 11% CG	12 12% F	8 8% SBDHFV	20 19% SBDHFV	8 6%	11 9%
Somewhat likely	642 19% CQU	699 21% DV	27 10%	28 11%	15 15%	15 14% V	18 18% C	20 20% DV	8 15%	10 20% V	7 14% V	11 22% DV	9 18%	8 16% V	8 15%	10 19% V	11 11% V	14 14% V	21 21% CU	26 25% DV	14 11%	7 6%
BOTTOM 2 BOX (NET)	1953 58% B	1817 54% T	212 79% DAIMOOS	177 69% BHJLT	76 74% AS	74 70% BHJLT	72 71% HA	48 48%	36 67%	26 52%	34 68% L	23 46%	32 64%	31 62% T	34 64%	32 60% T	68 68% A	65 65% BHJLT	60 59% T	46 43% T	92 74% AS	96 77% BHJLNPT
Somewhat unlikely	711 21% C	686 20% DT	33 12%	28 11%	20 19%	15 14% ACQS	32 31% D	21 21% D	18 33% ACQS	14 28% DFRT	17 34% ACQS	11 22% D	14 28% C	16 32% BDFRT	23 43% FACEQSU	11 21%	19 19% O	13 13% BHJLT	19 19% O	12 11% O	25 20% C	26 21% D
Very unlikely	1242 37% BO	1131 34% DAEIQMOOSU	179 67% BHJLNPT	149 58% AGIKMO	56 54% BHJLNT	59 56% BHJLNT	40 39% O	27 27%	18 33% O	12 24% O	17 34% O	12 24% O	18 36% O	15 30% O	11 21% O	21 40% O	49 49% AO	52 52% BHJLNT	41 41% O	34 32% AGIKMO	67 54% BHJLNPT	70 56% BHJLNPT
Not sure	445 13% CE	501 15% AV	18 7%	32 13% C	7 7%	12 11%	9 9%	24 24% GBDFLRTV	5 9%	8 16%	3 6%	5 10%	8 16% C	6 12%	7 13%	6 11% C	10 10% O	9 9% O	12 12% O	14 13% O	11 9%	11 9%
Decline to Answer	3	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% AC	-	-	-	-	-	-	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

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

2 Aug 2016
Table 40

10. .coop

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOP 2 BOX (NET)	804 24% CGQU	885 26% ADFV	14 5%	27 11% C	18 17% C	12 11%	14 14% C	20 20% D	12 22% C	12 24% DF	9 18% C	18 36% KDFHRV	13 26% CU	13 26% DF	11 21% C	11 21% D	15 15% C	20 20% D	24 24% CU	28 26% DFV	16 13% C	19 15%
Very likely	288 9% CEG	270 8% D	7 3%	9 4%	2 2%	4 4%	3 3%	7 7%	5 9% CE	3 6%	3 6%	7 14% DF	1 2%	2 4%	4 8%	4 8%	5 5%	9 9% D	12 12% CEGM	9 8% D	8 6%	9 7%
Somewhat likely	516 15% CU	615 18% ADFV	7 3%	18 7% C	16 16% CU	8 8%	11 11% C	13 13% C	7 13% C	9 18% D	6 12% C	11 22% DFV	12 24% CGQU	11 22% DFV	7 13% C	7 13% C	10 10% C	11 11% C	12 12% C	19 18% DFV	8 6%	10 8%
BOTTOM 2 BOX (NET)	2110 63% B	1959 58% DAESIKMOGSU	241 90%	196 77% BHJLNPT	80 78% AMO	84 80% BHJLNPT	79 77% HAMO	56 56%	36 67%	29 58%	35 70%	27 54% DFV	27 54% CGQU	31 62%	33 62%	31 58%	76 76% AM	71 71% BHL	66 65%	63 59% DFV	99 79% AMOS	94 75% BHJLPT
Somewhat unlikely	669 20% C	692 21% D	29 11%	32 13% C	15 15%	17 16% ACEMQS	33 32% DRV	26 26% C	12 22% C	13 26% D	20 40% ACEMGSU	11 22%	8 16%	14 28% DR	18 34% FACEMOS	8 15%	16 16% C	14 14% C	17 17%	23 22% D	26 21% C	19 15%
Very unlikely	1441 43% BO	1267 38% DAESIKMOGSU	212 79%	164 64% BHJLNPT	65 63% AGIKMOS	67 64% BHJLNPT	46 45% HO	30 30%	24 44%	16 32%	15 30% C	19 38%	17 34%	15 28%	23 43% AGKMO	60 60% BHJLNT	57 57% C	49 49% KO	40 38% C	73 58% AGKMO	75 60% BHJLNPT	
Not sure	441 13% CE	505 15% A	13 5%	32 13% C	5 5%	9 9%	9 9% GBDFLRV	24 24%	6 11%	9 18%	6 12%	5 10% CEU	10 20%	6 12%	9 17% CE	11 21% FRV	9 9%	9 9%	11 11% C	15 14%	10 8%	12 10%
Decline to Answer	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

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

11. .cn

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	551
TOP 2 BOX (NET)	475 86%	485 88%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	325 59%	329 60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	150 27%	156 28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	50 9%	42 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	27 5%	22 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	23 4%	20 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	24 4%	24 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	550 100%	551 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

2 Aug 2016
Table 42

12. .vn

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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*
TOP 2 BOX (NET)	49 94%	43 83%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	32 62%	35 67%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	17 33% B	8 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	6 12% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	-	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	-	4 8% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	3 6%	3 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	52 100%	52 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	101
TOP 2 BOX (NET)	88 86%	78 77%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	63 62% B	46 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	25 25%	32 32%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	7 7%	13 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	5 5%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	2 2%	10 10% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	7 7%	10 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	102 100%	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

2 Aug 2016
Table 44

14. .jp

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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
TOP 2 BOX (NET)	128 73%	134 76%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	78 44%	89 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	50 28%	45 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	32 18%	30 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	20 11%	14 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	12 7%	16 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	16 9%	12 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	176 100%	176 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

2 Aug 2016
Table 45

15. .kr

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	80 79%	80 79%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	59 58%	45 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	21 21%	35 35% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	20 20%	17 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	11 11%	10 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	9 9%	7 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	1 1%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	101 100%	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

2 Aug 2016
Table 46

16. .ru

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	128
TOP 2 BOX (NET)	117 90%	114 89%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	105 81%	104 81%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	12 9%	10 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	5 4%	10 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	4 3%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	1 1%	8 6% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	8 6%	4 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	130 100%	128 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

2 Aug 2016
Table 47

17. .in

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Regist rants	2016 Total Regist rants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	330
TOP 2 BOX (NET)	284 87%	274 83%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	216 66%	212 64%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	68 21%	62 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	32 10%	40 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	21 6%	13 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	11 3%	27 8% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	9 3%	16 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	325 100%	330 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

18. .id

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	100
TOP 2 BOX (NET)	90 89%	88 88%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	69 68%	63 63%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	21 21%	25 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	7 7%	10 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	4 4%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	3 3%	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	4 4%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	101 100%	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

19. .ng

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	200
TOP 2 BOX (NET)	182 88%	167 84%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	138 67%	120 60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	44 21%	47 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	18 9%	21 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	11 5%	13 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	7 3%	8 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	6 3%	12 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	207 100%	200 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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
TOP 2 BOX (NET)	86 85%	84 83%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	74 73%	66 65%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	12 12%	18 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	9 9%	8 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	3 3%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	6 6%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	6 6%	9 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	101 100%	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

2 Aug 2016
Table 51

21. .eg

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	100
TOP 2 BOX (NET)	77 73%	77 77%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	45 42%	43 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	32 30%	34 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	26 25%	16 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	14 13%	11 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	12 11%	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	3 3%	7 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	106 100%	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

2 Aug 2016
Table 52

22. .co

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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
TOP 2 BOX (NET)	103 82% B	88 70%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	82 66% B	64 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	21 17%	24 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	17 14%	31 25% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	1 1%	6 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	16 13%	25 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	5 4%	6 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	125 100%	125 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

2 Aug 2016
Table 53

23. .ar

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	104
TOP 2 BOX (NET)	82 82%	82 79%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	63 63%	65 63%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	19 19%	17 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	13 13%	12 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	6 6%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	7 7%	10 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	5 5%	10 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	100 100%	104 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

2 Aug 2016
Table 54

24. .br

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	186
TOP 2 BOX (NET)	145 83% B	135 73%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	122 70%	117 63%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	23 13%	18 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	24 14%	39 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	7 4%	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	17 10%	33 18% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	6 3%	12 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	175 100%	186 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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*	50*	54*	50*
TOP 2 BOX (NET)	45 83%	44 88%	-	-	-	-	-	-	45 83%	44 88%	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	35 65%	31 62%	-	-	-	-	-	-	35 65%	31 62%	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	10 19%	13 26%	-	-	-	-	-	-	10 19%	13 26%	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	7 13%	2 4%	-	-	-	-	-	-	7 13%	2 4%	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	4 7%	1 2%	-	-	-	-	-	-	4 7%	1 2%	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	3 6%	1 2%	-	-	-	-	-	-	3 6%	1 2%	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	2 4%	4 8%	-	-	-	-	-	-	2 4%	4 8%	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	54 100%	50 100%	-	-	-	-	-	-	54 100%	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 56

26. .tr

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	50*	50*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
TOP 2 BOX (NET)	37 74%	43 86%	-	-	-	-	-	-	-	-	37 74%	43 86%	-	-	-	-	-	-	-	-	-	-
Very likely	28 56%	34 68%	-	-	-	-	-	-	-	-	28 56%	34 68%	-	-	-	-	-	-	-	-	-	-
Somewhat likely	9 18%	9 18%	-	-	-	-	-	-	-	-	9 18%	9 18%	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	12 24%	5 10%	-	-	-	-	-	-	-	-	12 24%	5 10%	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	6 12%	3 6%	-	-	-	-	-	-	-	-	6 12%	3 6%	-	-	-	-	-	-	-	-	-	-
Very unlikely	6 12%	2 4%	-	-	-	-	-	-	-	-	6 12%	2 4%	-	-	-	-	-	-	-	-	-	-
Not sure	1 2%	2 4%	-	-	-	-	-	-	-	-	1 2%	2 4%	-	-	-	-	-	-	-	-	-	-
Sigma	50 100%	50 100%	-	-	-	-	-	-	-	-	50 100%	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 57

27. .es

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	50*	50*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	
TOP 2 BOX (NET)	45 90%	45 90%	-	-	-	-	-	-	-	-	-	45 90%	45 90%	-	-	-	-	-	-	-	-	
Very likely	31 62%	29 58%	-	-	-	-	-	-	-	-	-	31 62%	29 58%	-	-	-	-	-	-	-	-	
Somewhat likely	14 28%	16 32%	-	-	-	-	-	-	-	-	-	14 28%	16 32%	-	-	-	-	-	-	-	-	
BOTTOM 2 BOX (NET)	1 2%	2 4%	-	-	-	-	-	-	-	-	-	1 2%	2 4%	-	-	-	-	-	-	-	-	
Somewhat unlikely	-	1 2%	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	
Very unlikely	1 2%	1 2%	-	-	-	-	-	-	-	-	-	1 2%	1 2%	-	-	-	-	-	-	-	-	
Not sure	4 8%	3 6%	-	-	-	-	-	-	-	-	-	4 8%	3 6%	-	-	-	-	-	-	-	-	
Sigma	50 100%	50 100%	-	-	-	-	-	-	-	-	-	50 100%	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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*
TOP 2 BOX (NET)	48 91%	45 85%	-	-	-	-	-	-	-	-	-	-	-	-	48 91%	45 85%	-	-	-	-	-	-
Very likely	37 70%	36 68%	-	-	-	-	-	-	-	-	-	-	-	-	37 70%	36 68%	-	-	-	-	-	-
Somewhat likely	11 21%	9 17%	-	-	-	-	-	-	-	-	-	-	-	-	11 21%	9 17%	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	3 6%	3 6%	-	-	-	-	-	-	-	-	-	-	-	-	3 6%	3 6%	-	-	-	-	-	-
Somewhat unlikely	3 6%	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	3 6%	2 4%	-	-	-	-	-	-
Very unlikely	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-
Not sure	2 4%	5 9%	-	-	-	-	-	-	-	-	-	-	-	-	2 4%	5 9%	-	-	-	-	-	-
Sigma	53 100%	53 100%	-	-	-	-	-	-	-	-	-	-	-	-	53 100%	53 100%	-	-	-	-	-	-

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

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

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	100	100
TOP 2 BOX (NET)	75 75%	82 82%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	75 75%	82 82%	-	-	-	-
Very likely	53 53%	46 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	53 53%	46 46%	-	-	-	-
Somewhat likely	22 22%	36 36% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22 22%	36 36% Q	-	-	-	-
BOTTOM 2 BOX (NET)	18 18%	12 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18 18%	12 12%	-	-	-	-
Somewhat unlikely	12 12% B	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12 12% R	2 2%	-	-	-	-
Very unlikely	6 6%	10 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 6%	10 10%	-	-	-	-
Not sure	7 7%	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 7%	6 6%	-	-	-	-
Sigma	100 100%	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100 100%	100 100%	-	-	-	-

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

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

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	106	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	101	106	-.**	-.**
TOP 2 BOX (NET)	83 82%	75 71%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	83 82%	75 71%	-	-
Very likely	65 64%	55 52%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	65 64%	55 52%	-	-
Somewhat likely	18 18%	20 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18 18%	20 19%	-	-
BOTTOM 2 BOX (NET)	13 13%	22 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13 13%	22 21%	-	-
Somewhat unlikely	7 7%	11 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 7%	11 10%	-	-
Very unlikely	6 6%	11 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 6%	11 10%	-	-
Not sure	5 5%	9 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 5%	9 8%	-	-
Sigma	101 100%	106 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	101 100%	106 100%	-	-

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

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

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	125	125
TOP 2 BOX (NET)	114 91% B	101 81%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	114 91% V	101 81%
Very likely	92 74% B	75 60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	92 74% V	75 60%
Somewhat likely	22 18%	26 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22 18%	26 21%
BOTTOM 2 BOX (NET)	8 6%	16 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 6%	16 13%
Somewhat unlikely	5 4%	5 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 4%	5 4%
Very unlikely	3 2%	11 9% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 2%	11 9% U
Not sure	3 2%	8 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 2%	8 6%
Sigma	125 100%	125 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	125 100%	125 100%

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

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

2 Aug 2016
Table 62

32. .us

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	255	268	255	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	80 30%	73 29%	80 30%	73 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	27 10%	21 8%	27 10%	21 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	53 20%	52 20%	53 20%	52 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	176 66%	156 61%	176 66%	156 61%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	57 21%	41 16%	57 21%	41 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	119 44%	115 45%	119 44%	115 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	12 4%	26 10% A	12 4%	26 10% C	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	268 100%	255 100%	268 100%	255 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

33. .ca

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	105	**	**	103	105	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	88 85%	87 83%	-	-	88 85%	87 83%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	74 72% B	58 55%	-	-	74 72% F	58 55%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	14 14%	29 28% A	-	-	14 14%	29 28% E	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	14 14%	11 10%	-	-	14 14%	11 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	6 6%	5 5%	-	-	6 6%	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	8 8%	6 6%	-	-	8 8%	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	1 1%	7 7% A	-	-	1 1%	7 7% E	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	103 100%	105 100%	-	-	103 100%	105 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

2 Aug 2016
Table 64

34. .mx

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	100	**	**	**	**	102	100	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	93 91% B	75 75% B	-	-	-	-	93 91% H	75 75% H	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	72 71% B	57 57% B	-	-	-	-	72 71% H	57 57% H	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	21 21% B	18 18% B	-	-	-	-	21 21% H	18 18% H	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	9 9% A	19 19% A	-	-	-	-	9 9% G	19 19% G	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	4 4% A	3 3% A	-	-	-	-	4 4% G	3 3% G	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	5 5% A	16 16% A	-	-	-	-	5 5% G	16 16% G	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	6 6% A	-	-	-	-	-	6 6% G	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	102 100%	100 100%	-	-	-	-	102 100%	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

38. .eu

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	484	484																				
TOP 2 BOX (NET)	216 45% R								30 60% BNRV				19 38%		36 68% BNRVT		31 31%		48 45% R			52 42%
Very likely	88 18% NR								12 24% NR				4 8%		20 38% BNRVT		11 11%		18 17%			23 18%
Somewhat likely	128 26%								18 36% R				15 30%		16 30%		20 20%		30 28%			29 23%
BOTTOM 2 BOX (NET)	215 44% JP								15 30%				20 40%		14 26%		63 63% BJNPTV		43 41%			60 48% JP
Somewhat unlikely	90 19%								10 20%				8 16%		6 11%		19 19%		20 19%			27 22%
Very unlikely	125 26% J								5 10%				12 24%		8 15%		44 44% BJNPTV		23 22%			33 26% J
Not sure	53 11%								5 10%				11 22% BPRV		3 6%		6 6%		15 14%			13 10%
Sigma	484 100%								50 100%				50 100%		53 100%		100 100%		106 100%			125 100%

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

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

Base: All Qualified Respondents

	Country																						
	North America								Europe														
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany	
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125	
Weighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125	
IDENTIFICATION (NET)	1323 39% K	1627 49% A	119 44% K	123 48% K	49 48% KS	57 54% AKS	52 51% AKS	60 60% BDP	19 35% S	25 50% S	9 18% S	22 44% K	21 42% K	27 54% K	20 38% K	21 40% AKS	54 54% AKS	50 50% K	34 34% K	51 48% S	72 58% ACIKOS	78 62% BDLPT	
CLASSIFICATION (SUB-NET)	784 23% IKOS	993 30% ANRTV	87 32% AIKOSU	86 34% NRTV	23 22% KS	28 27% IKOS	26 25% NRTV	32 32% NRTV	6 11% S	12 24% S	4 8% S	13 26% K	10 20% K	7 14% K	6 11% IKOS	12 23% IKOS	28 28% KOS	19 19% V	11 11% V	19 18% S	26 21% KS	24 19% KS	
To differentiate/Determine type of business/work/organization/fields	425 13% OS	482 14% ATV	69 26% AIKMOSU	54 21% BNPTV	20 19% AKOS	22 21% NTV	18 18% KOS	20 20% NTV	5 9% S	5 10% S	2 4% S	7 14% V	5 10% S	3 6% S	2 4% S	5 9% KOS	19 19% KOS	14 14% V	2 2% V	8 8% S	14 11% S	6 5% S	
To differentiate between other sites/domains	226 7% EI	289 9% AFR	12 4% A	14 5% C	1 1% C	1 1% C	5 5% F	8 8% F	-	4 8% IF	1 2% S	5 10% F	1 2% F	1 2% S	3 6% S	4 8% F	5 5% S	3 3% S	5 5% S	8 8% F	9 7% EI	11 9% F	
To determine categories/groupings (Unspec)	74 2% C	173 5% A	4 1% C	16 6% C	2 2% C	6 6% C	1 1% C	3 3% C	-	2 4% C	-	1 2% C	1 2% C	3 6% C	-	3 6% C	-	2 2% C	1 1% C	2 2% C	-	4 3% U	
To determine classification/status	56 2% C	74 2% D	3 1% D	5 2% D	-	-	3 3% D	2 2% D	-	1 2% D	1 2% D	1 2% D	2 4% EQ	1 2% D	1 2% D	-	-	-	3 3% D	1 1% D	4 3% D	3 2% D	
Other classification mentions	40 1% B	8 0% D	2 0% D	-	2 2% D	-	-	-	2 4% D	-	-	-	1 2% D	-	-	-	4 4% RAGS	-	-	-	2 2% D	-	
LOCATION (SUB-NET)	623 19% C	637 19% DL	37 14% DL	33 13% ACKS	37 36% BDL	35 33% BDL	34 33% ACK	34 34% BDL	15 28% CK	13 26% DL	5 10% S	4 8% S	15 30% ACK	21 42% BDLP	11 21% C	10 19% ACKOS	42 42% BDLP	37 37% BDLP	23 23% C	34 32% BDL	55 44% ACIKOS	55 44% BDJLP	
To indicate country/different countries	336 10% C	333 10% DL	17 6% DL	18 7% AC	19 18% AC	15 14% D	17 17% AC	14 14% D	5 9% BDL	10 20% BDL	4 8% S	2 4% S	9 18% C	10 20% BDL	8 15% C	7 13% ACIKS	25 25% BDL	19 19% BDL	14 14% C	16 15% DL	43 34% ACEGKIMOS	46 37% BDFHJLNPR	
To indicate location/area extensions	220 7% C	235 7% D	19 7% D	15 6% ACKU	16 16% BDJLPV	18 17% BDJLPV	13 13% AK	17 17% BDJLV	9 17% JACK	-	1 2% S	-	-	12 22% BDJLPV	11 22% BDJLPV	3 6% S	3 6% ACK	15 15% BDJLPV	19 19% BDJLPV	8 8% BDJLPV	18 17% BDJLPV	9 7% S	8 6% S
To indicate region/different regions	97 3% C	110 3% D	1 0% D	2 1% C	3 3% C	3 3% ACKOS	9 9% D	4 4% D	1 2% D	3 6% D	-	2 4% D	1 2% D	1 2% D	-	1 2% C	4 4% C	1 1% D	2 2% D	1 1% D	5 4% C	3 2% D	
Other location mentions	4 0% C	1 0% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
TYPES OF EXTENSIONS (SUB-NET)	100 3% AT	264 8% AEGIKMOOSU	38 14% BTU	34 13% BTU	4 4% ETV	12 11% ETV	4 4% GBTV	14 14% GBTV	-	2 4% S	-	7 14% KTV	-	2 4% S	2 4% S	3 6% S	4 4% TV	11 11% TV	4 4% S	1 1% S	2 2% S	5 4% T	
Business/Commercial	51 2% AT	172 5% AE	16 6% T	15 6% T	1 1% T	6 6% T	3 3% T	7 7% T	-	2 4% T	-	5 10% KT	-	2 4% T	-	1 2% S	2 2% S	6 6% T	4 4% TA	-	2 2% S	5 4% T	
Profit Vs. Non profit	56 2% A	94 3% AEGIKMOOSU	32 12% BPTV	20 8% BPTV	3 3% S	4 4% S	2 2% S	5 5% S	-	1 2% S	-	2 4% S	-	1 2% S	-	-	3 3% S	4 4% S	3 3% S	1 1% S	1 1% S	2 2% S	

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

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

2 Aug 2016
Table 66

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Weighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
Government extension	15	71 2% A	9 3% AU	12 5% BTV	-	1 1%	-	6 6% GBFTV	-	-	-	2 4% TV	-	-	-	2 4% TV	1 1%	4 4% TV	-	-	-	-
Education extension	15	56 2% A	9 3% AU	17 7% BRTV	-	3 3%	-	2 2%	-	-	-	2 2%	-	-	-	-	-	1 1%	1 1%	-	-	1 1%
Network	16	27 1% A	9 3% AU	4 2% A	2 2% A	1 1%	-	2 2%	-	-	-	1 2%	-	1 2%	-	-	1 1%	1 1% B	-	-	-	-
Other type of extensions mentions	29 1%	41 1% DA	9 3% DA	2 1% A	3 3% A	1 1%	-	4 4% GBDTV	-	-	-	-	-	-	2 4% A	-	2 2% A	3 3% B	-	-	-	1 1% AQ
MISCELLANEOUS IDENTIFICATION (SUB-NET)	47 1%	102 3% A	3 1% A	6 2% C	1 1% A	1 1% A	1 1% A	3 3% A	1 2% A	2 4% R	-	2 4% R	-	1 2% A	1 2% A	2 4% A	-	1 1% B	1 1% B	2 2% B	5 4% AQ	6 5% AQ
Form of identity/identification (Unspec.)	19 1%	92 3% A	1 1% A	6 2% C	1 1% A	1 1% A	-	3 3% A	-	2 4% R	-	2 4% R	-	1 2% A	-	2 4% A	-	-	-	2 2% B	-	2 2% BD
Due to language/different languages	14 *	7 *	1 *	-	-	-	-	-	1 2% A	-	-	-	-	-	1 2% A	-	-	-	-	-	5 4% ACEGQS	2 2% BD
Other miscellaneous identification mentions	15 B	4 *	1 *	-	-	-	1 1% A	-	-	-	-	-	-	-	-	-	-	1 1% B	1 1% B	-	-	2 2% BD
CONTENT (NET)	972 29% BSU	756 23% DJTV	65 24% D	43 17% T	22 21% A	21 20% JT	56 55% HACKOQSU	34 34% BDFJRTV	18 33% JSU	3 6% A	14 28% A	12 24% JTV	19 38% CESU	16 32% DJRTV	11 21% A	10 19% A	24 24% R	16 16% B	19 19% T	9 8% A	24 19% A	14 11% A
Different purposes/content/features of website	837 25% BCEU	685 20% DJTV	52 19% A	34 13% B	17 17% A	20 19% JT	43 42% ACEOQSU	31 31% BDFJRTV	15 28% J	3 6% A	14 28% A	10 20% JT	13 26% DJRTV	15 30% DJRTV	11 21% A	9 17% A	24 24% R	13 13% B	18 18% T	8 8% A	20 16% A	13 10% A
Based on the type of information they provide	124 4% B	53 2% Q	12 4% Q	8 3% B	5 5% Q	2 2% HACKOQSU	11 11% HACKOQSU	2 2% A	2 4% A	-	-	2 4% AKOQS	5 10% AKOQS	1 2% A	-	1 2% A	-	2 2% B	2 2% B	1 1% A	5 4% Q	1 1% A
Based on the type of service they provide	54 2% B	23 1% B	4 1% A	2 1% A	1 1% A	-	6 6% ACQU	1 1% A	1 2% A	-	-	1 2% A	1 2% A	1 2% A	-	-	-	1 1% A	2 2% A	-	-	-
Other content mentions	20 1% B	3 *	1 *	-	1 1% A	-	-	-	-	-	-	-	-	1 2% A	-	1 2% A	-	-	-	-	-	-
ACCESSIBILITY (NET)	161 5% EQU	185 6% DV	7 3% A	6 2% A	-	3 3% A	1 1% A	4 4% V	-	3 6% V	1 2% A	1 2% A	2 4% EQ	-	1 2% A	4 8% V	-	4 4% QV	2 2% A	3 3% A	1 1% A	-
To simplify search/easy to use	41 1% AD	96 3% AD	1 *	1 *	-	2 2% A	1 1% A	3 3% D	-	3 6% DV	1 2% A	-	2 4% CEQSU	-	1 2% A	3 6% DV	-	3 3% D	-	2 2% A	-	-
Convenience	58 2% A	39 1% A	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Weighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
For easy/quick accessibility	50 1%	36 1%	5 2%	3 1%	-	1 1%	-	-	-	-	-	1 2%	-	-	-	-	-	1 1%	-	1 1%	1 1%	-
Other accessibility mentions	17 1%	16*	-	2 1%	-	-	-	1 1%	-	-	-	-	-	-	-	1 2%	-	-	2 2% AC	-	-	-
INCREASE TRAFFIC/ATTRACT CUSTOMERS (NET)	224 7% B	97 3%	22 8% DM	8 3%	13 13% FAGM	4 4%	3 3%	2 2%	2 4%	-	4 8% M	3 6% V	-	1 2%	5 9% M	1 2%	8 8% RM	1 1%	12 12% TAGM	3 3%	8 6% V	1 1%
To attract customers/increase traffic	90 3% B	33 1%	10 4% D	2 1%	5 5%	2 2%	1 1%	-	-	-	3 6%	1 2%	-	2 2%	-	2 2%	3 3%	1 1%	6 6% TA	-	3 2%	-
Attract a variety/different target audience(s)	73 2% B	27 1%	9 3%	4 2%	5 5% F	-	1 1%	-	1 2%	-	-	1 2%	-	-	3 6%	-	2 2%	-	5 5%	2 2%	3 2%	-
Popularity of site	25 1%	23 1%	-	2 1%	2 2% C	1 1%	1 1%	-	-	-	-	1 2%	-	-	1 2% C	-	-	-	-	1 1%	1 1%	-
To make it easy to remember	18 1% B	5*	2 1%	-	-	1 1% B	-	-	-	-	1 2%	-	-	-	-	-	1 1%	-	1 1%	-	1 1%	-
Other increase traffic/attract customers mentions	21 1%	11*	1*	-	1 1%	-	-	2 2% BD	1 2%	-	-	-	-	-	-	-	3 3% AC	-	-	-	-	1 1%
TECHNOLOGY DRIVEN (NET)	92 3% C	79 2%	2 1%	4 2%	1 1%	-	7 7% ACEQS	2 2%	2 4%	-	-	-	1 2%	1 2%	7 13% ACEKMGSU	4 8% BDFRT	-	1 1%	1 1%	1 1%	3 2%	5 4% F
Different servers	47 1%	60 2%	1*	2 1%	1 1%	-	2 2%	1 1%	-	-	-	-	1 2%	1 2%	6 11% ACEGKGSU	4 8% BDFHRT	-	1 1%	-	1 1%	3 2%	4 3%
Different network/service providers	20 1%	10*	1*	1*	-	-	3 3% AC	1 1%	1 2%	-	-	-	-	-	-	-	-	-	1 1%	-	-	1 1%
Other technology driven mentions	28 1% B	11*	-	1*	-	-	2 2% C	-	1 2% C	-	-	-	-	-	1 2% C	-	-	-	-	-	-	-
SITE CHARACTERISTICS (NET)	109 3% BC	72 2%	1*	2 1%	1 1%	1 1%	2 2% BDFRV	7 7%	-	-	1 2%	3 6% DRV	1 2%	1 2%	-	1 2%	2 2%	-	4 4% C	3 3%	1 1%	-
To be different/unique	56 2% B	29 1%	1*	2 1%	1 1%	-	-	3 3% B	-	-	-	2 4% BFRTV	-	-	-	-	1 1%	-	2 2%	-	1 1%	-
Reliability/Trustworthiness of website	24 1% B	12*	-	-	-	-	1 1%	1 1%	-	-	-	1 2% D	-	-	-	-	1 1%	-	2 2% C	-	-	-
Other site characteristics mentions	30 1%	34 1%	-	-	-	1 1%	1 1%	3 3% D	-	-	1 2% C	-	1 2% C	1 2% D	-	1 2% D	-	-	-	3 3% D	-	-

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

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

2 Aug 2016
Table 66

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Weighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
SECURITY (NET)	91 3% B	59 2%	4 1%	3 1%	1 1%	-	1 1%	2 2%	1 2%	-	1 2%	-	-	1 2%	1 2%	-	-	-	5 5% Q	2 2%	3 2%	1 1%
Safety/Security reasons	78 2% B	49 1%	2 1%	2 1%	1 1%	-	1 1%	2 2%	1 2%	-	1 2%	-	-	1 2%	1 2%	-	-	-	3 3%	1 1%	2 2%	1 1%
Other security mentions	15	10	3 1%	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2% A	1 1%	2 2%	-
SITE/STORAGE SIZE (NET)	243 7% BGS	52 2%	77 29% DAGIKMOBSU	12 5% BT	20 19% FAGIKMOBSU	1	2	1	3 6%	1 2%	2 4%	-	1 2%	-	2 4%	-	9 9% GS	4 4% BT	2 2%	-	10 8% VGS	-
Ran out of space on the other domains/extensions	209 6% B	46 1%	70 26% DAGIKMOBSU	11 4% BHTV	20 19% FAGIKMOBSU	1	2	-	3 6%	1 2%	2 4%	-	1 2%	-	1 2%	-	8 8% G	4 4% BHTV	2 2%	-	6 5% V	-
Size of site	22 1% B	5	4 1%	1	-	-	-	1 1% B	-	-	-	-	-	-	1 2%	-	1 1%	-	-	-	2 2%	-
Other site/storage size mentions	12 B	1	3 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2% A	-
DECISION MAKING (NET)	75 2% B	44 1%	13 5% DASU	4 2%	2 2%	2 2%	1 1%	2 2%	3 6% SU	-	2 4% SU	-	-	2 4% RT	1 2%	-	5 5% RSU	-	-	-	-	2 2%
Depends on/determined by the owner	66 2% B	36 1%	12 4% ASU	4 2%	2 2%	2 2%	1 1%	2 2%	2 4% U	-	2 4% SU	-	-	2 4% BRT	1 2%	-	5 5% RASU	-	-	-	-	2 2%
Other decision making mentions	9	8	1	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	314 9% U	304 9%	45 17% AEGU	44 17% BHNTV	8 8%	12 11%	6 6%	5 5%	5 9%	4 8%	5 10%	7 14% NAGU	9 18% ASU	2 4%	4 8%	8 15% H	9 9%	9 9%	13 13% U	8 8%	5 4%	9 7%
To expand the registrable domain names	39 1%	141 4% A	9 3% AU	30 12% CBHNT	2 2%	8 8% H	2 2%	1 1%	-	2 4%	-	5 10% KBH	3 6% ASU	1 2%	1 2%	2 4%	1 1%	8 8% QH	-	3 3%	-	7 6% U
To eliminate competitors registering same domain name	75 2% B	40 1%	6 2%	2 1%	3 3%	-	1 1%	1 1%	-	-	-	-	1 2%	-	1 2%	1 2%	-	-	8 8% TACGIKU	2 2%	2 2%	-
Costs/Different costs	59 2% B	36 1%	11 4% AGS	4 2%	2 2%	-	-	-	2 4%	1 2%	2 4% GS	1 2%	2 4% GS	1 2%	1 2%	1 2%	3 3%	-	-	1 1%	1 1%	1 1%
Rules/Regulations	16	16	4 1% A	2 1%	-	-	-	1 1%	1 2%	1 2%	-	-	-	-	-	2 2%	1 1%	-	1 1%	-	-	-
Specific website names	11	12	1	1	-	2 2% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Weighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125	
Other mentions	126 4% B	67 2%	16 6% D	6 2%	2 2%	2 2%	3 3%	2 2%	3 6%	-	3 6%	1 2%	3 6%	-	2 4%	3 6% V	5 5%	1 1%	4 4%	2 2%	2 2%	1 1%
EXCLUSIVE (NET)	577 17% CG	610 18% H	25 9% G	54 21% CH	20 19% CG	21 20% H	3 3%	8 8% ACG	16 30% ACG	15 30% BH	18 36% ACEGQ	12 24% H	10 20% CG	13 26% H	15 28% ACG	12 23% H	20 20% CG	33 33% QBDFH	32 32% ACEG	33 31% BDH	27 22% CG	30 24% H
Illegible data	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	41 1%	39 1%	6 2% D	-	-	3 3% D	-	2 2% D	1 2%	-	1 2%	-	2 4% EGU	3 6% BDV	-	1 2% D	2 2%	1 1%	2 2%	2 2% D	-	-
Don't know	329 10% CG	393 12% AH	15 6%	37 15% CH	10 10% G	8 8%	3 3%	5 5% ACEGU	12 22% ACEGU	12 24% BFHV	12 24% ACEGU	8 16% H	6 12% G	8 16% H	12 23% ACEGU	7 13%	11 11% G	23 23% QBHFV	22 22% ACEGU	20 19% BFH	11 9%	15 12%
Declined to answer	207 6% CG	178 5% H	4 1%	17 7% CH	10 10% CG	10 10% H	-	1 1%	3 6% G	3 6% G	5 10% CG	4 8% H	2 4% G	2 4% G	3 6% G	4 8% H	7 7% CG	9 9% H	8 8% CG	11 10% BH	16 13% ACG	15 12% BH
Sigma	4655 139%	4552 136%	486 181%	382 150%	164 159%	148 141%	158 155%	164 164%	74 137%	56 112%	57 114%	70 140%	70 140%	73 146%	69 130%	68 128%	160 160%	146 146%	137 136%	119 112%	179 143%	157 126%

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

Base: All Qualified Respondents

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

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOP 2 BOX (NET)	2969 88%	2882 86%	246 92%	241 95%	89 86%	96 91%	81 79%	83 83%	42 78%	41 82%	44 88%	44 88%	44 88%	48 96%	52 98%	48 91%	92 92%	87 87%	83 82%	81 76%	99 79%	96 77%
Very satisfied	1412 42%	1070 32%	146 54%	113 44%	52 50%	38 36%	34 33%	25 25%	12 22%	7 14%	24 48%	20 40%	16 16%	6 12%	11 21%	12 23%	50 50%	36 36%	31 31%	26 25%	38 30%	34 27%
Somewhat satisfied	1557 46%	1812 54%	100 37%	128 50%	37 36%	58 55%	47 46%	58 58%	30 CE	34 BDLV	20 40%	24 48%	36 72%	42 84%	41 77%	36 68%	42 42%	51 51%	52 CE	55 52%	61 49%	62 50%
BOTTOM 2 BOX (NET)	383 11%	467 14%	22 8%	14 5%	13 13%	9 9%	21 21%	17 17%	12 22%	9 18%	6 12%	6 12%	5 10%	2 4%	1 2%	5 9%	8 8%	13 13%	18 18%	25 24%	26 21%	29 23%
Somewhat dissatisfied	195 6%	268 8%	11 4%	11 4%	8 8%	4 4%	1 1%	2 2%	5 9%	8 16%	5 10%	4 8%	2 4%	1 2%	1 2%	2 4%	7 7%	11 11%	10 10%	22 21%	13 10%	16 13%
Very dissatisfied	188 6%	199 6%	11 4%	3 1%	5 5%	5 5%	20 20%	15 15%	7 13%	1 2%	1 2%	2 4%	3 6%	1 2%	-	3 6%	1 1%	2 2%	8 8%	3 3%	13 10%	13 10%
Not Sure	5 B	-	-	-	1 A	-	-	-	-	-	-	-	1 AC	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

Base: All Qualified Respondents

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

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
An Internet search engine to find articles, posts or similar information	2705 81% BQS	2495 74% LRT	213 79% QS	194 76% LRT	78 76% LR	80 76% LR	83 81% QS	74 74% L	38 70% L	38 76% L	39 78% L	28 56% L	40 80% L	38 76% L	46 87% PIQS	37 70% L	68 68% L	62 62% L	68 67% L	69 65% L	106 85% VIQS	87 70% L
My Internet service provider	1188 35% CEQG	1461 44% ADFTV	47 18% CEQG	47 18% ADFTV	25 24% C	28 27% GDFTV	28 47% C	47 47% C	17 31% C	19 38% D	24 48% KBEFHURTY	34 68% DF	13 26% DF	22 44% DF	11 21% D	20 38% D	23 23% QDF	40 40% C	32 32% C	33 31% D	42 34% C	39 31% D
An Internet encyclopedia	1150 34% CQ	1369 41% ADFNPR	64 24% CQ	48 19% ADFNPR	32 31% CQ	22 21% DFR	37 36% CQ	40 40% DFR	17 31% DF	18 36% DF	23 46% COQS	25 50% DFNPR	14 28% DF	12 24% DF	13 25% DF	13 23% DF	23 23% DF	24 24% DF	27 27% DF	40 38% DFR	45 36% CQ	44 35% DF
Other	226 7% B	111 3% DAIKMOQU	55 21% BT	22 9% BT	13 13% AK	11 10% BHT	12 12% HAK	3 3% HAK	3 6% HAK	3 6% HAK	1 2% HAK	1 2% HAK	3 6% HAK	1 2% HAK	2 4% HAK	1 2% HAK	11 11% HAK	4 4% TAKO	15 15% TAKO	2 2% TAKO	12 10% TAKO	7 6% TAKO
Decline to Answer	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	77 2% CBHT	88 3% CBHT	8 3% CBHT	22 9% CBHT	1 1% EBH	8 8% EBH	-	-	-	1 2% EBH	-	1 2% EBH	1 2% EBH	1 2% EBH	1 2% EBH	4 8% BH	13 13% ACEGRKMOSSU	5 5% H	3 3% H	3 3% H	3 2% H	5 4% H
Sigma	5347 159%	5524 165%	387 144%	333 131%	149 145%	149 142%	160 157%	164 164%	75 139%	79 158%	87 174%	89 178%	71 142%	74 148%	73 138%	75 142%	138 138%	135 135%	145 144%	147 139%	208 166%	182 146%

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

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

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
Innovative	2213 66% CEIQU	2285 68% ADFR	98 37% C	117 46% C	58 56% CQ	46 44% CQ	61 60% GDFNRV	74 74% GDFNRV	27 50% DF	34 68% DF	34 68% CQ	37 74% DFR	27 54% C	29 58% CEIMQSU	40 75% DF	36 68% DF	40 40% C	52 57% CQ	58 62% DF	66 62% DF	67 54% CQ	76 61% DF
Cutting edge	2107 63% CEIMQ	2091 62% DFR	77 29% FC	90 35% FC	32 30% CQ	46 45% CQ	57 56% GDFNRV	76 76% GDFNRV	26 48% C	32 64% DFR	32 64% CEQ	39 78% BDFRT	24 48% C	30 60% DF	41 77% ACEGIMOS	38 72% DFR	35 35% F	46 46% F	59 58% CQ	64 60% DFR	82 66% CEIMQ	83 66% DFR
Extreme	1598 48% CEIQSU	1572 47% DFPRTV	39 15% C	51 20% C	27 26% C	25 24% CEIQSU	58 80% GDFNRV	80 80% GDFNRV	15 28% C	17 34% D	20 40% CQ	24 48% DFPRTV	28 56% CEIQSU	36 72% BDFLPRTV	23 43% CEQ	15 28% C	21 21% C	27 27% C	33 33% C	35 33% D	38 30% C	35 28% C
Trustworthy	2699 80% CEIQ	2652 79% DFRV	177 66% C	153 60% C	71 69% C	70 67% ACEIKQU	90 88% BDFRV	87 87% BDFRV	35 65% D	39 78% D	35 70% DFR	42 84% CEI	42 84% DFR	46 87% CEIKQ	43 81% D	70 70% C	66 66% CI	81 80% DFRV	87 82% DFRV	96 77% C	96 77% C	87 70% C
Unconventional	1386 41% CEMQ	1365 41% DFR	36 13% C	54 21% C	20 19% CEQ	19 18% CEQ	38 37% DF	37 37% DF	16 30% IDFR	25 50% CEQ	19 38% DF	18 36% DF	11 22% F	17 34% ACEGIMOSU	39 74% BDFHLNRTV	35 66% C	17 17% C	28 28% CEQ	37 37% DF	39 37% CEMQ	49 39% DFR	57 46% DFR
Practical	2792 83% IU	2775 83% IU	219 82% IU	205 80% IU	84 82% I	82 78% ACEIKQU	93 91% V	88 88% V	35 65% I	44 88% I	38 76% I	42 84% I	40 80% I	41 82% IKQU	49 92% I	45 85% I	80 80% I	79 79% I	84 83% I	87 82% I	91 73% I	96 77% I
Technical	2531 75% CEIQS	2611 78% ADFRV	163 61% C	165 65% C	62 60% C	63 60% CEIQS	81 79% DFJRTV	85 85% DFJRTV	32 59% C	35 70% C	35 70% DFRTV	42 84% C	35 70% C	44 88% MDFJRTV	43 81% CEIQS	40 75% C	54 54% Q	68 68% Q	63 62% Q	72 68% CQ	90 72% CQ	86 69% CQ
Confusing	1006 30% CQ	1034 31% N	34 13% C	76 30% C	25 24% C	33 31% C	24 24% GN	37 37% GN	15 28% C	14 28% C	16 32% BDFJNFTV	24 48% C	9 18% C	9 18% C	18 34% C	13 25% C	20 20% Q	35 35% Q	30 30% C	28 26% C	31 25% C	40 32% C
Overwhelming	1552 46% CEGIMOSU	1549 46% DFJNPRTV	36 13% C	69 27% C	25 24% C	23 22% C	37 36% CQ	49 49% DFJNPRTV	15 28% C	12 24% C	13 26% C	19 38% F	11 22% C	12 24% C	18 34% C	12 23% C	22 22% C	29 29% C	30 30% C	29 27% C	40 32% C	39 31% C
Useful	2891 86% CIS	2889 86% TV	220 82% C	210 82% C	86 83% C	84 80% ACEIKQSU	97 95% DFTV	91 91% DFTV	39 72% I	44 88% I	39 78% I	42 84% I	43 86% I	42 84% I	48 91% I	46 87% I	80 80% I	86 86% I	80 79% I	84 79% I	105 84% I	95 76% I
For people like me	2595 77% CIS	2611 78% DFV	184 69% C	172 67% C	80 78% C	73 70% ACIMQSU	88 86% BDFLV	86 86% BDFLV	32 59% C	37 74% C	40 80% C	36 72% C	36 72% C	42 84% DV	46 87% CIQS	44 83% DV	72 72% C	75 75% C	66 65% SDV	83 78% SDV	94 75% SDV	83 66% SDV
Interesting	2444 73% CEQ	2439 73% DFRV	133 50% C	123 48% C	63 61% C	52 50% CEQ	77 75% GDFJPRTV	89 89% GDFJPRTV	33 61% DF	37 74% DF	39 78% CEQ	39 78% DFRV	33 66% C	41 82% DFRV	43 81% CEIQ	36 68% DF	52 52% D	60 60% D	72 71% CQ	77 73% DFV	91 73% VCQ	74 59% D
Exciting	1903 57% CEGIMOU	1954 58% DFPRV	64 24% C	79 31% C	43 42% C	37 35% CU	46 45% DFV	54 54% DFV	24 44% C	27 54% DF	27 54% CQU	35 70% DFPRTV	18 36% MDFRV	29 58% CQU	28 53% CQU	22 42% C	33 33% D	43 43% D	50 50% CQU	61 58% DFRV	40 32% DFV	49 39% DFV
Helpful	2760 82% CEIQU	2775 83% DFV	198 74% C	174 68% C	76 74% C	79 75% CEIQU	88 86% D	81 88% D	35 65% C	37 74% C	40 80% C	40 80% C	37 74% C	40 80% C	49 92% ACEIMOU	46 87% DV	73 73% F	78 78% F	84 83% IU	89 84% DV	87 70% DV	90 72% DV
Informative	2800 83% CI	2753 82% DFV	206 77% C	187 73% C	79 77% C	73 70% CEIQSU	92 90% DFV	88 88% DFV	37 69% C	42 84% C	37 74% C	41 82% C	42 84% C	44 88% DFV	49 92% CEIQSU	47 89% DFV	78 78% F	82 82% F	86 79% F	97 81% F	97 78% F	92 74% 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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base

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

2 Aug 2016
Table 70

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
Innovative	1121 33%	1064 32%	169 63%	138 54%	43 42%	59 56%	41 40%	26 26%	27 50%	16 32%	14 28%	13 26%	22 44%	21 42%	12 23%	17 32%	59 59%	48 48%	42 42%	40 38%	57 46%	49 39%
Cutting edge	1221 36% O	1258 38% O	190 71%	165 65%	55 53%	73 70%	45 44%	24 24%	28 52%	18 36%	16 32%	11 22%	24 48%	20 40%	10 19%	15 28%	64 64%	54 54%	41 41%	42 40%	42 34%	42 34%
Extreme	1728 51%	1777 53%	228 85%	204 80%	73 71%	80 76%	44 43%	20 20%	39 72%	33 66%	28 56%	26 52%	20 40%	14 28%	28 53%	38 72%	77 77%	73 73%	67 66%	71 67%	85 68%	90 72%
Trustworthy	634 19%	697 21%	90 34%	102 40%	30 29%	35 33%	12 12%	13 13%	19 35%	11 22%	13 26%	8 16%	7 14%	8 16%	5 9%	10 19%	29 29%	34 34%	18 18%	19 18%	29 23%	38 30%
Unconventional	1940 58% O	1984 59%	231 86%	201 79%	82 80%	86 82%	64 63%	63 63%	38 70%	25 50%	29 58%	32 64%	37 74%	33 66%	13 25%	18 34%	82 82%	72 72%	61 60%	67 63%	74 59%	68 54%
Practical	546 16% GO	574 17%	48 18%	50 20%	19 18%	23 22%	9 9%	12 12%	19 35%	6 12%	10 20%	8 16%	9 18%	9 18%	3 6%	8 15%	19 19%	21 21%	16 16%	19 18%	33 26%	29 23%
Technical	803 24%	738 22%	103 38%	90 35%	41 40%	42 40%	21 21%	15 15%	22 41%	15 30%	13 26%	8 16%	14 28%	6 12%	9 17%	13 25%	45 45%	32 32%	36 36%	34 32%	34 27%	39 31%
Confusing	2319 69%	2315 69%	233 87%	179 70%	76 74%	72 69%	77 75%	63 63%	39 72%	36 72%	32 64%	26 52%	39 78%	41 82%	34 64%	40 75%	79 79%	65 65%	68 67%	78 74%	93 74%	85 68%
Overwhelming	1774 53%	1800 54%	230 86%	186 73%	76 74%	82 78%	65 64%	51 51%	39 72%	38 76%	35 70%	31 62%	37 74%	38 76%	34 64%	41 77%	77 77%	71 71%	69 68%	77 73%	83 66%	86 69%
Useful	446 13% G	460 14%	47 18%	45 18%	17 17%	21 20%	5 5%	9 9%	14 26%	6 12%	9 18%	8 16%	6 12%	8 16%	3 6%	7 13%	19 19%	14 14%	19 19%	22 21%	20 16%	30 24%
For people like me	738 22% GO	738 22% H	83 31%	83 33%	23 22%	32 30%	14 14%	14 14%	22 41%	13 26%	8 16%	14 28%	13 26%	8 16%	5 9%	9 17%	27 27%	25 25%	34 34%	23 22%	30 24%	42 34%
Interesting	890 27%	910 27%	134 50%	132 52%	40 39%	53 50%	25 25%	11 11%	21 39%	13 26%	9 18%	11 22%	15 30%	9 18%	8 15%	17 32%	47 47%	40 40%	28 28%	29 27%	33 26%	51 41%
Exciting	1429 43%	1395 42%	203 76%	176 69%	59 57%	68 65%	56 55%	46 46%	30 56%	23 46%	21 42%	15 30%	30 60%	21 42%	24 45%	31 58%	66 66%	57 57%	48 48%	45 42%	84 67%	76 61%
Helpful	578 17% O	574 17%	69 26%	81 32%	27 26%	26 25%	14 14%	19 19%	18 33%	13 26%	8 16%	10 20%	12 24%	10 20%	2 4%	7 13%	26 26%	22 22%	16 16%	17 16%	38 30%	35 28%
Informative	534 16% O	596 18% A	61 23%	68 27%	24 23%	32 30%	10 10%	12 12%	16 30%	8 16%	11 22%	9 18%	6 12%	6 12%	3 6%	6 11%	20 20%	18 18%	20 20%	20 19%	28 22%	33 26%

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

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

2 Aug 2016
Table 71

1. Innovative

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOP 2 BOX (NET)	2213 66% CEIQU	2285 68% ADFR	98 37% C	117 46% C	58 56% CQ	46 44% CQ	61 60% CQ	74 74% GDFNRV	27 50% DF	34 68% DF	34 68% CQ	37 74% DFR	27 54% C	29 58% CEIMQSU	40 75% DF	36 68% DF	40 40% CQ	52 57% CQ	58 57% CQ	66 62% DF	67 54% CQ	76 61% DF
Describes very well	899 27% BCIMQSU	818 24% DFRV	26 10% FC	23 9% FC	19 18% FC	9 9% CMQ	24 24% DFPRV	29 29% DF	8 15% DF	12 24% CIMQSU	16 32% DFRV	14 28% DFRV	4 8% C	9 18% CM	12 23% CM	7 13% CM	12 12% DF	13 13% DF	17 17% DF	19 18% DF	19 15% DF	16 13% DF
Describes somewhat well	1314 39% CQ	1467 44% AD	72 27% C	94 37% C	39 38% C	37 35% C	37 36% A	45 45% A	19 35% AKO	22 44% AKO	18 36% AKO	23 46% AKO	23 46% AKO	20 40% H	28 53% ACQ	29 55% DF	28 28% DF	39 39% C	41 41% C	47 44% C	48 38% C	60 48% D
BOTTOM 2 BOX (NET)	1121 33% DAEGKMOSU	1064 32% BHJLPTV	169 63% AEO	138 54% BHL	43 42% O	59 56% EBHJLPTV	41 40% HO	26 26% AKO	27 50% AKO	16 32% AKO	14 28% AKO	13 26% AKO	22 44% O	21 42% H	12 23% H	17 32% AEGKOSU	59 59% BHL	48 48% BHL	42 42% O	40 38% AKO	57 46% AKO	49 39% H
Does not describe very well	719 21% B	771 23% N	87 32% AEO	88 35% BHL	21 20% EBH	36 34% EBH	31 30% A	20 20% A	12 22% JAGKOU	12 24% JAGKOU	10 20% JAGKOU	10 20% JAGKOU	14 28% BHLRV	21 42% BHLRV	9 17% H	13 25% AEGKOSU	27 27% BHL	26 26% BHL	24 24% O	30 28% AEO	43 34% AEO	31 25% H
Does not describe at all	402 12% B	293 9% N	82 31% DAEGKMOSU	50 20% BHJLNPT	22 21% AGKOU	23 22% BHJLNPT	10 10% A	6 6% JAGKOU	15 28% JAGKOU	4 8% N	4 8% N	3 6% N	8 16% N	- - N	3 6% N	4 8% AGKMOSU	32 32% BHJLNPT	22 22% BHJLNPT	18 18% O	10 9% N	14 11% AEO	18 14% BHN
Not Sure	23 1% B	-	1	-	2 2% O	-	-	-	-	-	2 4% ACG	-	1 2% N	-	1 2% N	-	1 1% N	-	1 1% N	-	1 1% N	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

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

2 Aug 2016
Table 72

2. Cutting edge

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOP 2 BOX (NET)	2107 63% CEIMQ	2091 62% DFR	77 29%	90 35%	46 45% FC	32 30%	57 56% CQ	76 76% GBDFNRT	26 48% C	32 64% DFR	32 64% CEQ	39 78% BDFRT	24 48% C	30 60% DF	41 77% ACEGIMOS	38 72% DFR	35 35%	46 46% F	59 58% CQ	64 60% DFR	82 66% CEIMQ	83 66% DFR
Describes very well	799 24% BCEMQ	684 20% DFR	21 8%	19 7%	12 12%	7 7%	24 24% CEMQ	28 28% DFRT	10 19% C	9 18% DF	16 32% CEMQ	13 26% DFR	4 8%	8 16% C	10 19% C	8 15%	12 12%	10 10%	20 20% C	15 14% D	26 21% CM	25 20% DFR
Describes somewhat well	1308 39% CQ	1407 42% ADF	56 21%	71 28%	34 33% C	25 24%	33 32% C	48 48% GDF	16 30%	23 46% DF	16 32% KDF	26 52% CQ	20 40% DF	22 44% ACEGIMOS	31 58% BDFR	30 23%	23 23%	36 36% Q	39 39% CQ	49 46% DF	56 45% CQ	58 46% DF
BOTTOM 2 BOX (NET)	1221 36% O	1258 38% HL	190 71% AEGIKMOSU	165 65% BHJLNPTV	55 53% AKOU	73 70% EBHJLNPTV	45 44% HO	24 24% AKOU	28 52% AKOU	18 36%	16 32%	11 22%	24 48% O	20 40% H	10 19%	15 28% AGKOSU	64 64% BHJLNPTV	54 54% O	41 41% O	42 40% HL	42 34% HL	42 34% HL
Does not describe very well	776 23% A	885 26% AO	88 33% AO	88 35% BHLP	27 26% EBHJLPV	42 40% HAIOSU	38 37%	19 19%	11 20%	14 28%	14 28%	8 16%	12 24%	18 36% HL	8 15%	10 19%	30 30% O	28 28%	23 23%	33 31% HL	30 24%	32 26%
Does not describe at all	445 13% BO	373 11% H	102 38% AGKOSU	77 30% BHJLNPTV	28 27% AGKOU	31 30% BHJLNPTV	7 7%	5 5%	17 31% JAGKOU	4 8%	2 4%	3 6%	12 24% NAGKOU	2 4%	2 4%	5 9% AGKOSU	34 34% BHJLNPTV	26 26% TGKO	18 18%	9 8%	12 10%	10 8%
Not Sure	29 1% B	-	1	-	2 2%	-	-	-	-	-	2 4% ACG	-	2 4% ACG	-	2 4% AC	-	1	-	1	-	1	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

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

2 Aug 2016
Table 73

3. Extreme

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOP 2 BOX (NET)	1598 48% CEIGSU	1572 47% DFPRTV	39 15% C	51 20% C	27 26% C	25 24% CEIQSU	58 57% GBDFJLPRTV	80 80% C	15 28% C	17 34% D	20 40% CQ	24 48% DFPRTV	28 56% CEIQSU	36 72% BDFJLPRTV	23 43% CEQ	15 28% C	21 21% C	27 27% C	33 33% C	35 33% D	38 30% C	35 28% C
Describes very well	584 17% CEMQU	529 16% DFPTV	15 6% C	17 7% C	10 10% C	7 7% CEMQSU	22 22% GBDFJLPRTV	36 36% C	5 9% C	4 8% C	7 14% C	7 14% P	3 6% MDFPTV	10 20% C	6 11% C	1 2% C	7 7% C	9 9% C	11 11% C	8 8% C	9 7% C	7 6% C
Describes somewhat well	1014 30% CEQ	1043 31% DFRV	24 9% C	34 13% C	17 17% C	18 17% CEIQSU	36 35% BDFJLPRTV	44 44% C	10 19% C	13 26% D	13 26% C	17 34% DFR	25 50% ACEIKOSU	26 52% BDFJLPRTV	17 32% CEQ	14 26% D	14 14% C	18 18% C	22 22% C	27 25% D	29 23% C	28 22% D
BOTTOM 2 BOX (NET)	1728 51% HN	1777 53% AEGIKMOSU	228 85% BHLJLNT	204 80% AGMO	73 71% AGMO	80 76% BHLN	44 43% H	20 20% AGMO	39 72% HN	33 66% HN	28 56% HN	26 52% HN	20 40% HN	14 28% HN	28 53% OBHLN	38 72% AGKMO	77 77% BHLN	73 73% AGM	67 66% BHN	71 67% AGM	85 68% AGM	90 72% BHLN
Does not describe very well	887 26% AH	1010 30% AH	63 24% H	76 30% H	29 28% H	31 30% H	23 23% H	16 16% H	15 28% H	20 40% H	15 30% H	14 28% H	15 30% H	11 22% H	16 30% H	18 34% H	23 23% H	30 30% H	31 31% H	48 45% H	36 29% H	43 34% H
Does not describe at all	841 25% BM	767 23% HN	165 62% DAEIKMOSU	128 50% BHLJLNTV	44 43% AGKMO	49 47% BHLJLNT	21 21% H	4 4% AGMO	24 44% AGMO	13 26% HN	13 26% M	12 24% HN	5 10% HN	3 6% HN	12 23% BHNT	20 38% AGKMO	54 54% BHLJLNT	43 43% TAGM	36 36% HN	23 22% AGM	49 39% AGMO	47 38% BHNT
Decline to Answer	3	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% AC	-	-	-	-	-	-	-
Not Sure	28 1% B	-	1	-	3 3% AC	-	-	-	-	-	2 4% ACG	-	2 4% ACG	-	1 2% AC	-	2 2% AC	-	1 1% AC	-	2 2% AC	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

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

2 Aug 2016
Table 74

4. Trustworthy

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOP 2 BOX (NET)	2699 80% CEIQ	2652 79% DFRV	177 66%	153 60%	71 69%	70 67%	90 88%	87 87%	35 65%	39 78% D	35 70%	42 84% DFR	42 84% CEI	42 84% DFR	46 87% CEIQ	43 81% D	70 70%	66 66%	81 80% CI	87 82% DFRV	96 77% C	87 70%
Describes very well	1303 39% BCIMSU	1069 32% DFJPRV	82 31% D	49 19%	35 34% FM	18 17%	48 47%	46 46%	13 24%	7 14%	15 30%	18 36% DFJPR	9 18%	12 24%	14 26%	6 11%	34 34% RM	15 15%	27 27%	25 24%	37 30%	28 22%
Describes somewhat well	1396 42% C	1583 47% AD	95 35%	104 41%	36 35%	52 50%	42 41%	41 41%	22 41% IBDHV	32 64% BDHV	20 40%	24 48% ACEGKQU	33 66% DH	30 60% ACEGIKQ	32 60% BDFHLRV	37 70% Q	36 36% Q	51 51% ACEQ	54 53% BDH	62 58% BDH	59 47% C	59 47%
BOTTOM 2 BOX (NET)	634 19%	697 21% AH	90 34% AGMOSU	102 40% BHLJLNPT	30 29% AGMO	35 33% BHLNT	12 12%	13 13%	19 35% AGMOS	11 22% GO	13 26% GO	8 16%	7 14%	8 16%	5 9%	10 19% AGMO	29 29% BHLNT	34 34% BHLNT	18 18%	19 18%	29 23% GO	38 30% BHT
Does not describe very well	414 12%	498 15% A	53 20% AGOS	59 23% BFH	20 19% AGO	14 13%	7 7%	10 10%	6 11%	11 22% H	12 24% AGOS	7 14%	5 10%	6 12%	3 6%	8 15% BH	13 13% BH	23 23% BH	10 10%	17 16%	20 16% G	23 18%
Does not describe at all	220 7%	199 6% AGKO	37 14% BHLJLNPT	43 17% EBHJLNPT	10 10% EBHJLNPT	21 20%	5 5%	3 3%	13 24% JAEGKMOSU	-	1 2%	2 2%	2 4%	2 4%	2 4%	2 4% AGKMOU	16 16% BHLNT	11 11% BHJT	8 8% T	2 2%	9 7% BHLNT	15 12%
Not Sure	24 1% B	-	1	-	2 2%	-	-	-	-	-	2 4% ACGU	-	1 2%	-	2 4% ACU	-	1 1%	-	2 2%	-	-	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

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

2 Aug 2016
Table 75

5. Unconventional

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOP 2 BOX (NET)	1386 41% CEMQ	1365 41% DFR	36 13% C	54 21% C	20 19% C	19 18% CEQ	38 37% CEQ	37 37% DF	16 30% C	25 50% IDFR	19 38% CEQ	18 36% DF	11 22% C	17 34% F	39 74% ACEGKMOSU	35 66% BDFHLNRTV	17 17% C	28 28% CEQ	37 37% DF	39 37% DF	49 39% CEMQ	57 46% DFR
Describes very well	452 13% BCEMGS	360 11% DF	8 3% C	15 6% Q	6 6% Q	3 3% CQ	10 10% CQ	10 10% F	5 9% CQ	6 12% F	4 8% CQ	2 4% Q	3 6% CQ	8 15% CQ	7 13% F	- - -	10 10% QF	7 7% Q	11 10% F	18 14% CEQ	17 14% DF	
Describes somewhat well	934 28% CEQ	1005 30% ADFR	28 10% C	39 15% C	14 14% C	16 15% CE	28 27% CE	27 27% DF	11 20% C	19 38% DFR	13 26% C	14 28% D	9 18% D	14 28% D	31 58% ACEGKMOSU	28 53% BDFHLNRTV	17 17% C	18 18% CEQ	30 30% DF	28 26% DF	31 25% CE	40 32% DFR
BOTTOM 2 BOX (NET)	1940 58% O	1984 59% P	231 86% P	201 79% BHJLPTV	82 80% AGKOSU	86 82% BHJLPTV	64 63% O	63 63% P	38 70% JO	25 50% O	29 58% O	32 64% P	37 74% AO	33 66% P	13 25% P	18 34% AGKOSU	82 82% BJPV	72 72% O	61 60% O	67 63% P	74 59% O	68 54% P
Does not describe very well	1051 31% O	1200 36% A	78 29% A	84 33% A	33 32% ACKOOSU	41 39% ACKOOSU	43 42% O	39 39% P	19 35% JGO	17 34% O	12 24% O	16 32% P	18 36% GO	20 40% P	10 19% P	13 25% P	28 28% RAGIKOSU	33 33% BHJPTV	29 29% O	43 41% PV	36 29% O	35 28% P
Does not describe at all	889 26% BO	784 23% P	153 57% P	117 46% BHJNPTV	49 48% AGOSU	45 43% BHJNPTV	21 21% O	24 24% P	19 35% JGO	8 16% O	17 34% O	16 32% P	19 38% GO	13 26% P	3 6% P	5 9% RAGIKOSU	54 54% BHJPTV	39 39% O	32 32% O	24 23% P	38 30% O	33 26% P
Decline to Answer	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 A	-
Not Sure	28 1% B	-	1 *	-	1 1%	-	-	-	-	2 4% ACG	-	2 4% ACG	-	1 2% ACG	-	1 1% AC	-	3 3% AC	-	-	1 1%	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

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

2 Aug 2016
Table 76

6. Practical

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOP 2 BOX (NET)	2792 83% IU	2775 83% IU	219 82% IU	205 80% IU	84 82% I	82 78% I	93 91% ACEIKQU	88 88% V	35 65% I	44 88% I	38 76% I	42 84% I	40 80% I	41 82% I	49 92% IKQU	45 85% I	80 80% I	79 79% I	84 83% I	87 82% I	91 73% I	96 77% I
Describes very well	1306 39% BM	1081 32% FR	112 42% DMO	84 33% FR	35 34% F	21 20% MOQU	48 47% BFRTV	43 43% I	18 33% I	14 28% I	16 32% I	16 32% I	12 24% I	14 28% I	14 26% I	16 30% I	32 32% I	20 20% I	34 34% I	30 28% I	42 34% I	34 27% I
Describes somewhat well	1486 44% A	1694 51% A	107 40% A	121 47% A	49 48% A	61 58% A	45 44% A	45 45% A	17 31% A	30 60% A	22 44% A	26 52% A	28 56% CIU	27 54% ACEGIKQU	35 66% A	29 55% A	48 48% A	59 59% H	50 50% I	57 54% I	49 39% I	62 50% I
BOTTOM 2 BOX (NET)	546 16% GO	574 17% GO	48 18% GO	50 20% GO	19 18% GO	23 22% GO	9 9% JACEGOOS	12 12% I	19 35% I	6 12% O	10 20% O	8 16% O	9 18% O	9 18% O	3 6% O	8 15% O	19 19% GO	21 21% GO	16 16% GO	19 18% AGO	33 26% AGO	29 23% H
Does not describe very well	358 11% A	427 13% A	22 8% C	36 14% C	11 11% C	12 11% C	6 6% C	10 10% CGO	10 19% I	6 12% G	8 16% G	6 12% G	6 12% G	8 16% G	3 6% G	6 11% G	9 9% GO	14 14% GO	12 12% GO	17 16% ACGO	22 18% I	19 15% I
Does not describe at all	188 6% B	147 4% AGO	26 10% AGO	14 5% O	8 8% O	11 10% BHJT	3 3% I	2 2% JAGKOS	9 17% I	- - I	2 4% I	2 4% I	3 6% I	1 2% I	- - I	2 4% GO	10 10% GO	7 7% GO	4 4% GO	2 2% GO	11 9% O	10 8% BHJT
Not Sure	19 1% B	-	1	-	-	-	-	-	-	-	2 4% ACEG	-	1 2% I	-	1 2% I	-	1 1% I	-	1 1% I	-	1 1% I	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

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

7. Technical

Base: All Qualified Respondents

	Country																						
	North America								Europe														
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)	
Unweighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125	
TOP 2 BOX (NET)	2531 75% CEIQS	2611 78% ADFRTV	163 61%	165 65%	62 60%	63 60%	81 79% CEIQS	85 85% DFJRTV	32 59%	35 70%	35 70%	42 84% DFRTV	35 70%	44 88% MDFJRTV	43 81% CEIQS	40 75%	54 54%	68 68% Q	63 62%	72 68%	90 72% CQ	86 69%	
Describes very well	1071 32% BCGIMQ	972 29% DFRTV	52 19% M	59 23% M	27 26% M	17 16% M	23 23% M	32 32% FRT	10 19%	11 22%	17 34% CMQ	16 32% FR	3 6%	12 24% M	14 26% M	12 23%	16 16%	16 16%	24 24% M	19 18%	30 24% M	26 21%	
Describes somewhat well	1460 43% E	1639 49% AD	111 41%	106 42%	35 34%	46 44%	58 57% ACEKQS	53 53%	22 41%	24 48%	18 36%	26 52% ACEIKQS	32 64% BDF	32 64% EQ	29 55%	28 53%	38 38%	52 52% Q	39 39%	53 50%	60 48% E	60 48%	
BOTTOM 2 BOX (NET)	803 24%	738 22%	103 38% AGOU	90 35% BHLN	41 40% AGOU	42 40% BHLN	21 21% AGO	15 15% HN	22 41% HN	15 30% HN	13 26%	8 16%	14 28% N	6 12%	9 17%	13 25% AGKMOU	45 45% BHLN	32 32% AGO	36 36% BHLN	34 32% BHLN	34 27% BHLN	39 31%	
Does not describe very well	543 16%	547 16%	56 21% A	57 22% BHL	29 28% AGU	24 23% L	16 16%	13 13%	10 19% BHLN	14 28% BHLN	9 18%	4 8%	4 8% N	4 8% N	-	1 2%	2 4% A	19 19% AGO	13 13% BHJN	14 14% AGO	26 25% BHL	21 17%	27 22% L
Does not describe at all	260 8% B	191 6% AGO	47 18% AGO	33 13% BHJN	12 12% O	18 17% BHJNPT	5 5%	2 2% JAGKMOU	12 22% JAGKMOU	1 2%	4 8%	4 8% N	4 8% N	-	1 2%	2 4% AGO	19 19% AGO	13 13% BHJN	14 14% AGO	8 8% N	13 10%	12 10% HN	
Not Sure	23 1% B	-	2 1%	-	-	-	-	-	-	-	2 4% AEG	-	1 2%	-	1 2%	-	1 1%	-	2 4% AGO	-	1 1%	-	
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%	

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

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

8. Confusing

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOP 2 BOX (NET)	1006 30% CQ	1034 31% N	34 13%	76 30% C	25 24% C	33 31%	24 24% C	37 37% GN	15 28% C	14 28%	16 32% C	24 48% BDFJNPTV	9 18%	9 18%	18 34% C	13 25%	20 20%	35 35% QN	30 30% C	28 26%	31 25% C	40 32%
Describes very well	310 9% C	290 9%	8 3%	29 11% CNP	6 6%	7 7%	6 6%	13 13% NP	4 7%	3 6%	7 14% CM	4 8%	1 2%	1 2%	3 6%	1 2%	9 9% C	11 11% P	8 8% C	8 8%	11 9% C	9 7%
Describes somewhat well	696 21% CQ	744 22%	26 10%	47 18% C	19 18% C	26 25%	18 18% C	24 24%	11 20% C	11 22%	9 18% KBDHNRTV	20 40%	8 16%	8 16%	15 28% CQ	12 23%	11 11%	24 24% Q	22 22% CQ	20 19%	20 16%	31 25%
BOTTOM 2 BOX (NET)	2319 69%	2315 69% L DAEGIKOSU	233 87%	179 70% L	76 74%	72 69% L	77 75%	63 63%	39 72%	36 72% L	32 64%	26 52%	39 78%	41 82% BHRL	34 64%	40 75% L	79 79% RAO	65 65%	68 67%	78 74% L	93 74%	85 68% L
Does not describe very well	1072 32%	1195 36% AV	74 28%	82 32%	30 29%	33 31%	36 35%	40 40% V	15 28% LRV	23 46%	19 38%	12 24%	23 46% ACE	27 54% BDFLPRV	16 30%	18 34%	31 31%	28 28%	30 30% SDLRV	46 43%	45 36%	33 26%
Does not describe at all	1247 37% B	1120 33% H DAEGIKOSU	159 59%	97 38% H	46 45% K	39 37% H	41 40% H	23 23%	24 44%	13 26%	13 26%	14 28%	16 32%	14 28%	18 34%	22 42% H	48 48% AK	37 37% H	38 38% H	32 30%	48 38%	52 42% BH
Decline to Answer	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	29 1% B	-	1	-	2 2%	-	1 1%	-	-	-	2 4% AC	-	2 4% AC	-	1 2%	-	1 1%	-	3 3% AC	-	1 1%	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

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

9. Overwhelming

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOP 2 BOX (NET)	1552 46% CEGKMGUSU DFJNPRTV	1549 46% DFJNPRTV	36 13% C	69 27% C	25 24% C	23 22% C	37 36% CQ	49 49% DFJNPRTV	15 28% C	12 24% C	13 26% C	19 38% F	11 22% C	12 24% C	18 34% C	12 23% C	22 22% C	29 29% C	30 30% C	29 27% C	40 32% C	39 31% C
Describes very well	589 18% BCEIMGUSU DFTV	502 15% DFTV	10 4% C	20 8% C	5 5% C	7 7% C	12 12% CM	14 14% C	3 6% C	6 6% C	4 8% C	4 8% C	1 2% C	3 6% C	3 6% C	7 7% C	10 10% C	6 6% C	7 7% C	12 10% C	11 9% C	
Describes somewhat well	963 29% CEQ	1047 31% ADFJNPRTV	26 10% C	49 19% C	20 19% C	16 15% C	25 25% C	35 35% DFJNPRTV	12 22% C	9 18% C	9 18% C	15 30% F	10 20% C	9 18% C	14 26% C	9 17% C	15 15% C	19 19% C	24 24% C	22 21% C	28 22% C	28 22% C
BOTTOM 2 BOX (NET)	1774 53% DAEGKMGUSU	1800 54% DAEGKMGUSU	230 86% BH	186 73% BH	76 74% A	82 78% BHL	65 64% A	51 51% A	39 72% A	38 76% BH	35 70% A	31 62% A	37 74% A	38 76% BH	34 64% A	41 77% BH	77 77% AG	71 71% BH	69 68% A	77 73% BH	83 66% A	86 69% BH
Does not describe very well	899 27% A	1004 30% A	72 27% A	70 27% A	33 32% A	36 34% A	34 33% A	37 37% A	14 26% IBDL	23 46% IBDL	18 36% A	12 24% A	18 36% A	21 42% D	17 32% A	20 38% A	29 29% A	37 37% A	28 28% SBDL	44 42% A	41 33% A	43 34% A
Does not describe at all	875 26% B	796 24% H	158 59% DAEGKMGUSU Bhjrtv	116 45% Bhjrtv	43 42% A	46 44% BH	31 30% H	14 14% A	25 46% A	15 30% H	17 34% A	19 38% BH	19 38% AG	17 34% H	17 32% A	21 40% BH	48 48% RAGU	34 34% BH	41 41% A	33 31% H	42 34% A	43 34% BH
Decline to Answer	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 A	-
Not Sure	29 1% B	-	2 1% A	-	2 2% A	-	-	-	-	-	2 4% AG	-	2 4% AG	-	1 2% A	-	1 1% A	-	2 2% A	-	1 1% A	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

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

2 Aug 2016
Table 80

10. Useful

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOP 2 BOX (NET)	2891 86% CIS	2889 86% TV	220 82%	210 82%	86 83%	84 80%	97 95%	91 91%	39 72%	44 88%	39 78%	42 84%	43 86%	42 84%	48 91%	46 87%	80 80%	86 86%	80 79%	84 79%	105 84%	95 76%
Describes very well	1481 44% BIOQS	1265 38% DFPRTV	113 42% DIS	74 29% F	38 37% F	17 16%	55 54%	44 44%	14 26%	14 28%	23 46% I	17 34% F	17 34%	14 28%	15 28%	11 21%	31 31%	27 27%	31 31%	22 21%	45 36%	31 25%
Describes somewhat well	1410 42%	1624 48% A	107 40%	136 53% C	48 47%	67 64% EBH	42 41%	47 47%	25 46%	30 60%	16 32%	25 50%	26 52% K	28 56% ACGK	33 62% BH	35 66% BH	49 49%	59 59% B	49 49%	62 58% B	60 48%	64 51%
BOTTOM 2 BOX (NET)	446 13% G	460 14% AGO	47 18% AGO	45 18% H	17 17% G	21 20% H	5 5%	9 9%	14 26% AGO	6 12%	9 18% G	8 16%	6 12%	8 16%	3 6%	7 13% GO	19 19% GO	14 14% GO	19 19% GO	22 21% BH	20 16% G	30 24% BH
Does not describe very well	300 9% GO	343 10% GO	24 9% GO	31 12% GO	10 10% GO	8 8%	3 3%	8 8%	5 9% O	5 10% AGO	9 18% AGO	7 14%	3 6%	7 14%	-	7 13% O	12 12% GO	9 9% GO	12 12% GO	17 16% B	14 11% GO	19 15%
Does not describe at all	146 4%	117 3% AGK	23 9% AGK	14 5% AGK	7 7% BDHJLNPT	13 12% BDHJLNPT	2 2%	1 1% JAGKU	9 17% JAGKU	1 2%	-	1 2%	3 6%	1 2%	3 6%	-	7 7% ACEGU	5 5% ACEGU	7 7% ACEGU	5 5% ACEGU	6 5% BHP	11 9% BHP
Not Sure	20 1% B	-	1 1% B	-	-	-	-	-	1 2% ACEGU	-	2 4% ACEGU	-	1 2% ACEGU	-	2 4% ACEGU	-	1 1% ACEGU	-	2 2% ACEGU	-	-	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

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

2 Aug 2016
Table 81

11. For people like me

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOP 2 BOX (NET)	2595 77% CIS	2611 78% DFV	184 69%	172 67%	80 78% I	73 70% ACIMQSU	88 86% BDFLV	86 86%	32 59%	37 74%	40 80% I	36 72%	36 72%	42 84% DV	46 87% CIQS	44 83% DV	72 72%	75 75%	66 65%	83 78% SDV	94 75% I	83 66%
Describes very well	1165 35% BMU	985 29% FJT	89 33% DU	62 24% F	30 29% F	14 13% DFJTV	30 29% DFJTV	35 35%	12 22%	8 16%	15 30%	12 24%	10 20%	12 24%	13 25%	11 21%	26 26%	24 24%	29 29%	22 21%	28 22%	27 22%
Describes somewhat well	1430 43% C	1626 49% A	95 35%	110 43%	50 49% C	59 56% D	58 57% ACIS	51 51%	20 37%	29 58% I	25 50%	24 48%	26 52% C	30 60% D	33 62% ACIS	33 62% BDV	46 46%	51 51%	37 37%	61 58% SD	66 53% ACS	56 45%
BOTTOM 2 BOX (NET)	738 22% GO	738 22% H	83 31% AGKO	83 33% BHNPT	23 22% O	32 30% BH	14 14% AEGKOU	14 41%	22 26%	13 26%	8 16%	14 28% H	13 26% O	8 16%	5 9% AGKO	9 17%	27 27% GO	25 25%	34 34% AGKO	23 22% O	30 24% O	42 34% BHNPT
Does not describe very well	462 14% O	519 15% A	35 13%	47 18%	13 13%	19 18%	8 8%	12 12%	8 15%	12 24% P	6 12%	12 24% P	7 14%	7 14%	2 4%	4 8%	14 14%	18 18%	17 17% O	15 14%	17 14%	27 22% P
Does not describe at all	276 8% B	219 7% AGKO	48 18% BHJLN	36 14%	10 10%	13 12% BHJN	6 6%	2 2% JAEGKOU	14 26% JAEGKOU	1 2%	2 4%	2 4%	6 12%	1 2%	3 6% H	5 9% H	13 13%	7 7% TAGK	17 17% TAGK	8 8%	13 10% BHJN	15 12%
Not Sure	24 1% B	-	1	-	-	-	-	-	-	-	2 4% ACEG	-	1 2%	-	2 4% ACE	-	1 1%	-	1 1%	-	1 1%	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

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

12. Interesting

Base: All Qualified Respondents

	Country																						
	North America								Europe														
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany	
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125	
TOP 2 BOX (NET)	2444 73% CEQ	2439 73% DFRV	133 50%	123 48%	63 61% C	52 50%	77 75% CEQ	89 89% GBDFJPRTV	33 61%	37 74% DF	39 78% CEQ	39 78% DFRV	33 66% C	41 82% DFRV	43 81% CEIQ	36 68% DF	52 52% D	60 60% D	72 71% CQ	77 73% DFV	91 73% VCQ	74 59% D	
Describes very well	1001 30% BCMQGSU	834 25% DFRV	37 14%	25 10%	22 21% F	6 6%	24 24% C	28 28% DFRV	10 19%	8 16% F	13 26% C	9 18% F	6 12% C	12 24% DF	9 17% D	8 15% D	16 16% F	15 15% F	21 21% CQ	20 19% DF	22 18% DF	19 15% F	
Describes somewhat well	1443 43% C	1605 48% AD	96 36%	98 38%	41 40%	46 44%	53 52% CQ	61 61% BDFRV	23 43%	29 58% D	26 52% C	30 60% D	27 54% CQ	29 58% D	34 64% ACEIQ	28 53% D	36 36% D	45 45% CQ	51 50% CQ	57 54% D	69 55% ACEQ	55 44% D	
BOTTOM 2 BOX (NET)	890 27%	910 27% H	134 50% AGKMOSU	132 52% BHLNPRTV	40 39% AGKOU	53 50% BHLNPT	25 25% H	11 11% AKO	21 39% H	13 26% H	9 18% H	11 22% H	15 30% H	9 18% H	8 15% H	8 15% OH	17 32% AGKMOSU	47 47% BHLN	40 40% H	28 27% H	33 26% H	51 41% UBHLNT	
Does not describe very well	586 17% AH	670 20% AO	67 25% BHLN	83 33% BHLN	25 24% O	33 31% BHN	19 19% H	8 8% H	9 17% H	10 20% H	8 16% H	9 18% H	10 20% H	8 16% H	5 9% H	12 23% H	27 27% AO	25 25% H	16 16% H	24 23% H	24 19% H	31 25% H	
Does not describe at all	304 9% B	240 7% AEGKMOSU	67 25% BHLN	49 19% BHLN	15 15% AGK	20 19% BHLN	6 6% H	3 3% JAGKOU	12 22% H	3 6% H	1 2% H	2 4% H	5 10% H	1 2% H	3 6% H	5 9% AGKOU	20 20% BHLN	15 15% BHLN	12 12% K	5 5% H	9 7% UBHLNT	20 16% H	
Decline to Answer	2	-	-	-	-	-	-	-	-	-	-	-	1 2% AC	-	-	-	-	-	-	-	-	1 1% A	-
Not Sure	21 1% B	-	1	-	-	-	-	-	-	-	2 4% ACEGU	-	1 2% H	-	2 4% ACEU	-	1 1% H	-	1 1% H	-	-	-	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%	

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

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

13. Exciting

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOP 2 BOX (NET)	1903 57% CEGMQU	1954 58% DFPRV	64 24%	79 31%	43 42% C	37 35%	46 45% CU	54 54% DFV	24 44% C	27 54% DF	27 54% CQU	35 70% DFPRV	18 36% MDFV	29 58% CQU	28 53% CQU	22 42%	33 33%	43 43% D	50 50% CQU	61 58% DFRV	40 32%	49 39%
Describes very well	760 23% BCEGMOSU	606 18% DFPRV	20 7%	19 7%	12 12%	9 9%	10 10%	14 14%	11 20% CMU	7 14%	10 20% CMU	10 20% DFRV	3 6%	4 8%	4 8%	4 8%	15 15% C	7 7%	14 14%	13 12%	9 7%	9 7%
Describes somewhat well	1143 34% CQU	1348 40% ADF	44 16%	60 24% C	31 30% CQ	28 27%	36 35% CQ	40 40% DF	13 24%	20 40% D	17 34% CQ	25 50% DFV	15 30% C	25 50% MDFV	24 45% CQU	18 34%	18 18%	36 36% QD	36 36% CQ	48 45% DFV	31 25% C	40 32%
BOTTOM 2 BOX (NET)	1429 43%	1395 42% AEGIKMOSU	203 76% BHLNRT	176 69%	59 57% A	68 65% BHLNRT	56 55% A	46 46%	30 56%	23 46%	21 42%	15 30%	30 60% A	21 42%	24 45%	31 58% BL	66 66% AKOS	57 57% BLT	48 48%	45 42%	84 67% AKOS	76 61% BHLNT
Does not describe very well	854 25%	893 27% AIS	97 36% AIS	89 35% BL	30 29%	33 31%	37 36% AI	28 28%	11 20%	18 36%	13 26%	10 20%	22 44% AIOS	17 34%	13 25%	20 38%	28 28%	25 25%	24 24%	27 25%	49 39% AIS	37 30%
Does not describe at all	575 17% B	502 15% AEGIKMOSU	106 40% BHLNRT	87 34%	29 28% A	35 33% BHLNRT	19 19%	18 18% JAGKM	19 35%	5 10%	8 16%	5 10%	8 16% ACGU	4 8%	11 21%	11 21% AGKMOS	38 38% BHLNRT	32 32%	24 24%	18 17%	35 28% A	39 31% BHLNRT
Decline to Answer	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 A	-
Not Sure	24 1% B	-	1 *	-	1 1%	-	-	-	-	-	2 4% ACGU	-	2 4% ACGU	-	1 2%	-	1 1%	-	3 3% AC	-	-	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

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

2 Aug 2016
Table 84

14. Helpful

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOP 2 BOX (NET)	2760 82% CEIQU	2775 83% DFV	198 74%	174 68%	76 74%	79 75%	88 86% CEIQU	81 81% D	35 65%	37 74%	40 80%	40 80%	37 74%	40 80%	49 92% ACEIMQU	46 87% DV	73 73%	78 78%	84 83% IU	89 84% DV	87 70%	90 72%
Describes very well	1303 39% BCEIMQU	1134 34% DFRV	85 32% DQ	58 23% F	30 29% F	17 16% F	33 32% DFRV	37 37% DFRV	11 20%	12 24% IMQU	22 44% R	14 28% R	9 18%	12 24% R	14 26% R	12 23% R	21 21% R	14 14% R	35 35% MQ	32 30% FR	29 23% FR	25 20% FR
Describes somewhat well	1457 43%	1641 49% A	113 42%	116 45%	46 45% EBDH	62 59% EBDH	55 54% ACK	44 44%	24 44%	25 50%	18 36%	26 52%	28 56% K	28 56% K	35 66% ACEIKSU	34 64% BDH	52 52% BDH	64 64% BDH	49 49% BDH	57 54% BDH	58 46% BDH	65 52% BDH
BOTTOM 2 BOX (NET)	578 17% O	574 17% AGOS	69 26% AGOS	81 32% BHPT	27 26% AGO	26 25% B	14 14% B	19 19% AGKOS	18 33% AGKOS	13 26% AGKOS	8 16% O	10 20% O	12 24% O	10 20% O	2 4% O	7 13% AGO	26 26% AGO	22 22% AGO	16 16% O	17 16% AGOS	38 30% AGOS	35 28% BPT
Does not describe very well	384 11% O	430 13% O	36 13% O	56 22% CBT	15 15% O	16 15% O	7 7% O	15 15% O	8 15% O	12 24% B	7 14% O	8 16% O	8 16% O	9 18% O	- - O	6 11% O	13 13% O	15 15% O	12 12% O	13 12% ACGO	27 22% ACGO	21 17% ACGO
Does not describe at all	194 6% B	144 4% AKS	33 12% AKS	25 10% B	12 12% AKS	10 10% B	7 7% B	4 4% JAGKOS	10 19% JAGKOS	1 2% JAGKOS	1 2% JAGKOS	2 4% JAGKOS	4 8% JAGKOS	1 2% JAGKOS	2 4% JAGKOS	1 2% AKS	13 13% AKS	7 7% AKS	4 4% AKS	4 4% AKS	11 9% BHPT	14 11% BHPT
Not Sure	19 1% B	-	1	-	-	-	-	-	1 2%	-	2 4% ACEGU	-	1 2%	-	2 4% ACEU	-	1 1%	-	1 1%	-	-	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

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

15. Informative

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOP 2 BOX (NET)	2800 83% CI	2753 82% DFV	206 77%	187 73%	79 77%	73 70%	92 90%	88 88% CEIKGSU DFV	37 69%	42 84%	37 74%	41 82%	42 84%	44 88% DFV	49 92% CEIKGSU DFV	47 89% DFV	78 78%	82 82% F	80 79%	86 81%	97 78%	92 74%
Describes very well	1325 39% BCEMGGSU DFJRTV	1136 34% DFO	90 34% DMO	59 23% F	31 30% F	11 10% F	38 37% MO	48 48% BDFJNPRTV	15 28%	10 20%	17 34% M	16 32% FV	8 16%	10 30% FV	10 19%	12 23% F	27 27%	24 24% F	30 30%	23 22% F	37 30% V	20 16%
Describes somewhat well	1475 44%	1617 48% A	116 43%	128 50%	48 47%	62 59% BH	54 53%	40 40%	22 41%	32 64% IBH	20 40%	25 50%	34 68% ACEIKSU	29 58% H	39 74% ACEGKGSU	35 66% BDH	51 51%	58 58% BH	50 50%	63 59% BH	60 48%	72 58% BH
BOTTOM 2 BOX (NET)	534 16% O	596 18% A	61 23% AGO	68 27% BHNPR	24 23% AGO	32 30% BHNPR	10 10%	12 12% AGMO	16 30% AGMO	8 16%	11 22% GO	9 18%	6 12%	6 12%	3 6% GO	6 11%	20 20% GO	18 18% GO	20 20% GO	19 19%	28 22% AGO	33 26% BHNPR
Does not describe very well	364 11% O	446 13% A	33 12% O	46 18% B	16 16% O	19 18%	7 7%	10 10%	8 15% O	7 14%	8 16% O	8 16%	3 6%	4 8%	1 2%	5 9%	13 13% O	13 13% O	14 14% O	18 17%	18 14% O	20 16%
Does not describe at all	170 5%	150 4%	28 10% AG	22 9% BHT	8 8% BHJLPT	13 12%	3 3%	2 2%	8 15% JAG	1 2%	3 6%	1 2%	3 6%	2 4%	2 4%	1 2%	7 7%	5 5%	6 6%	2 2%	10 8% BHT	13 10% BHT
Not Sure	23 1% B	-	1	-	-	-	-	-	1 2%	-	2 4% ACEGU	-	2 4% ACEGU	-	1 2%	-	2 2%	-	1 1%	-	-	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

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

SUMMARY TABLE OF STRICT/SOME RESTRICTIONS

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
.com	1694 50% CGIMQ	2119 63% ADHV	83 31% C	136 53% C	43 42% G	69 66% EDHV	27 26% G	50 50% G	15 28% G	28 56% I	26 52% CGI	31 62% G	18 36% M	28 56% M	22 42% G	30 57% G	38 38% Q	63 63% Q	44 44% CG	68 64% SH	65 52% CGIQ	66 53% CGI
.net	1809 54% CGIMQ	2163 65% AHNPV	111 41% C	153 60% C	51 50% G	72 69% EHNPV	33 32% G	55 55% G	18 33% G	31 62% I	26 52% G	27 54% G	20 40% G	24 48% G	25 47% G	43 43% Q	62 62% Q	42 42% Q	64 60% S	68 54% CGI	67 54% CGI	
.info	1943 58% CI	2119 63% A	116 43% C	162 64% C	63 61% CI	70 67% I	54 53% I	57 57% G	18 33% G	33 66% I	30 60% CI	29 58% G	24 48% G	33 66% G	27 51% G	29 55% G	50 50% I	59 59% I	56 55% CI	69 65% S	70 56% CI	75 60% CI
.org	2179 65% I	2417 72% AJV	181 68% IS	189 74% JV	70 68% I	77 73% I	61 60% I	73 73% G	26 48% G	29 58% G	33 66% G	33 66% G	27 54% G	33 66% G	30 57% G	33 62% G	62 62% G	69 69% G	57 56% G	72 68% G	73 58% G	80 64% G
.cn	375 68%	380 69%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.vn	35 67%	43 83%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ph	84 82%	88 87%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.jp	121 69%	122 69%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.kr	64 63%	67 66%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ru	49 38%	75 59% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.in	231 71%	246 75%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.id	51 50%	53 53%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ng	131 63%	147 74% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.za	50 50%	78 77% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.eg	75 71%	78 78%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

SUMMARY TABLE OF STRICT/SOME RESTRICTIONS

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
.co	59 47%	74 59%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ar	39 39%	48 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.br	88 50%	111 60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.it	18 33%	28 56% A	-	-	-	-	-	-	18 33%	28 56% I	-	-	-	-	-	-	-	-	-	-	-	-
.tr	32 64%	32 64%	-	-	-	-	-	-	-	-	32 64%	32 64%	-	-	-	-	-	-	-	-	-	-
.es	23 46%	27 54%	-	-	-	-	-	-	-	-	-	-	23 46%	27 54%	-	-	-	-	-	-	-	-
.pl	20 38%	24 45%	-	-	-	-	-	-	-	-	-	-	-	-	20 38%	24 45%	-	-	-	-	-	-
.uk	55 55%	71 71% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	55 55%	71 71% Q	-	-	-	-
.fr	53 52%	66 62%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	53 52%	66 62%	-	-
.de	62 50%	63 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	62 50%	63 50%
.us	173 65%	177 69%	173 65%	177 69%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ca	69 67%	73 70%	-	-	69 67%	73 70%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.mx	42 41%	63 63% A	-	-	-	-	42 41%	63 63% G	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.eu	-	316 65%	-	-	-	-	-	-	-	32 64%	-	-	-	33 66%	-	30 57%	-	71 71%	-	76 72% V	-	74 59%
RESTRICTIONS TOTAL (NET)	2592 77% IMOSU	2852 85% AJV	203 76% IMO	210 82% IMOSU	83 81%	90 86%	75 74% I	86 86% G	29 54%	37 74% I	38 76% I	39 78%	29 58%	38 76%	33 62%	42 79%	71 71% I	83 83% Q	69 68%	90 85% S	85 68%	95 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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

SUMMARY TABLE OF STRICT/SOME RESTRICTIONS

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
RESTRICTIONS CONSISTENT (NET)	2592	2852	203	210	83	90	75	86	29	37	38	39	29	38	33	42	71	83	69	90	85	95
	77%	85%	76%	82%	81%	86%	74%	86%	54%	74%	76%	78%	58%	76%	62%	79%	71%	83%	68%	85%	68%	76%
	IMOSU	AJV	IMO	IMOSU			I	G		I	I					I	Q		S			
RESTRICTIONS GLOBAL (NET)	2529	2809	193	207	77	90	71	86	29	36	36	38	28	38	33	42	67	78	67	89	85	95
	75%	84%	72%	81%	75%	86%	70%	86%	54%	72%	72%	76%	56%	76%	62%	79%	67%	78%	66%	84%	68%	76%
	IMOS	AJV	IM	C	IM	EJ		GJ						M					S			
RESTRICTIONS GEO-SPECIFIC (NET)	1999	2297	173	177	69	73	42	63	18	35	32	32	23	36	20	30	55	78	53	83	62	80
	60%	69%	65%	69%	67%	70%	41%	63%	33%	70%	64%	64%	46%	72%	38%	57%	55%	78%	52%	78%	50%	64%
	GIMOU	A	GIMOSU	GIMOSU				G		I	GIO			M			IO	QBHPV	I	SBHPV	I	U
RESTRICTIONS GEO-SPECIFIC CONSISTENT (NET)	1999	2234	173	177	69	73	42	63	18	28	32	32	23	27	20	24	55	71	53	66	62	63
	60%	67%	65%	69%	67%	70%	41%	63%	33%	56%	64%	64%	46%	54%	38%	45%	55%	71%	52%	62%	50%	50%
	GIMOU	APV	GIMOSU	NPV	GIMOSU	PV		GP		I	GIO						IO	QNPV	I	P	I	
RESTRICTIONS GEO-SPECIFIC ADDED (NET)	-	316	-	-	-	-	-	-	-	32	-	-	-	33	-	30	-	71	-	76	-	74
		ADFHL								64%				66%		57%		71%		72%		59%
										IBDFHL				MBDFHL		OBDFHL		QBDFHL		SBDFHLV		UBDFHL

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

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

SUMMARY TABLE OF STRICT RESTRICTIONS

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
.com	588 18% CGM	786 23% ATV	20 7%	51 20% C	11 11%	25 24% E	5 5%	21 21% G	6 11%	8 16%	9 18% CG	10 20%	3 6%	6 12%	5 9%	8 15%	14 14% G	18 18%	11 11%	15 14%	15 12%	18 14%
.net	486 14% CS	625 19% ARV	22 8%	48 19% CV	12 12%	17 16%	10 10%	17 17%	5 9%	5 10%	5 10%	6 12%	3 6%	5 10%	5 9%	5 9%	9 9%	11 11%	6 6%	16 15% S	15 12%	12 10%
.info	511 15% CO	537 16% RT	26 10%	46 18% CRT	16 16%	20 19% RT	15 15%	19 19% RT	4 7%	7 14%	6 12%	7 14%	5 10%	7 14%	3 6%	7 13%	15 15%	7 7%	15 15%	8 8%	19 15%	14 11%
.org	806 24% U	925 28% AJTV	77 29% IMOU	86 34% BJRTV	23 22%	28 27% T	30 29% IMOU	35 35% JRTV	7 13%	7 14%	10 20%	14 28% T	7 14%	12 24% T	7 13%	14 26% T	25 25% U	20 20%	20 20%	12 11%	18 14%	22 18%
.cn	114 21%	126 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.vn	16 31%	19 37%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ph	34 33%	34 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.jp	37 21%	29 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.kr	14 14%	21 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ru	9 7%	23 18% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.in	112 34%	106 32%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.id	25 25%	23 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ng	50 24%	54 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.za	19 19%	27 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.eg	21 20%	26 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

SUMMARY TABLE OF STRICT RESTRICTIONS

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
.co	16 13%	14 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ar	15 15%	9 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.br	25 14%	40 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.it	3 6%	8 16%	-	-	-	-	-	-	3 6%	8 16%	-	-	-	-	-	-	-	-	-	-	-	-
.tr	11 22%	14 28%	-	-	-	-	-	-	-	-	11 22%	14 28%	-	-	-	-	-	-	-	-	-	-
.es	2 4%	4 8%	-	-	-	-	-	-	-	-	-	-	2 4%	4 8%	-	-	-	-	-	-	-	-
.pl	2 4%	7 13%	-	-	-	-	-	-	-	-	-	-	-	-	2 4%	7 13%	-	-	-	-	-	-
.uk	19 19%	21 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19 19%	21 21%	-	-	-	-
.fr	15 15%	19 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15 15%	19 18%	-	-
.de	18 14%	20 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18 14%	20 16%
.us	60 22%	75 29%	60 22%	75 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ca	21 20%	30 29%	-	-	21 20%	30 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.mx	12 12%	25 25% A	-	-	-	-	12 12%	25 25% G	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.eu	-	73 15%	-	-	-	-	-	-	-	9 18%	-	-	-	6 12%	-	7 13%	-	15 15%	-	17 16%	-	19 15%
RESTRICTIONS TOTAL (NET)	1304 39% IMO	1609 48% AJRTV	96 36% MO	122 48% CJRTV	38 37% MO	45 43%	39 38% MO	53 53% GJRTV	13 24%	15 30%	21 42% MO	25 50% JT	8 16%	20 40% M	11 21%	25 47% O	34 34% M	36 36%	31 31%	34 32%	39 31% M	45 36%

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

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
RESTRICTIONS CONSISTENT (NET)	1304	1598	96	122	38	45	39	53	13	13	21	25	8	18	11	23	34	36	31	34	39	40
	39%	48%	36%	48%	37%	43%	38%	53%	24%	26%	42%	50%	16%	36%	21%	43%	34%	36%	31%	32%	31%	32%
	IMO	AJRTV	MO	CJRTV	MO	J	MO	GJRTV			MO	JTV		M	O	M					M	
RESTRICTIONS GLOBAL (NET)	1196	1481	80	107	33	40	38	50	12	13	16	21	8	17	10	22	32	31	27	31	33	34
	36%	44%	30%	42%	32%	38%	37%	50%	22%	26%	32%	42%	16%	34%	19%	42%	32%	31%	27%	29%	26%	27%
	cIMOU	AJRTV	M	CJTV	M		MO	JRTV						M	O	M						
RESTRICTIONS GEO-SPECIFIC (NET)	670	806	60	75	21	30	12	25	3	12	11	14	2	8	2	11	19	26	15	27	18	27
	20%	24%	22%	29%	20%	29%	12%	25%	6%	24%	22%	28%	4%	16%	4%	21%	19%	26%	15%	25%	14%	22%
	GIMO	A	GIMO	B	IMO			G		I	IMO			M	O	IMO			MO		O	
RESTRICTIONS GEO-SPECIFIC CONSISTENT (NET)	670	774	60	75	21	30	12	25	3	8	11	14	2	4	2	7	19	21	15	19	18	20
	20%	23%	22%	29%	20%	29%	12%	25%	6%	16%	22%	28%	4%	8%	4%	13%	19%	21%	15%	18%	14%	16%
	GIMO	AN	GIMO	BNPTV	IMO	NPV		GN			IMO	N				IMO	N	MO		O		
RESTRICTIONS GEO-SPECIFIC ADDED (NET)	-	73	-	-	-	-	-	-	-	9	-	-	-	6	-	7	-	15	-	17	-	19
	-	2%	-	-	-	-	-	-	-	18%	-	-	-	12%	-	13%	-	15%	-	16%	-	15%
		AD								IBDFHL				MBDFHL		OBDFHL		QBDFHL		SBDFHL		UBDFHL

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

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

SUMMARY TABLE OF SOME RESTRICTIONS

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
.com	1106 33% CGI	1333 40% ADH	63 24%	85 33% C	32 31%	44 42%	22 22%	29 29%	9 17%	20 40% I	17 34%	21 42%	15 30%	22 44%	17 32%	22 42%	24 24%	45 45% QDH	33 33% I	53 50% SBDH	50 40% CGIQ	48 38%
.net	1323 39% CGI	1538 46% A	89 33% G	105 41% G	39 38% G	55 52% EH	23 23%	38 38% G	13 24%	26 52% I	21 42% G	21 42%	17 34%	19 38%	20 38% G	20 38%	34 34%	51 51% Q	36 36% G	48 45% SBDH	53 42% GI	55 44%
.info	1432 43% CI	1582 47% A	90 34%	116 45% C	47 46% CI	50 48%	39 38%	38 38%	14 26%	26 52% I	24 48% I	22 44%	19 38%	26 52%	24 45% G	22 42%	35 35% QH	52 52% QH	41 41% SBDH	61 58% SBDH	51 41% GI	61 49%
.org	1373 41% G	1492 45% A	104 39%	103 40%	47 46% G	49 47%	31 30%	38 38%	19 35%	22 44%	23 46%	19 38%	20 40%	21 42%	23 43%	19 36%	37 37%	49 49%	37 37% SBDHLP	60 57% SBDHLP	55 44% G	58 46%
.cn	261 47%	254 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.vn	19 37%	24 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ph	50 49%	54 53%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.jp	84 48%	93 53%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.kr	50 50%	46 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ru	40 31%	52 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.in	119 37%	140 42%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.id	26 26%	30 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ng	81 39%	93 47%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.za	31 31%	51 50% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.eg	54 51%	52 52%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
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SUMMARY TABLE OF SOME RESTRICTIONS

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
.co	43 34%	60 48% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ar	24 24%	39 38% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.br	63 36%	71 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.it	15 28%	20 40%	-	-	-	-	-	-	15 28%	20 40%	-	-	-	-	-	-	-	-	-	-	-	-
.tr	21 42%	18 36%	-	-	-	-	-	-	-	-	21 42%	18 36%	-	-	-	-	-	-	-	-	-	-
.es	21 42%	23 46%	-	-	-	-	-	-	-	-	-	-	21 42%	23 46%	-	-	-	-	-	-	-	-
.pl	18 34%	17 32%	-	-	-	-	-	-	-	-	-	-	-	-	18 34%	17 32%	-	-	-	-	-	-
.uk	36 36%	50 50% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	36 36%	50 50% Q	-	-	-	-
.fr	38 38%	47 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	38 38%	47 44%	-	-
.de	44 35%	43 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	44 35%	43 34%
.us	113 42%	102 40%	113 42%	102 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ca	48 47%	43 41%	-	-	48 47%	43 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.mx	30 29%	38 38%	-	-	-	-	30 29%	38 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.eu	-	243 50%	-	-	-	-	-	-	-	23 46%	-	-	-	27 54%	-	23 43%	-	56 56%	-	59 56%	-	55 44%
RESTRICTIONS TOTAL (NET)	2281 68% IM	2555 76% AD	183 68% IM	176 69%	73 71% IM	75 71%	66 65%	77 77%	27 50%	34 68%	34 68%	36 72%	26 52%	36 72% M	32 60%	38 72%	61 61%	76 76% Q	63 62%	86 81% SD	76 61%	89 71%

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

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SUMMARY TABLE OF SOME RESTRICTIONS

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
RESTRICTIONS CONSISTENT (NET)	2281	2551	183	176	73	75	66	77	27	34	34	36	26	35	32	38	61	75	63	85	76	88
	68% IM	76% AD	68% IM	69% IM	71% IM	71% IM	65% IM	77% IM	50% IM	68% IM	68% IM	72% IM	52% IM	70% IM	60% IM	72% IM	61% IM	75% Q	62% SD	80% SD	61% IM	70% IM
RESTRICTIONS GLOBAL (NET)	2179	2448	171	168	68	75	60	74	25	33	31	33	25	34	31	37	57	70	58	84	74	86
	65% IM	73% AD	64% IM	66% IM	66% IM	71% IM	59% IM	74% G	46% IM	66% IM	62% IM	66% IM	50% IM	68% IM	58% IM	70% IM	57% IM	70% IM	57% IM	79% SD	59% IM	69% IM
RESTRICTIONS GEO-SPECIFIC (NET)	1329	1538	113	102	48	43	30	38	15	26	21	18	21	31	18	25	36	63	38	70	44	63
	40% G	46% AD	42% GI	40% GI	47% GI	41% GI	29% GI	38% GI	28% IM	52% IM	42% IM	36% IM	42% MBDFHL	62% MBDFHL	34% IM	47% IM	36% QBDFHL	63% QBDFHL	38% SBDFHLPV	66% SBDFHLPV	35% IM	50% U
RESTRICTIONS GEO-SPECIFIC CONSISTENT (NET)	1329	1460	113	102	48	43	30	38	15	20	21	18	21	23	18	17	36	50	38	47	44	43
	40% G	44% AV	42% GI	40% GI	47% GI	41% GI	29% GI	38% GI	28% IM	40% IM	42% IM	36% IM	42% IM	46% IM	34% IM	32% IM	36% QPV	50% QPV	38% IM	44% IM	35% IM	34% IM
RESTRICTIONS GEO-SPECIFIC ADDED (NET)	-	243	-	-	-	-	-	-	-	23	-	-	-	27	-	23	-	56	-	59	-	55
	-	7% ADFHL	-	-	-	-	-	-	-	46% IBDFHL	-	-	-	54% MBDFHL	-	43% OBDFHL	-	56% QBDFHL	-	56% SBDFHL	-	44% UBDFHL

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

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

SUMMARY TABLE OF NO RESTRICTIONS

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
.com	1633 49% B	1230 37% DAKSU	182 68% BF	119 47% BF	59 57% F	36 34% HAEKOSU	74 73% BFT	50 50% JAKSU	38 70% JAU	22 44% BD	23 46% BD	19 38% BD	30 60% BD	22 44% BD	30 57% BD	23 43% BD	61 61% RAU	37 37% RAU	54 53% T	38 36% T	59 47% T	59 47% BF
.net	1516 45% B	1186 35% DAU	154 57% DAU	102 40% DAU	51 50% F	33 31% HAEKU	68 67% HAEKU	45 45% BF	35 65% JAU	19 38% BD	23 46% BD	23 46% BD	28 56% BD	26 52% BF	27 51% BF	28 53% BF	55 55% RA	38 38% RA	56 55% TA	42 40% TA	56 45% TA	58 46% BF
.info	1382 41% B	1230 37% DAEKSU	148 55% DAEKSU	93 36% DAEKSU	39 38% F	35 33% HAEKU	47 46% HAEKU	43 43% BF	35 65% JAEKGSU	17 34% BD	19 38% BD	21 42% BD	25 50% BD	17 34% BD	25 47% BD	24 45% BD	49 49% RA	41 41% RA	42 42% TA	37 35% TA	54 43% TA	50 40% BD
.org	1149 34% B	932 28% DAEKSU	84 31% DAEKSU	66 26% DAEKSU	32 31% F	28 27% HAEKU	40 39% HAEKU	27 27% BF	27 50% ACE	21 42% BD	16 32% BD	17 34% BD	22 44% BD	17 34% BD	22 42% BD	20 38% BD	37 37% RA	31 31% RA	41 41% TA	34 32% TA	50 40% TA	45 36% BD
.cn	172 31% B	171 31% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.vn	17 33% B	9 17% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ph	18 18% B	13 13% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.jp	53 30% B	54 31% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.kr	35 35% B	34 34% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ru	81 62% B	53 41% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.in	91 28% B	84 25% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.id	50 50% B	47 47% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ng	76 37% B	53 27% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.za	51 50% B	23 23% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.eg	30 28% B	22 22% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

SUMMARY TABLE OF NO RESTRICTIONS

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
.co	66 53%	51 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ar	61 61%	56 54%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.br	86 49%	75 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.it	35 65% B	22 44%	-	-	-	-	-	35 65% J	22 44%	-	-	-	-	-	-	-	-	-	-	-	-	-
.tr	17 34%	18 36%	-	-	-	-	-	-	-	17 34%	18 36%	-	-	-	-	-	-	-	-	-	-	-
.es	25 50%	23 46%	-	-	-	-	-	-	-	-	-	25 50%	23 46%	-	-	-	-	-	-	-	-	-
.pl	32 60%	29 55%	-	-	-	-	-	-	-	-	-	-	-	32 60%	29 55%	-	-	-	-	-	-	-
.uk	44 44% B	29 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	44 44% R	29 29%	-	-	-	-	-
.fr	44 44%	40 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	44 44%	40 38%	-	-	-
.de	62 50%	62 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	62 50%	62 50%
.us	91 34%	78 31%	91 34%	78 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ca	33 32%	32 30%	-	-	33 32%	32 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.mx	59 58% B	37 37%	-	-	-	-	59 58% H	37 37%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.eu	-	168 35%	-	-	-	-	-	-	18 36%	-	-	-	-	17 34%	-	23 43%	-	29 29%	-	30 28%	-	51 41% T
RESTRICTIONS TOTAL (NET)	2158 64% B	1988 59% DAKU	201 75% DAKU	151 59%	70 68%	58 55%	85 83% AEKMQSU	74 74% BDFR	44 81% JAKMU	30 60%	30 60%	30 60%	31 62%	33 66%	37 70%	42 79% BDFJLRT	68 68%	56 56%	71 70%	66 62%	79 63%	81 65%

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

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

2 Aug 2016
Table 89

SUMMARY TABLE OF NO RESTRICTIONS

Base: All Qualified Respondents

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
RESTRICTIONS CONSISTENT (NET)	2158	1980	201	151	70	58	85	74	44	29	30	30	31	32	37	42	68	52	71	65	79	80
	64%	59%	75%	59%	68%	55%	83%	74%	81%	58%	60%	60%	62%	64%	70%	79%	68%	52%	70%	61%	63%	64%
	B	DAKU				AEKMQSU	BDFJR	JAKMU							BDFJLRTV	R						
RESTRICTIONS GLOBAL (NET)	2110	1909	200	146	69	57	83	73	44	27	29	30	31	30	36	41	68	50	68	63	73	77
	63%	57%	75%	57%	67%	54%	81%	73%	81%	54%	58%	60%	62%	60%	68%	77%	68%	50%	67%	59%	58%	62%
	B	DAKU				AEKMQSU	BDFJRT	JAKMU							BDFJLRTV	R						
RESTRICTIONS GEO-SPECIFIC (NET)	1329	1141	91	78	33	32	59	37	35	25	17	18	25	26	32	29	44	36	44	47	62	68
	40%	34%	34%	31%	32%	30%	58%	37%	65%	50%	34%	36%	50%	52%	60%	55%	44%	36%	44%	44%	50%	54%
	BC					HACEKS		ACEKQS	BDF				CE	BDF	ACEKS	BDFHR				BDF	ACE	BDFHLR
RESTRICTIONS GEO-SPECIFIC CONSISTENT (NET)	1329	1115	91	78	33	32	59	37	35	22	17	18	25	23	32	29	44	29	44	40	62	62
	40%	33%	34%	31%	32%	30%	58%	37%	65%	44%	34%	36%	50%	46%	60%	55%	44%	29%	44%	38%	50%	50%
	BC					HACEKS		JACEKQS					CE	DR	ACEKS	BDFHRT	R			ACE	BDFR	
RESTRICTIONS GEO-SPECIFIC ADDED (NET)	-	168	-	-	-	-	-	-	-	18	-	-	-	17	-	23	-	29	-	30	-	51
	-	5%	-	-	-	-	-	-	-	36%	-	-	-	34%	-	43%	-	29%	-	28%	-	41%
	-	ADFH	-	-	-	-	-	-	-	IBDFHL	-	-	-	MBDFHL	-	OBDFHL	-	QBDFHL	-	SBDFHL	-	UBDFHLT

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

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

1. .com

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
STRICT/SOME RESTRICTIONS (NET)	1694 50% CGIMQ	2119 63% ADHV	83 31% C	136 53% C	43 42% G	69 66% EDHV	27 26% E	50 50% G	15 28% I	28 56% I	26 52% CGI	31 62% I	18 36% M	28 56% M	22 42% O	30 57% P	38 38% Q	63 63% Q	44 44% CG	68 64% SH	65 52% CGIQ	66 53% CGIQ
Strict purchase restrictions should be required	588 18% CGM	786 23% ATV	20 7% C	51 20% C	11 11% E	25 24% E	5 5% E	21 21% G	6 11% I	8 16% I	9 18% CG	10 20% I	3 6% M	6 12% O	5 9% P	8 15% P	14 14% G	18 18% Q	11 11% S	15 14% T	15 12% U	18 14% V
Some purchase restrictions should be required	1106 33% CGI	1333 40% ADH	63 24% C	85 33% C	32 31% E	44 42% E	22 22% G	29 29% G	9 17% I	20 40% I	17 34% I	21 42% I	15 30% M	22 44% O	17 32% O	22 42% P	24 24% Q	45 45% Q	33 33% S	53 50% SBDH	50 40% CGIQ	48 38% CGIQ
No purchase restrictions should be required	1633 49% B	1230 37% DAKSU	182 68% BF	119 47% BF	59 57% F	36 34% HAEKOSU	74 73% H	50 50% BFT	38 70% JAKSU	22 44% I	23 46% I	19 38% I	30 60% M	22 44% N	30 57% O	23 43% P	61 61% RAU	37 37% R	54 53% T	38 36% T	59 47% U	59 47% BF
Not Sure	26 1% B	-	3 1% C	-	1 1% E	-	1 1% G	-	2 2% I	-	1 2% K	-	2 4% M	-	1 2% O	-	1 1% Q	-	3 3% S	-	1 1% U	-
Decline to Answer	4 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

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

2. .net

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
STRICT/SOME RESTRICTIONS (NET)	1809 54%	2163 65%	111 41%	153 60%	51 50%	72 69%	33 32%	55 55%	18 33%	31 62%	26 52%	27 54%	20 40%	24 48%	25 47%	25 47%	43 43%	62 62%	42 42%	64 60%	68 54%	67 54%
CGIMQS Strict purchase restrictions should be required	486 14%	625 19%	22 8%	48 19%	12 12%	17 16%	10 10%	17 17%	5 9%	5 10%	5 10%	6 12%	3 6%	5 10%	5 9%	5 9%	9 9%	11 11%	6 6%	16 15%	15 12%	12 10%
ARV Some purchase restrictions should be required	1323 39%	1538 46%	89 33%	105 41%	39 38%	55 52%	23 23%	38 38%	13 24%	26 52%	21 42%	21 42%	17 34%	19 38%	20 38%	20 38%	34 34%	51 51%	36 36%	48 45%	53 42%	55 44%
CGI No purchase restrictions should be required	1516 45%	1186 35%	154 57%	102 40%	51 50%	33 31%	68 67%	45 45%	35 65%	19 38%	23 46%	23 46%	28 56%	26 52%	27 51%	28 53%	55 55%	38 38%	56 55%	42 40%	56 45%	58 46%
DAU Not Sure	30 1%	-	3 1%	-	1 1%	-	1 1%	-	2 2%	-	1 2%	-	2 4%	-	1 2%	-	2 2%	-	3 3%	-	1 1%	-
B Decline to Answer	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

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

2 Aug 2016
Table 92

3. .info

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
STRICT/SOME RESTRICTIONS (NET)	1943 58% CI	2119 63% A	116 43%	162 64% C	63 61% CI	70 67%	54 53% I	57 57%	18 33%	33 66% I	30 60% CI	29 58%	24 48%	33 66%	27 51%	29 55%	50 50% I	59 59%	56 55% CI	69 65%	70 56% CI	75 60%
Strict purchase restrictions should be required	511 15% CO	537 16% RT	26 10%	46 18% CRT	16 16%	20 19% RT	15 15%	19 19% RT	4 7%	7 14%	6 12%	7 14%	5 10%	7 14%	3 6%	7 13%	15 15%	7 7%	15 15%	8 8%	19 15%	14 11%
Some purchase restrictions should be required	1432 43% CI	1582 47% A	90 34%	116 45% C	47 46% CI	50 48%	39 38%	38 38%	14 26%	26 52% I	24 48% I	22 44%	19 38%	26 52%	24 45% I	22 42%	35 35%	52 52% QH	41 41% SBDH	61 58% SBDH	51 41%	61 49%
No purchase restrictions should be required	1382 41% B	1230 37% DAEKSU	148 55%	93 36%	39 38%	35 33%	47 46%	43 43%	35 65% JAEKGSU	17 34%	19 38%	21 42%	25 50%	17 34%	25 47%	24 45%	49 49%	41 41%	42 42%	37 35%	54 43%	50 40%
Not Sure	30 1% B	-	4 1%	-	1 1%	-	1 1%	-	2% 2%	-	1 2%	-	1 2%	-	1 2%	-	1 1%	-	3 3% A	-	1 1%	-
Decline to Answer	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

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

2 Aug 2016
Table 93

4. .org

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
STRICT/SOME RESTRICTIONS (NET)	2179 65%	2417 72%	181 68%	189 74%	70 68%	77 73%	61 60%	73 73%	26 48%	29 58%	33 66%	33 66%	27 54%	33 66%	30 57%	33 62%	62 62%	69 69%	57 56%	72 68%	73 58%	80 64%
Strict purchase restrictions should be required	806 24%	925 28%	77 29%	86 34%	23 22%	28 27%	30 29%	35 35%	7 13%	7 14%	10 20%	14 28%	7 14%	12 24%	13 24%	14 26%	25 25%	20 20%	20 20%	12 11%	18 14%	22 18%
Some purchase restrictions should be required	1373 41%	1492 45%	104 39%	103 40%	47 46%	49 47%	31 30%	38 38%	19 35%	22 44%	23 46%	19 38%	20 40%	21 42%	23 43%	19 36%	37 37%	49 49%	37 37%	60 57%	55 44%	58 46%
No purchase restrictions should be required	1149 34%	932 28%	84 31%	66 26%	32 31%	28 27%	40 39%	27 27%	27 50%	21 42%	16 32%	17 34%	22 44%	17 34%	22 42%	20 38%	37 37%	31 31%	41 41%	34 32%	50 40%	45 36%
Not Sure	26 1%	-	3 1%	-	1 1%	-	1 1%	-	2 2%	-	2 2%	-	2 2%	-	2 2%	-	1 1%	-	3 3%	-	2 2%	-
Decline to Answer	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

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

2 Aug 2016
Table 94

5. .cn

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	551	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
STRICT/SOME RESTRICTIONS (NET)	375 68%	380 69%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	114 21%	126 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	261 47%	254 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	172 31%	171 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	550 100%	551 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

2 Aug 2016
Table 95

6. .vn

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
STRICT/SOME RESTRICTIONS (NET)	35 67%	43 83%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	16 31%	19 37%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	19 37%	24 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	17 33%	9 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	52 100%	52 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

7. .ph

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	101
STRICT/SOME RESTRICTIONS (NET)	84 82%	88 87%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	34 33%	34 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	50 49%	54 53%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	18 18%	13 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	102 100%	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

8. .jp

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
STRICT/SOME RESTRICTIONS (NET)	121	122	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	37	29	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	84	93	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	53	54	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	176	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 98

9. .kr

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
STRICT/SOME RESTRICTIONS (NET)	64 63%	67 66%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	14 14%	21 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	50 50%	46 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	35 35%	34 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	101 100%	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

2 Aug 2016
Table 99

10..ru

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	128	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
STRICT/SOME RESTRICTIONS (NET)	49 38%	75 59% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	9 7%	23 18% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	40 31%	52 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	81 62% B	53 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	130 100%	128 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

2 Aug 2016
Table 100

11. .in

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	330
STRICT/SOME RESTRICTIONS (NET)	231 71%	246 75%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	112 34%	106 32%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	119 37%	140 42%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	91 28%	84 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	325 100%	330 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

2 Aug 2016
Table 101

12. .id

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	100
STRICT/SOME RESTRICTIONS (NET)	51 50%	53 53%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	25 25%	23 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	26 26%	30 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	50 50%	47 47%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	101 100%	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

2 Aug 2016
Table 102

13. .ng

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	200
STRICT/SOME RESTRICTIONS (NET)	131 63%	147 74% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	50 24%	54 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	81 39%	93 47%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	76 37% B	53 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	207 100%	200 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

2 Aug 2016
Table 103

14. .za

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
STRICT/SOME RESTRICTIONS (NET)	50 50%	78 77% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	19 19%	27 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	31 31%	51 50% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	51 50% B	23 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	101 100%	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

15. .eg

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	100	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
STRICT/SOME RESTRICTIONS (NET)	75 71%	78 78%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	21 20%	26 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	54 51%	52 52%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	30 28%	22 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	106 100%	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

2 Aug 2016
Table 105

16. .co

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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
STRICT/SOME RESTRICTIONS (NET)	59 47%	74 59%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	16 13%	14 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	43 34%	60 48% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	66 53%	51 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	125 100%	125 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

2 Aug 2016
Table 106

17. .ar

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	104	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
STRICT/SOME RESTRICTIONS (NET)	39 39%	48 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	15 15%	9 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	24 24%	39 38% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	61 61%	56 54%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	100 100%	104 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

2 Aug 2016
Table 107

18. .br

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	186	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
STRICT/SOME RESTRICTIONS (NET)	88 50%	111 60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	25 14%	40 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	63 36%	71 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	86 49%	75 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	175 100%	186 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

19. .it

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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*	50*	-.**	-.**	-.**	-.**	-.**	-.**	54*	50*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
STRICT/SOME RESTRICTIONS (NET)	18 33%	28 56% A	-	-	-	-	-	-	18 33%	28 56% I	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	3 6%	8 16%	-	-	-	-	-	-	3 6%	8 16%	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	15 28%	20 40%	-	-	-	-	-	-	15 28%	20 40%	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	35 65% B	22 44%	-	-	-	-	-	-	35 65% J	22 44%	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	1 2%	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	54 100%	50 100%	-	-	-	-	-	-	54 100%	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 109

20. .tr

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	50*	50*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
STRICT/SOME RESTRICTIONS (NET)	32 64%	32 64%	-	-	-	-	-	-	-	-	32 64%	32 64%	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	11 22%	14 28%	-	-	-	-	-	-	-	-	11 22%	14 28%	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	21 42%	18 36%	-	-	-	-	-	-	-	-	21 42%	18 36%	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	17 34%	18 36%	-	-	-	-	-	-	-	-	17 34%	18 36%	-	-	-	-	-	-	-	-	-	-
Not Sure	1 2%	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-
Sigma	50 100%	50 100%	-	-	-	-	-	-	-	-	50 100%	50 100%	-	-	-	-	-	-	-	-	-	-

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

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

2 Aug 2016
Table 110

21. .es

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	50*	50*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
STRICT/SOME RESTRICTIONS (NET)	23 46%	27 54%	-	-	-	-	-	-	-	-	-	-	23 46%	27 54%	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	2 4%	4 8%	-	-	-	-	-	-	-	-	-	-	2 4%	4 8%	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	21 42%	23 46%	-	-	-	-	-	-	-	-	-	-	21 42%	23 46%	-	-	-	-	-	-	-	-
No purchase restrictions should be required	25 50%	23 46%	-	-	-	-	-	-	-	-	-	-	25 50%	23 46%	-	-	-	-	-	-	-	-
Not Sure	1 2%	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-
Decline to Answer	1 2%	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-
Sigma	50 100%	50 100%	-	-	-	-	-	-	-	-	-	-	50 100%	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 111

22. .pl

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	53*	53*	-.**	-.**	-.**	-.**	-.**	-.**
STRICT/SOME RESTRICTIONS (NET)	20 38%	24 45%	-	-	-	-	-	-	-	-	-	-	-	-	20 38%	24 45%	-	-	-	-	-	-
Strict purchase restrictions should be required	2 4%	7 13%	-	-	-	-	-	-	-	-	-	-	-	-	2 4%	7 13%	-	-	-	-	-	-
Some purchase restrictions should be required	18 34%	17 32%	-	-	-	-	-	-	-	-	-	-	-	-	18 34%	17 32%	-	-	-	-	-	-
No purchase restrictions should be required	32 60%	29 55%	-	-	-	-	-	-	-	-	-	-	-	-	32 60%	29 55%	-	-	-	-	-	-
Not Sure	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-
Sigma	53 100%	53 100%	-	-	-	-	-	-	-	-	-	-	-	-	53 100%	53 100%	-	-	-	-	-	-

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

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

2 Aug 2016
Table 112

23. .uk

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	**	**	**	**	**	**	**	**	**	**	**	**	**	**	100	100	**	**	**	**
STRICT/SOME RESTRICTIONS (NET)	55 55%	71 71% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	55 55%	71 71% Q	-	-	-	-
Strict purchase restrictions should be required	19 19%	21 21% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19 19%	21 21% Q	-	-	-	-
Some purchase restrictions should be required	36 36%	50 50% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	36 36%	50 50% Q	-	-	-	-
No purchase restrictions should be required	44 44% B	29 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	44 44% R	29 29%	-	-	-	-
Not Sure	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-
Sigma	100 100%	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100 100%	100 100%	-	-	-	-

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

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

2 Aug 2016
Table 113

24. .fr

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	106	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	101	106	-.**	-.**
STRICT/SOME RESTRICTIONS (NET)	53 52%	66 62%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	53 52%	66 62%	-	-
Strict purchase restrictions should be required	15 15%	19 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15 15%	19 18%	-	-
Some purchase restrictions should be required	38 38%	47 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	38 38%	47 44%	-	-
No purchase restrictions should be required	44 44%	40 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	44 44%	40 38%	-	-
Not Sure	4 4% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 4% T	-	-	-
Sigma	101 100%	106 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	101 100%	106 100%	-	-

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

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

2 Aug 2016
Table 114

25. .de

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	125	125
STRICT/SOME RESTRICTIONS (NET)	62 50%	63 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	62 50%	63 50%
Strict purchase restrictions should be required	18 14%	20 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18 14%	20 16%
Some purchase restrictions should be required	44 35%	43 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	44 35%	43 34%
No purchase restrictions should be required	62 50%	62 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	62 50%	62 50%
Not Sure	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-
Sigma	125 100%	125 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	125 100%	125 100%

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

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

2 Aug 2016
Table 115

26. .us

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	255	268	255	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
STRICT/SOME RESTRICTIONS (NET)	173 65%	177 69%	173 65%	177 69%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	60 22%	75 29%	60 22%	75 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	113 42%	102 40%	113 42%	102 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	91 34%	78 31%	91 34%	78 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	4 1%	-	4 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	268 100%	255 100%	268 100%	255 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

2 Aug 2016
Table 116

27. .ca

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	105	**	**	103	105	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
STRICT/SOME RESTRICTIONS (NET)	69 67%	73 70%	-	-	69 67%	73 70%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	21 20%	30 29%	-	-	21 20%	30 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	48 47%	43 41%	-	-	48 47%	43 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	33 32%	32 30%	-	-	33 32%	32 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	1 1%	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	103 100%	105 100%	-	-	103 100%	105 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

2 Aug 2016
Table 117

28. .mx

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	100	-.**	-.**	-.**	-.**	102	100	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
STRICT/SOME RESTRICTIONS (NET)	42 41%	63 63% A	-	-	-	-	42 41%	63 63% G	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	12 12%	25 25% A	-	-	-	-	12 12%	25 25% G	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	30 29%	38 38%	-	-	-	-	30 29%	38 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	59 58% B	37 37%	-	-	-	-	59 58% H	37 37%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	1 1%	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	102 100%	100 100%	-	-	-	-	102 100%	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

2 Aug 2016
Table 118

29. .eu

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	-**	484	-**	-**	-**	-**	-**	-**	-**	50*	-**	-**	-**	50*	-**	53*	-**	100	-**	106	-**	125
STRICT/SOME RESTRICTIONS (NET)	-	316 65%	-	-	-	-	-	-	-	32 64%	-	-	-	33 66%	-	30 57%	-	71 71%	-	76 72% V	-	74 59%
Strict purchase restrictions should be required	-	73 15%	-	-	-	-	-	-	-	9 18%	-	-	-	6 12%	-	7 13%	-	15 15%	-	17 16%	-	19 15%
Some purchase restrictions should be required	-	243 50%	-	-	-	-	-	-	-	23 46%	-	-	-	27 54%	-	23 43%	-	56 56%	-	59 56%	-	55 44%
No purchase restrictions should be required	-	168 35%	-	-	-	-	-	-	-	18 36%	-	-	-	17 34%	-	23 43%	-	29 29%	-	30 28%	-	51 41% T
Sigma	-	484 100%	-	-	-	-	-	-	-	50 100%	-	-	-	50 100%	-	53 100%	-	100 100%	-	106 100%	-	125 100%

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

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

SUMMARY TABLE OF YES

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	**	3349	**	255	**	105	**	100	**	50*	**	50*	**	50*	**	53*	**	100	**	106	**	125
Validation that the person or company registering the site meets intended parameters (e.g., must be involved in the pharmaceutical industry to register a .pharmacy domain)	-	2551 76%	-	203 80%	-	80 76%	-	82 82%	-	47 94%	-	39 78%	-	38 76%	-	39 74%	-	77 77%	-	88 83%	-	92 74%
Requirements for validated credentials related to the gTLD (e.g., must be a licensed contractor to register a .builder domain)	-	2481 74% DFP	-	167 65%	-	69 66%	-	74 74% P	-	45 90%	-	42 84% DFPV	-	38 76% P	-	30 57%	-	71 71%	-	81 76% DP	-	85 68%
Requirements for use of the name to be consistent with the meaning of the gTLD (e.g., use of a .net name must be for network operations purposes)	-	2426 72% PV	-	181 71% PV	-	72 69%	-	80 80% PRV	-	41 82% PRV	-	38 76% PV	-	36 72% P	-	28 53%	-	66 66%	-	83 78% PV	-	73 58%
Requirements for local presence within a specific city, country, or region for a domain related to that place (e.g., someone registering .ca would have to be located in Canada)	-	2362 71% PV	-	204 80% BHNPRV	-	80 76% PV	-	66 66% P	-	38 76% PV	-	34 68% P	-	31 62%	-	24 45%	-	69 69% P	-	81 76% PV	-	72 58%

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

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

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

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	**	3349	**	255	**	105	**	100	**	50*	**	50*	**	50*	**	53*	**	100	**	106	**	125
Yes	-	2481 74% DFP	-	167 65%	-	69 66%	-	74 74% P	-	45 90% BDFHPRTV	-	42 84% DFPV	-	38 76% P	-	30 57%	-	71 71%	-	81 76% DP	-	85 68%
No	-	868 26% J	-	88 35% BJLT	-	36 34% BJL	-	26 26% J	-	5 10%	-	8 16%	-	12 24%	-	23 43% BHJLNT	-	29 29% J	-	25 24% J	-	40 32% JL
Sigma	-	3349 100%	-	255 100%	-	105 100%	-	100 100%	-	50 100%	-	50 100%	-	50 100%	-	53 100%	-	100 100%	-	106 100%	-	125 100%

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

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

2. Validation that the person or company registering the site meets intended parameters (e.g., must be involved in the pharmaceutical industry to register a .pharmacy domain)

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	-**	3349	-**	255	-**	105	-**	100	-**	50*	-**	50*	-**	50*	-**	53*	-**	100	-**	106	-**	125
Yes	-	2551 76%	-	203 80%	-	80 76%	-	82 82%	-	47 94%	-	39 78%	-	38 76%	-	39 74%	-	77 77%	-	88 83%	-	92 74%
No	-	798 24% J	-	52 20% J	-	25 24% J	-	18 18% J	-	3 6% J	-	11 22% J	-	12 24% J	-	14 26% J	-	23 23% J	-	18 17% J	-	33 26% J
Sigma	-	3349 100%	-	255 100%	-	105 100%	-	100 100%	-	50 100%	-	50 100%	-	50 100%	-	53 100%	-	100 100%	-	106 100%	-	125 100%

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

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

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

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	**	3349	**	255	**	105	**	100	**	50*	**	50*	**	50*	**	53*	**	100	**	106	**	125
Yes	-	2362 71% PV	-	204 80% BHNPRV	-	80 76% PV	-	66 66% P	-	38 76% PV	-	34 68% P	-	31 62%	-	24 45%	-	69 69% P	-	81 76% PV	-	72 58%
No	-	987 29% D	-	51 20%	-	25 24%	-	34 34% D	-	12 24%	-	16 32%	-	19 38% D	-	29 55% BDFHJLRT	-	31 31% D	-	25 24%	-	53 42% BDFJT
Sigma	-	3349 100%	-	255 100%	-	105 100%	-	100 100%	-	50 100%	-	50 100%	-	50 100%	-	53 100%	-	100 100%	-	106 100%	-	125 100%

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

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

4. Requirements for use of the name to be consistent with the meaning of the gTLD (e.g., use of a .net name must be for network operations purposes)

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	**	3349	**	255	**	105	**	100	**	50*	**	50*	**	50*	**	53*	**	100	**	106	**	125
Yes	-	2426 72% PV	-	181 71% PV	-	72 69%	-	80 80% PRV	-	41 82% PRV	-	38 76% PV	-	36 72% P	-	28 53%	-	66 66%	-	83 78% PV	-	73 58%
No	-	923 28%	-	74 29%	-	33 31%	-	20 20%	-	9 18%	-	12 24%	-	14 28%	-	25 47% BDHJLNT	-	34 34% HJ	-	23 22%	-	52 42% BDHJLT
Sigma	-	3349 100%	-	255 100%	-	105 100%	-	100 100%	-	50 100%	-	50 100%	-	50 100%	-	53 100%	-	100 100%	-	106 100%	-	125 100%

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

Base: All Qualified Respondents

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

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125	
More trustworthy	2030 60% CIMQSU	2308 69% ARV	144 54% IU	163 64% CV	57 55% IU	71 68% RV	78 76% ACEIKMOOSU	86 86% BDFLNPRTV	20 37% IRV	39 78% IRV	26 52% V	30 60% V	22 44% MV	33 66% MV	29 55% V	32 60% V	46 46% AGK	54 54% BH	46 46% TAGK	68 64% SV	51 41% AGK	52 42% BDFHJLT
Doesn't make a difference	869 26% BG	666 20% H	93 35% DAGK	65 25% BH	36 35% FAG	23 22% H	16 16% J	10 10% J	21 39% JAGK	10 20% J	10 20% J	19 38% AG	13 26% H	14 26% H	15 28% H	36 36% AGK	30 30% BH	42 42% TAGK	22 21% H	46 37% AGK	48 38% BDFHJLT	
Less trustworthy	167 5% B	154 5% F	7 3% DAGK	7 3% BH	3 3% FAG	- - H	4 4% J	3 3% J	7 13% JAGK	- - J	11 22% ACEIKMOOSU	8 16% BDFHJNPR	3 6% J	1 2% J	2 4% J	1 2% F	5 5% AGK	2 2% BH	4 4% TAGK	10 9% H	8 6% AGK	10 8% BDFHJLT
Not sure	290 9% B	221 7% H	24 9% DAGK	20 8% BH	7 7% FAG	11 10% H	4 4% J	1 1% J	6 11% JAGK	1 2% J	3 6% ACEIKMOOSU	2 4% BDFHJNPR	6 12% J	3 6% J	8 15% G	4 8% H	13 13% G	14 14% BHJT	9 9% H	6 6% ACEG	20 16% ACEG	15 12% BHJ
Decline to Answer	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%	

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

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

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
Weighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
RESEARCH (NET)	698 21%	878 26%	55 21%	73 29%	21 20%	32 30%	17 17%	20 20%	12 22%	10 20%	13 26%	10 20%	8 16%	7 14%	6 11%	13 25%	24 24%	20 20%	8 8%	12 11%	5 4%	15 12%
Researching online/Internet searches	293 9%	366 11%	26 10%	46 18%	9 9%	22 21%	9 9%	5 5%	4 7%	4 8%	8 16%	6 12%	3 6%	2 4%	5 9%	7 13%	15 15%	9 9%	1 1%	1 1%	-	5 4%
Check registration/If it's registered	136 4%	194 6%	1 3%	7 3%	2 2%	3 3%	2 2%	6 6%	-	1 2%	-	2 4%	-	-	-	1 2%	-	3 3%	-	1 1%	1 1%	2 2%
If it's verified/Can be verified	48 1%	103 3%	5 2%	5 2%	-	-	-	4 4%	-	2 4%	-	-	-	1 2%	-	1 2%	1 1%	-	-	6 6%	-	5 4%
Using specific sites that classify/provide information on sites (i.e., whois.org)	124 4%	102 3%	14 5%	9 4%	2 2%	3 3%	4 4%	1 1%	6 11%	2 4%	2 4%	2 4%	1 2%	1 2%	-	3 6%	4 4%	2 2%	4 4%	1 1%	4 3%	-
Sites credibility/Being legitimate/trustworthy	117 3%	84 3%	11 4%	3 1%	5 5%	2 2%	2 2%	2 2%	3 6%	1 2%	3 6%	2 4%	3 6%	2 4%	1 2%	1 2%	6 6%	3 3%	3 3%	1 1%	-	1 1%
Attempt to contact the site/Call/Email/Visit their location	-	38 1%	-	2 1%	-	1 1%	-	-	-	-	-	-	-	-	3 6%	-	-	1 1%	-	1 1%	-	1 1%
Other research mentions	59 2%	57 2%	4 1%	5 2%	3 3%	2 2%	1 1%	2 2%	1 2%	1 2%	-	-	1 2%	-	-	-	5 5%	2 2%	-	1 1%	-	3 2%
APPEARANCE/CONTENT (NET)	1092 33%	628 19%	111 41%	49 19%	29 28%	14 13%	46 45%	37 37%	16 30%	6 12%	11 22%	9 18%	16 32%	12 24%	8 15%	7 13%	20 20%	12 12%	35 35%	18 17%	63 50%	47 38%
Content/Information on site	596 18%	262 8%	53 20%	16 6%	11 11%	7 7%	31 30%	20 20%	9 17%	4 8%	7 14%	2 4%	10 20%	7 14%	5 9%	1 2%	6 6%	1 1%	18 18%	9 8%	23 18%	12 10%
Look for contact information/Ability to contact site	108 3%	84 3%	10 4%	8 3%	3 3%	1 1%	4 4%	4 4%	-	1 2%	1 2%	4 8%	-	-	1 2%	-	2 2%	4 4%	1 1%	1 1%	6 5%	4 3%
Initial appearance/layout/design	153 5%	81 2%	20 7%	10 4%	7 7%	1 1%	8 8%	3 3%	-	1 2%	-	-	2 4%	1 2%	1 2%	1 2%	8 8%	1 1%	1 1%	-	21 17%	13 10%
Owner/Registered owner of site	53 2%	76 2%	5 2%	9 4%	2 2%	1 1%	6 6%	4 4%	2 4%	-	-	2 4%	-	3 6%	1 2%	2 4%	-	3 3%	1 1%	3 3%	3 2%	-
From the services/What is offered	37 1%	47 1%	2 1%	5 2%	2 2%	1 1%	3 3%	3 3%	1 2%	-	-	2 4%	2 4%	-	-	1 2%	-	-	4 4%	2 2%	-	-
Finding something wrong/suspicious/illegal	131 4%	47 1%	8 3%	2 1%	1 1%	-	1 1%	1 1%	2 4%	-	1 2%	1 2%	1 2%	1 2%	-	2 4%	2 2%	-	7 7%	-	-	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base

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

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Weighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
Look for "About Us" section	22 1%	37 1% A	1 3%	3 1%	-	-	-	3 3%	-	-	-	1 2%	-	-	-	-	-	1 1%	-	-	19 15%	23 18%
Accuracy of information	26 1%	27 1%	7 3% A	3 1%	2 2%	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-
Correct spelling/grammar	46 1% B	22 1%	18 7% DAG	2 1%	3 3%	1 1%	1 1%	-	1 2%	-	-	-	-	-	-	1 2%	4 4% RA	-	4 4% TA	-	5 4% A	1 1%
Site requesting payments	21 1%	12	-	2 1%	1 1%	-	1 1%	-	-	-	-	-	-	-	1 2% C	-	-	-	1 1%	-	4 3% VAC	-
Information/Personal information requested	45 1% B	5	14 5% DAE	-	-	-	1 1%	1 1% B	-	-	1 2%	-	1 2%	-	1 2%	-	1 1%	1 1% B	1 1%	-	2 2%	-
Other appearance/content mentions	67 2%	64 2%	9 3%	6 2%	2 2%	2 2%	1 1%	4 4%	1 2%	1 2%	1 2%	-	-	1 2%	-	-	2 2%	3 3%	4 4%	4 4%	3 2%	2 2%
DOMAIN/NAME/EXTENSION (NET)	514 15% O	612 18% ADFP	46 17% DO	25 10%	12 12% O	9 9%	23 23% AEMOS	42 42% GBDFJNPRTV	7 13% O	4 8%	9 18% O	17 34% BDFJNPRV	4 8% O	8 16% P	-	1 2%	17 17% O	12 12% P	11 11% O	21 20% DFP	18 14% O	22 18% DFP
Domain/Domain name/Name	204 6% ADFP	350 10% ADFP	11 4%	16 6%	5 5%	4 4%	6 6% AEMOS	24 24% GBDFJNPRTV	5 9% KO	3 6%	-	4 8% K	1 2%	4 8%	-	1 2%	5 5%	2 2%	3 3%	10 9% R	8 6%	12 10% R
By it's extension	65 2%	120 4% A	7 3%	6 2%	1 1%	1 1% AQU	5 5% AQU	6 6% F	2 4% U	1 2% ACEOQU	5 10% F	11 22% BDFJNPRTV	2 4% QU	-	-	-	-	1 1%	3 3% BD	6 6% D	-	4 3% U
If it has "https"/Make sure the "S" is in the "https" link	126 4% B	96 3% D	9 3% D	1	3 3%	2 2% ACMO	9 9% BDFJPTV	9 9% E	3 6%	-	3 6% D	3 6% D	-	3 6% D	-	-	4 4% RE	7 7% BD	4 4%	2 2% D	5 4%	3 2%
Web address (Unspec.)	76 2% B	40 1%	7 3% D	-	-	1 1% E	5 5% E	3 3% D	1 2%	-	1 2% D	1 2% D	-	1 2% D	-	1 2% D	4 4% RE	-	1 1%	2 2% D	1 1%	1 1%
Through URL	44 1%	32 1%	12 4% DA	2 1%	2 2%	1 1%	2 2%	-	-	-	-	-	-	-	-	-	5 5% A	3 3% B	1 1%	3 3%	1 1%	1 1%
SSL/SSL certificate	28 1%	18 1%	3 1%	2 1%	2 2%	2 2%	-	1 1%	-	-	-	-	-	1 2%	-	-	2 2%	-	-	-	1 1%	2 2%
Other domain/name/extension mentions	33 1%	24 1%	4 1%	-	-	-	-	1 1%	-	-	-	-	1 2%	-	-	-	-	-	1 1%	-	2 2%	1 1%
SAFETY PROTOCOLS (NET)	517 15% B	404 12% DAEIKS	66 25% DAEIKS	22 9%	14 14%	9 9%	26 25% AEIKS	25 25% BDFJPTV	4 7%	3 6%	4 8%	11 22% BDFJPV	9 18% DFJ	10 20% DFJ	8 15%	4 8%	25 25% AEIKS	15 15%	14 14%	11 10%	28 22% VAIK	12 10%
INTERNET SAFETY (SUB-NET)	161 5%	145 4%	16 6%	8 3%	6 6%	3 3%	8 8% D	8 8% D	3 6%	1 2%	1 2%	4 8%	3 6% BDV	5 10% BDV	2 4%	2 4%	10 10% A	7 7%	6 6%	7 7%	8 6%	3 2%

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

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

Base: All Qualified Respondents

	Country																						
	North America								Europe														
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)		
Weighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125	
Security certificate	97 3%	81 2%	10 4% D	2 1%	4 4%	1 1%	5 5%	7 7% BDFTV	2 4%	-	1 2%	3 6% D	2 4%	4 8% BDFJPTV	2 4%	-	6 6%	3 3%	3 3%	1 1%	8 6% A	2 2%	
Security (Unspec.)	47 1%	42 1%	3 1%	4 2%	-	2 2%	3 3%	1 1%	-	-	-	-	2 2%	1 2%	-	1 2%	5 5% ACEU	3 3%	3 3%	5 5% BV	-	-	
Other internet safety mentions	24 1%	25 1%	3 1%	2 1%	2 2%	-	2 2%	-	1 2%	1 2%	-	2 2% BFH	-	-	-	1 2%	-	1 1%	-	1 1%	-	1 1%	
HARDWARE/SOFTWARE (SUB-NET)	153 5% B	93 3%	23 9% DAS	10 4% T	5 5%	2 2%	9 9% HAS	2 2%	1 2%	1 2%	3 6%	1 2%	2 4%	3 6% T	3 6%	-	6 6%	4 4% T	1 1%	-	9 7% S	3 2%	
Use of anti-virus software/virus protection	71 2%	58 2%	12 4% A	6 2%	2 2%	1 1%	4 4%	2 2%	1 2%	1 2%	1 2%	-	2 4%	3 6% BT	-	-	4 4%	2 2%	1 1%	-	6 5% A	3 2%	
Use of protection software/filter/program	26 1%	31 1%	3 1%	4 2%	-	1 1%	1 1%	1 1%	-	-	1 2%	1 2%	-	-	2 4% AE	-	-	2 2%	-	-	1 1%	-	
Malware/Spyware/Spam software	52 2% B	6 *	7 3% D	1 *	3 3%	-	4 4% HS	-	-	-	1 2%	-	-	1 2% B	1 2%	-	2 2%	-	-	-	2 2%	-	
Other hardware/software mentions	8 *	2 *	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
SYMBOLS/LOGOS (SUB-NET)	74 2%	90 3% D	6 2%	1 *	-	3 3% D	4 4% E	10 10% BDFJPTV	-	-	1 2%	6 12% BDFJPTV	1 2%	1 2%	-	-	6 6% AE	5 5% D	2 2%	3 3% D	2 2%	2 2%	
Padlock symbol	37 1%	48 1%	2 1%	-	-	2 2% D	1 5% BDV	5 5%	-	-	-	3 6% BDV	1 2%	-	-	-	5 5% ACEU	4 4% BDV	2 2%	2 2% D	-	-	
Security logos/symbols (Unspec.)	31 1%	19 1%	4 1%	-	-	1 1%	2 2% D	2 2% D	-	-	1 2%	1 2% D	-	1 2% D	-	-	-	-	-	-	1 1%	1 1%	1 1%
Other symbols/logos mentions	7 *	24 1% A	-	1 *	-	-	1 3% BD	3 3%	-	-	-	3 6% BDFTV	-	-	-	-	1 1%	1 1%	-	-	1 1%	1 1%	
SITE SECURITY (SUB-NET)	83 2%	65 2%	4 1%	3 1%	2 2%	-	4 4% FRT	4 4% FRT	-	1 2%	-	2 4% FRT	4 8% ACIKQ	2 4% FRT	2 4% DFRTV	3 6% DFRTV	1 1%	-	5 5% T	-	5 4% T	1 1%	
Terms and conditions	30 1%	40 1%	1 *	-	-	-	2 2% BDFRT	4 4% BDFRT	-	-	-	1 2% D	-	2 4% DFRT	2 4% ACE	3 6% BDFRTV	1 1%	-	3 3% AC	-	4 3% AC	1 1%	
Trademarks/Copyright	13 *	20 1%	1 *	3 1%	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	1 1%	-	-	-	
Other site security mentions	42 1% B	5 *	2 1%	-	2 2%	-	2 2%	-	-	-	-	1 2% BD	4 8% NACKIKOSU	-	-	-	-	-	1 1%	-	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base

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

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Weighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
ALERTS/FLAGS/POP-UPS (SUB-NET)	85 3% B	42 1% DAGIS	25 9% DA	2 1%	4 4%	2 2%	3 3%	2 2%	-	-	1 2%	-	1 2%	2 4% R	1 2%	-	6 6% RA	-	1 1%	1 1%	5 4%	4 3%
Browser flags/Alerts if site is unsafe	32 1%	27 1%	9 3% DA	1	2 2%	-	2 2%	-	-	-	1 2%	-	-	2 4% BDFHR	-	-	4 4% RAS	-	-	1 1%	1 1%	4 3% BD
If site has pop-ups/unwanted offers	40 1% B	9 5% DAGQ	14 5%	1	2 2%	2 2% B	-	2 2% B	-	-	-	-	1 2%	-	1 2%	-	-	-	1 1%	-	4 3% VA	-
Warnings/Warning tabs	9 1% B	2	3 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-
Other alerts/flags/pop-up mentions	8	4	1	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	1 1%	-
PUBLIC AWARENESS/RECOMMENDATIONS (NET)	298 9%	286 9%	31 12% BHRV	31 12% BHRV	12 12% BHRV	15 14% BHRV	11 11%	4 4%	3 6%	5 10%	2 4%	3 6%	3 6%	6 12%	6 11% BHRTV	9 17% BHRTV	9 9%	4 4%	8 8%	7 7%	14 11% V	5 4%
Reviews/Comments/Complaints/Compliments	174 5%	156 5%	17 6% BHTV	21 8% BHTV	6 6%	6 6%	9 9% H	2 2%	1 2%	1 2%	2 4%	1 2%	3 6%	2 4%	5 9% BHRTV	6 11% BHRTV	8 8%	3 3%	6 6% T	1 1%	7 6%	3 2%
How well known site is/Reputation	71 2%	75 2%	9 3%	6 2%	1 1% EBDR	7 7% EBDR	2 2%	2 2%	1 2%	3 6%	-	1 2%	-	2 4%	-	1 2%	-	1 1%	2 2%	4 4%	2 2%	2 2%
Family/Friends referral/recommendations	28 1%	25 1%	4 1%	-	4 4% FAGS	-	-	-	-	-	-	-	-	-	-	1 2% D	1 1%	-	-	1 1%	2 2%	-
Through forums/blogs/articles	23 1%	17 1%	-	-	1 1%	2 2% BD	-	-	1 2% C	1 2% D	-	1 2% D	-	1 2% D	1 2% C	2 4% BDTV	-	-	-	-	2 2% C	-
Other public awareness/recommendations mentions	16 *	31 1% A	3 1%	5 2%	1 1%	3 3% B	-	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	-	-	1 1%	2 2%	-
USAGE (NET)	265 8%	258 8% LT	33 12% AGSU	30 12% BLT	12 12% GS	12 11% LT	4 4%	7 7%	2 4%	5 10% LT	4 8% L	-	3 6%	5 10% LT	4 8% LT	2 4%	10 10%	6 6%	4 4%	2 2%	6 5%	7 6%
By trying it out/visiting it	78 2%	144 4% A	6 2% CBLPT	19 7% BLT	3 3% BHLPT	10 10% BHLPT	1 1%	2 2%	1 2% BHLPT	5 10% MLPT	2 4%	-	-	4 8% MLPT	1 2%	-	1 1%	3 3%	2 2%	1 1%	1 1%	5 4%
Problems with links/broken links	35 1%	37 1%	8 3% A	6 2%	2 2%	-	1 1%	2 2%	-	-	1 2%	-	1 2%	1 2%	-	-	4 4% RA	-	1 1%	-	2 2%	1 1%
Through site usage/Activity through users	59 2% B	30 1%	4 1%	-	-	1 1%	-	2 2% D	-	-	-	-	1 2%	-	1 2%	-	-	-	1 1%	-	1 1%	-
Prior use/experience with it	62 2% B	23 1%	8 3%	4 2%	4 4% FS	-	1 1%	-	1 2%	-	1 2%	-	-	-	1 2%	1 2%	3 3%	2 2%	-	1 1%	2 2%	1 1%

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

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

2 Aug 2016
Table 125

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Weighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
Other usage mentions	38	28	9	1	3	1	1	1	-	-	-	-	1	-	1	1	2	1	-	-	-	-
			DAU																			
MISCELLANEOUS (NET)	389	309	41	30	14	9	10	3	3	4	5	-	8	6	13	14	18	16	14	11	19	16
	12%	9%	15%	12%	14%	9%	10%	3%	6%	8%	10%	-	16%	12%	25%	26%	18%	16%	14%	10%	15%	13%
	B	HL	HL	HL	L	L	L	L	L	L	L	-	L	HL	AGI	BDFHJLTV	AI	BHL	AI	HL	AC	HL
Don't/Cannot determine if a website is legitimate	91	149	3	10	1	5	1	2	-	3	3	-	1	4	10	13	5	8	3	3	7	10
	3%	4%	1%	4%	1%	5%	1%	2%	-	6%	6%	-	2%	8%	19%	25%	5%	8%	3%	3%	6%	8%
	A	A	C	C	L	L	L	L	-	C	C	-	L	L	ACEGIMQSU	BDFHJLRTV	C	L	L	AC	HL	HL
Common sense/Gut feeling	103	53	22	12	6	2	2	-	1	-	-	-	-	-	-	1	6	6	3	2	3	4
	12%	2%	8%	5%	6%	2%	2%	-	2%	-	-	-	-	-	-	2%	6%	6%	3%	2%	2%	3%
	B	AGKMOU	BH	BH	L	L	L	-	L	-	-	-	-	-	-	L	BH	BH	L	L	L	L
Quality/Reliability of site	32	46	5	3	1	1	1	1	-	-	-	-	1	1	-	-	2	-	2	3	1	2
	1%	1%	2%	1%	1%	1%	1%	1%	-	-	-	-	2%	2%	-	-	2%	-	2%	3%	1%	2%
Through ads/advertisement	50	23	4	2	3	2	5	-	-	-	1	-	1	-	-	-	-	-	-	-	6	-
	1%	1%	1%	1%	3%	2%	5%	-	-	-	2%	-	2%	-	-	-	-	-	-	-	5%	-
	B	B	HAQS	HAQS	HAQS	HAQS	HAQS	-	-	-	HAQS	-	HAQS	-	-	-	-	-	-	-	VAQS	-
Other mentions	119	41	8	3	3	-	1	-	2	1	1	-	6	1	3	-	5	2	7	4	2	1
	4%	1%	3%	1%	3%	-	1%	-	4%	2%	2%	-	12%	2%	6%	-	5%	2%	7%	4%	2%	1%
	B	B	ACEGU	ACEGU	ACEGU	-	ACEGU	-	ACEGU	ACEGU	ACEGU	-	ACEGU	H	CG	-	5%	2%	GU	BF	CG	H
EXCLUSIVE (NET)	532	679	25	60	28	31	8	6	16	16	10	10	8	9	12	11	21	34	26	37	21	33
	16%	20%	9%	24%	27%	30%	8%	6%	30%	32%	20%	20%	16%	18%	23%	21%	21%	34%	26%	35%	17%	26%
	CG	AH	CH	ACG	BH	BH	BH	BH	ACG	BH	CG	H	H	H	CG	H	CG	QBDHN	ACG	BDHN	CG	H
Illegible data	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	57	66	5	3	1	1	-	2	2	-	-	-	-	2	-	1	2	-	2	4	-	4
	2%	2%	2%	1%	1%	1%	-	2%	4%	-	-	-	-	4%	-	2%	2%	-	2%	4%	-	3%
	U	U	U	U	U	U	-	U	U	-	-	-	-	R	-	U	U	-	U	U	-	U
Don't know	300	409	16	36	14	17	6	3	10	13	6	5	8	6	7	6	12	25	16	20	8	17
	9%	12%	6%	14%	14%	16%	6%	3%	19%	26%	12%	10%	16%	12%	13%	11%	12%	25%	16%	19%	6%	14%
	AH	AH	CH	CH	C	H	H	ACGU	BDHL	BDHL	BDHL	CGU	CGU	H	H	H	QBDHLPV	ACGU	ACGU	BH	BH	H
Declined to answer	175	204	4	21	13	13	2	1	4	3	4	5	-	1	5	4	7	9	8	13	13	12
	5%	6%	1%	8%	13%	12%	2%	1%	7%	6%	8%	10%	-	2%	9%	8%	7%	9%	8%	12%	10%	10%
	C	H	CH	ACGM	BHN	BHN	BHN	C	C	CM	CM	H	-	H	CGM	H	C	H	CM	BHN	ACGM	H
Sigma	4743	4388	473	347	152	139	165	155	69	56	60	71	62	71	59	65	165	123	131	123	202	173
	141%	131%	176%	136%	148%	132%	162%	155%	128%	112%	120%	142%	124%	142%	111%	123%	165%	123%	130%	116%	162%	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base

Base: All Qualified Respondents

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

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
Yes	1832 55%	1713 51%	185 69%	116 45%	56 54%	50 48%	58 57%	50 50%	36 67%	14 28%	23 46%	28 56%	18 36%	25 50%	14 26%	21 40%	50 50%	36 36%	45 45%	36 34%	78 62%	68 54%
No	1503 45%	1636 49%	80 30%	139 55%	47 46%	55 52%	44 43%	50 50%	17 31%	36 72%	27 54%	22 44%	30 60%	25 50%	38 72%	32 60%	49 49%	64 64%	54 53%	70 66%	44 35%	57 46%
Not Sure	22 1%	-	3 1%	-	-	-	-	-	1 2%	-	-	-	2 4%	-	1 2%	-	1 1%	-	2 2%	-	3 2%	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

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

2 Aug 2016
Table 127

Base: Tried To Identify

	Country																						
	North America								Europe														
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany	
(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	1713	185	116	56*	50*	58*	50*	36*	14**	23**	28**	18**	25**	14**	21**	50*	36*	45*	36*	78*	68*	
Weighted Base	1832	1713	185	116	56*	50*	58*	50*	36*	14**	23**	28**	18**	25**	14**	21**	50*	36*	45*	36*	78*	68*	
ONLINE ACTIVITY (NET)	1144 62% U	1021 60% DAEQSU	146 79% U	72 62% U	33 59% U	30 60% U	41 71% HU	25 50% AEQSU	31 86% U	11 79% U	17 74% U	16 57% U	14 78% U	16 64% U	7 50% U	16 76% U	28 56% U	16 44% U	27 60% U	20 56% U	34 44% U	36 53% U	
SPECIFIC SITE SEARCH (SUB-NET)	626 34% BU	450 26% H DAEGU	109 59% U	40 34% BH	24 43% U	18 36% H	21 36% H	7 14% U	17 47% U	3 21% U	6 26% U	6 21% U	7 39% U	8 32% U	1 7% U	9 43% U	22 44% U	10 28% U	21 47% TU	8 22% U	17 22% U	24 35% H	
Google	143 8% A	180 11% A	12 6% U	8 7% U	7 13% U	4 8% U	4 7% U	2 4% U	6 6% U	1 7% U	1 4% U	3 11% U	-	4 16% U	1 7% U	5 24% U	3 6% U	2 6% U	3 7% U	3 8% U	5 6% U	13 19% UBDH	
Whois search	409 22% BU	149 9% DAEGQU	96 52% U	31 27% BHV	15 27% U	15 30% BHV	16 28% HU	5 10% U	15 42% AU	1 7% U	5 22% U	2 7% U	7 39% U	4 16% U	-	2 10% U	16 32% U	9 25% BV	20 44% TAU	5 14% V	8 10% U	2 3% U	
Baidu search	39 2% C	63 4% AD	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Denic	-	11 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11 16% UBDFHRT	
Go Daddy	11 1% U	4 * U	5 3% A	1 1% U	1 2% U	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DNS records	11 1% B	1 * U	1 1% U	-	1 2% U	-	-	-	-	-	-	-	-	-	-	-	2 4% A	-	-	-	-	1 1% U	-
Other specific site search mentions	72 4% U	72 4% U	7 4% U	3 3% U	5 9% U	4 8% HV	3 5% U	-	2 6% U	1 7% U	-	1 4% U	-	1 4% U	-	2 10% U	2 4% U	-	1 2% U	1 3% U	7 9% VA	-	
GENERAL ONLINE ACTIVITY (SUB-NET)	369 20% CS	422 25% ADV	25 14% U	18 16% U	14 14% U	7 14% U	15 26% CQS	12 24% V	11 31% CQSU	8 57% U	6 26% U	8 29% U	4 22% U	6 24% U	4 29% U	6 29% U	5 10% U	4 11% U	3 7% U	7 19% U	10 13% U	7 10% U	
Internet search/Search engine (Unspec.)	294 16% CS	331 19% ARV	20 11% U	15 13% U	4 7% U	5 10% U	10 17% S	9 18% CEQSU	10 28% U	6 43% U	5 22% U	7 25% U	4 22% U	3 12% U	4 29% U	4 19% U	4 8% U	2 6% U	2 4% U	6 17% U	8 10% U	6 9% U	
Online/Internet tools (Unspec.)	20 1% U	30 2% U	-	-	-	1 2% U	-	-	-	1 7% U	-	-	-	-	-	-	-	-	-	-	1 3% U	-	
Wikipedia/Web Encyclopedia	7 * U	21 1% A	2 1% U	1 1% U	-	-	-	1 2% U	-	-	-	-	-	2 8% U	-	-	-	1 3% U	1 2% U	-	-	-	-
Email	35 2% B	18 1% U	2 1% U	1 1% U	3 5% U	-	5 9% ACSU	3 6% BDV	-	-	1 4% U	-	-	1 4% U	-	1 5% U	1 2% U	-	-	-	-	1 1% U	-
Other general online activity mentions	16 1% U	27 2% U	2 1% U	1 1% U	1 2% U	1 2% U	-	-	1 3% U	1 7% U	-	1 4% U	-	-	-	1 5% U	-	1 3% U	-	-	-	1 1% U	1 1% 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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 127

Base: Tried To Identify

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Weighted Base	1832	1713	185	116	56*	50*	58*	50*	36*	14**	23**	28**	18**	25**	14**	21**	50*	36*	45*	36*	78*	68*
SOURCE OF SEARCH (SUB-NET)	279	232	36	22	9	9	9	7	6	-	5	2	5	2	4	2	7	6	5	6	12	6
15%	14%	19%	19%	16%	18%	16%	14%	17%	-	-	22%	7%	28%	8%	29%	10%	14%	17%	11%	17%	15%	9%
Domain/IP Address Search	98	63	13	5	3	2	1	2	1	-	2	-	2	-	-	-	2	-	1	2	5	-
5%	4%	7%	4%	5%	4%	2%	4%	3%	3%	-	9%	-	11%	-	-	-	4%	-	2%	6%	6%	6%
Check website itself	48	57	2	8	2	-	2	3	-	-	2	2	2	1	-	2	2	2	1	1	1	3
3%	3%	1%	7%	4%	-	3%	6%	-	-	9%	7%	11%	4%	-	10%	4%	6%	1	2	3	1	4%
HTML/Source Code	66	41	17	7	3	2	6	1	-	-	2	-	-	-	1	-	4	3	1	2	6	2
4%	2%	9%	6%	5%	4%	10%	2%	-	-	9%	-	-	-	7%	-	8%	8%	2	2	6	8	3%
Social media/blogs	19	19	-	-	1	1	-	-	2	-	-	-	-	-	1	-	-	-	1	-	-	-
1%	1%	-	-	2%	2%	-	-	6%	-	-	-	-	-	7%	-	-	-	-	2%	-	-	-
Using specific sites that classify/provide information on sites	28	18	2	1	-	1	-	-	2	-	-	-	-	-	-	-	-	1	3	3	1	-
2%	1%	1%	1%	-	2%	-	-	6%	-	-	-	-	-	-	-	-	-	3%	3%	3%	-	-
Hosting options	10	2	2	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1%	1%	1%	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Online forums	13	1	1	-	-	-	1	-	1	-	-	-	1	-	1	-	-	-	1	-	-	-
1%	1%	1%	-	-	-	2%	-	3%	-	-	-	-	6%	-	7%	-	-	-	2%	-	-	-
Other source of search mentions	16	44	5	3	1	4	-	1	1	-	-	-	-	1	1	-	-	-	-	1	-	1
1%	3%	3%	3%	2%	8%	-	2%	3%	-	-	-	-	4%	7%	-	-	-	-	-	3%	-	1%
SITE ATTRIBUTES/TRAD EMARKS (NET)	454	408	62	31	15	12	21	23	4	-	-	6	17	6	6	2	20	10	13	6	41	29
25%	24%	34%	27%	27%	24%	36%	46%	11%	-	-	21%	3	17%	24%	43%	10%	40%	28%	29%	17%	53%	43%
Site contact information	71	96	14	6	4	4	5	5	-	-	-	3	-	2	-	-	2	1	2	2	3	18
4%	6%	8%	5%	7%	8%	9%	10%	-	-	-	11%	-	8%	-	-	4%	3%	2%	6%	4%	4%	26%
Owner of site/Who programmed/developed the website	95	91	20	8	4	2	5	9	-	-	-	-	-	2	1	1	1	5	1	-	3	1
5%	5%	11%	7%	7%	4%	9%	18%	-	-	-	-	-	8%	7%	5%	2%	14%	2%	-	4%	4%	1%
Company details/information	85	86	3	10	-	2	3	5	-	-	-	3	-	1	2	-	3	1	1	3	29	7
5%	5%	2%	9%	-	4%	5%	10%	-	-	-	11%	-	4%	14%	-	6%	3%	2%	8%	37%	10%	10%
Sites credibility/being legitimate/trustworthy	30	68	2	4	1	4	-	2	-	-	-	-	-	1	-	-	-	1	-	-	1	2
2%	4%	1%	3%	2%	8%	-	4%	-	-	-	-	-	4%	-	-	-	-	3%	-	-	1	3%
Check registration/if it's registered/certificate	57	46	14	5	4	3	-	1	-	-	-	1	-	1	-	-	7	2	1	-	6	1
3%	3%	8%	4%	7%	6%	-	2%	-	-	-	4%	-	4%	-	-	-	14%	6%	2%	-	8%	1%
Through the footer/Bottom of page	84	40	16	5	2	-	5	3	2	-	-	-	-	-	1	1	6	1	1	2	1	-
5%	2%	9%	4%	4%	-	9%	6%	6%	-	-	-	-	-	7%	5%	12%	3%	2%	2	6%	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 127

Base: Tried To Identify

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Weighted Base	1832	1713	185	116	56*	50*	58*	50*	36*	14**	23**	28**	18**	25**	14**	21**	50*	36*	45*	36*	78*	68*
Website's administrator	15 1%	18 1%	-	1 1%	-	-	3 5% AC	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	1 1%
Trademarks/Copyright	16 1%	11 1%	1 1%	-	2 4% A	-	-	2 4% BD	-	-	-	-	-	-	-	-	1 2%	-	1 2%	1 3%	1 1%	-
Security/Security certificate	8 *	10 1%	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-
Site's legal conditions	11 1%	6 *	-	-	-	-	-	1 2%	-	-	-	-	2 11%	-	1 7%	-	-	-	7 16% ACEGIQU	1 3% B	-	-
Age/History of website	-	5 * A	-	1 1%	-	1 2% B	-	1 2% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Credits for the page/website	12 1% B	2 *	3 2%	1 1% B	-	-	-	-	1 3%	-	-	-	1 6%	-	-	-	1 2%	-	-	-	-	-
Privacy information link	3 *	-	3 2% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site attributes/trademarks mentions	44 2% B	24 1%	4 2%	2 2%	1 2%	-	4 7% AU	-	1 3%	-	-	-	-	-	1 7%	-	3 6% U	-	2 4%	-	-	2 3%
RESEARCH (NET)	29 2%	29 2%	-	2 2%	-	1 2%	1 2%	3 6% BV	1 3% C	1 7%	-	-	-	-	-	-	1 2%	-	1 2% C	-	4 5% AC	-
Research (Unspec.)	26 1%	17 1%	-	2 2%	-	1 2%	1 2%	3 6% BV	1 3% C	1 7%	-	-	-	-	-	-	-	-	1 2% C	-	4 5% AC	-
Other research mentions	3 *	12 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-
OFFLINE ACTIVITY (NET)	26 1%	17 1%	4 2%	-	-	-	-	-	1 3%	-	3 13%	-	-	-	-	1 5%	-	-	1 2%	-	-	-
Telephone	16 1%	11 1%	2 1%	-	-	-	-	-	-	-	3 13%	-	-	-	-	1 5%	-	-	-	-	-	-
Other offline activity mentions	10 1%	7 *	2 1%	-	-	-	-	-	1 3%	-	-	-	-	-	-	-	-	-	1 2%	-	-	-
MISCELLANEOUS (NET)	220 12% CISU	288 17% A	14 8%	15 13%	7 13%	6 12%	5 9%	5 10%	-	2 14%	-	4 14%	2 11%	4 16%	-	4 19%	6 12% I	8 22%	1 2%	4 11%	3 4%	7 10%
Information (Unspec.)	15 1%	61 4% A	-	3 3% C	-	1 2%	-	1 2%	-	-	-	-	1 6%	2 8%	-	-	-	-	-	1 3%	-	3 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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

Base: Tried To Identify

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Weighted Base	1832	1713	185	116	56*	50*	58*	50*	36*	14**	23**	28**	18**	25**	14**	21**	50*	36*	45*	36*	78*	68*
Reviews/Comments/Complaints/Compliments	17 1%	43 3% A	3 2%	2 2%	1 2%	2 4%	2 3%	-	-	2 14%	-	-	-	2 8%	-	1 5%	-	-	-	-	1 1%	1 1%
Curiosity/I just wanted to know	10 1%	31 2% A	1 1%	3 3%	1 2%	-	-	1 2%	-	-	-	-	-	-	-	-	-	2 6%	-	-	-	-
Good/Positive response mentions	34 2%	31 2%	-	3 C	4 7% AC	-	1 2%	-	-	-	-	2 7%	-	-	-	-	4 8% AC	2 6%	-	1 3%	1 1%	1 1%
Use of software/filter/program	23 1%	20 1%	1 1%	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Records/Record information	17 1%	11 1%	-	-	-	-	1 2%	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-
Tools/Development tools (Unspec.)	11 1%	10 1%	2 1%	-	-	-	1 2%	-	-	-	-	-	-	-	-	1 5%	-	-	-	-	-	-
Friend/Family Help	14 1%	7 *	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	1 5%	-	-	-	-	-	-
Various means/ways	10 1%	7 *	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 3% B	-	-	-	-
Other	73 4%	75 4%	4 2%	4 3%	2 4%	4 8%	-	3 6%	-	-	-	1 4%	1 6%	-	-	1 5%	2 4%	3 8%	1 2%	2 6%	1 1%	2 3%
EXCLUSIVE (NET)	182 10% CG	161 9%	7 4%	13 11% C	11 20% ACG	10 20% BH	1 2%	2 4%	4 11%	14 14%	4 17%	4 14%	1 6%	-	4 29%	1 5%	4 8%	6 17%	7 16% CG	8 22% BH	9 12% CG	7 10%
Illegible data	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	46 3%	31 2%	4 2%	1 1%	-	1 2%	-	2 4%	-	-	2 9%	-	-	-	-	-	-	-	1 2%	1 3%	-	-
Don't know	33 2%	45 3%	2 1%	2 2%	3 5% A	3 6%	-	-	2 6%	1 7%	-	-	1 6%	-	2 14%	-	2 4%	4 11% BDHV	3 7% ACG	3 8% BH	1 1%	1 1%
Declined to answer	103 6% C	85 5%	1 1%	10 9% CH	8 14% ACG	6 12% BH	1 2%	-	2 6% C	1 7%	2 9%	4 14%	-	-	2 14%	1 5%	2 4%	2 6%	3 7% C	4 11% H	8 10% C	6 9% H
Sigma	2347 128%	2159 126%	294 159%	159 137%	86 154%	74 148%	80 138%	67 134%	47 131%	16 114%	25 109%	31 111%	22 122%	28 112%	19 136%	25 119%	71 142%	46 128%	60 133%	44 122%	105 135%	85 125%

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

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

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
Weighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
CONSUMER DEMAND (NET)	1423 42% BS	1040 31% T	166 62% DAEIQMOGSU	105 41% BHJPT	51 50% KS	41 39% T	43 42% T	29 29% T	23 43% J	12 24% T	16 32% T	16 32% T	19 38% T	17 34% T	20 38% T	14 26% RS	48 48% RS	30 30% T	32 32% T	21 20% T	53 42% T	46 37% T
Create new/additional domains/websites	269 8%	280 8%	21 8%	26 10%	7 7%	9 9%	10 10%	7 7%	5 9%	3 6%	6 12%	3 6%	2 4%	1 2%	9 17% PACEMU	1 2%	10 10%	6 6%	8 8%	8 8%	8 6%	11 9%
Availability/Ran out/Shortage of names/domains	501 15% B	256 8% T	92 34% DAEIQMOGSU	43 17% BHT	24 23% AGS	14 13% BHT	12 12% H	3 3%	7 13%	5 10%	5 10%	4 8%	6 12% H	10 19% T	5 9% T	19 19% R	9 9% T	11 11% T	4 4% T	27 22% AS	17 14% BHT	
It's needed/Growing demand	292 9%	254 8%	28 10% S	26 10% T	7 7%	11 10% T	9 9% T	10 10% T	3 6%	1 2%	8 16% SU	5 10% T	3 6%	5 10% T	4 8% T	4 8% T	10 10% T	11 11% T	4 4% T	3 3% T	6 5% T	13 10% T
Provide/Offer new/variety /choices/options	271 8% BO	208 6% T	19 7% O	9 4% T	10 10% O	8 8% T	13 13% KO	5 5% T	6 11% O	4 8% T	1 2% T	4 8% T	5 10% O	5 10% D	-	3 6% T	7 7% T	3 3% T	5 5% T	6 6% T	14 11% O	7 6% T
To customize/add personality/meet specific needs	203 6% B	155 5% T	30 11% DAKOS	10 4% T	7 7% T	3 3% T	5 5% T	5 5% T	3 6% T	3 6% T	1 2% T	1 2% T	5 10% O	1 2% T	-	2 4% T	5 5% T	3 3% T	4 4% T	3 3% T	9 7% O	3 2% T
Other consumer demand mentions	38 1% B	14 * T	2 1% T	2 1% T	-	1 1% T	-	-	-	-	-	-	-	1 2% T	2 2% T	-	-	-	1 1% T	1 1% T	1 1% T	-
PROVIDE STRUCTURE (NET)	599 18% OQU	657 20% RTV	62 23% AKOQU	56 22% RTV	19 18% OQ	21 20% R	33 32% AEIKOQSU	30 30% BLNRTV	8 15% O	10 20% T	5 10% T	7 14% T	9 18% OQ	7 14% T	1 2% T	14 26% ORTV	7 7% T	9 9% T	17 17% OQ	12 11% T	14 11% O	15 12% T
To identify/differentiate between businesses/sites	333 10% OQ	286 9% V	33 12% OQ	32 13% BNRTV	11 11% O	11 10% V	21 21% HACMOGSU	9 9% T	7 13% OQ	4 8% T	4 8% O	4 8% T	2 4% T	1 2% T	-	3 6% T	4 4% T	4 4% T	7 7% T	4 4% T	12 10% VO	4 3% T
Too many/Large volume of sites/domains	106 3% A	151 5% A	9 3% T	9 4% T	3 3% T	5 5% T	3 3% T	13 13% T	-	3 6% T	-	1 2% T	3 6% U	2 4% T	-	2 4% T	2 2% T	4 4% T	3 3% T	6 6% T	1 1% T	5 4% T
To organize/categorize the internet	113 3% T	140 4% T	18 7% AQU	15 6% FRT	2 2% T	1 1% T	11 11% AEIKOQU	8 8% FRT	1 2% T	2 4% T	-	1 2% T	2 4% T	2 4% T	-	5 9% OFRTV	1 1% T	1 1% T	4 4% T	1 1% T	1 1% T	3 2% T
Reduce redundancy/sites with the same name	30 1% A	67 2% A	3 1% T	5 2% T	1 1% T	3 3% T	1 1% T	4 4% RT	-	-	-	-	-	-	1 2% BDRT	4 8% T	-	-	1 1% T	-	-	4 3% U
To differentiate different locations/countries	-	33 1% A	-	1 * T	-	2 2% T	-	1 1% T	-	1 2% T	-	-	-	1 2% T	-	-	-	-	-	1 1% T	-	-
Other provide structure mentions	41 1% T	36 1% T	-	2 1% T	2 2% C	1 1% T	1 1% T	1 1% T	-	-	1 2% C	1 2% CQ	2 4% T	1 2% T	-	-	-	-	2 2% C	-	1 1% T	-
IMPROVE CREDIBILITY (NET)	110 3% C	289 9% ADF	2 1% C	12 5% C	-	1 1% ACEIKSU	8 8% F	9 9% T	-	3 6% T	-	6 12% KDFE	1 2% T	3 6% T	1 2% T	1 2% T	2 2% T	6 6% F	1 1% SDF	11 10% T	2 2% T	5 4% T

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

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

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Weighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
Improve security/Make it safer	68 2% C	182 5% ADVF	1 0%	6 2% C	-	-	4 4% CE	4 4% F	-	3 6% FV	-	6 12% KBDFPV	-	3 6% FV	1 2%	-	1 1%	4 4% F	1 1% SDFPV	8 8%	2 2%	1 1%
More legitimate/credible	-	38 1% A	-	3 1%	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	2 2%	-	1 1%	-	2 2%
More reliable/trustworthy	17 1%	33 1% A	-	1	-	1 1%	3 3% AC	2 2%	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	1 1%
Improve reputation/More known	17 1% B	6	1	-	-	-	1 1%	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	1 1%	-
Other improve credibility mentions	13	43 1% A	-	2 1%	-	-	1 1%	2 2%	-	-	-	-	-	-	-	1 2%	1 1%	-	-	1 1%	-	1 1%
IMPROVE BUSINESS (NET)	323 10% B	227 7% T	49 18% DAGU	16 6% FAU	16 6%	5 5%	8 8%	11 11% T	10 19% AGU	3 6%	4 8%	3 6%	8 16% N	2 4%	8 15% P	2 4% AU	17 17% T	8 8% T	12 12% T	2 2%	9 7%	10 8% T
To advertise/market/attract new customers	75 2%	58 2% AQS	11 4% AQS	4 2% FQS	5 5%	-	2 2%	3 3% AQSU	4 7%	1 2%	-	1 2%	2 2%	-	3 6% QS	-	-	1 1%	-	1 1%	2 2%	1 1%
Economic interests/Make money/Profits	133 4% B	52 2% DAGU	37 14% DAGU	5 2% FAGU	10 10%	3 3%	2 2%	3 3%	3 6%	1 2%	2 4%	1 2%	5 10% AG	1 2%	6 11% AGU	2 4% T	16 16% RAGKU	4 4% BT	8 8% TA	-	4 3%	7 6% BT
Competition/To compete	50 1% C	48 1%	-	2 1%	-	1 1%	2 2% C	3 3%	-	1 2%	1 2% C	-	-	-	-	-	-	-	-	1 1%	1 1% C	-
For business purposes (Unspec.)	64 2%	45 1%	3 1%	2 1%	-	-	2 2%	2 2% CEU	3 6%	1 2%	1 2%	1 2%	1 2%	-	1 2%	-	1 1%	3 3%	3 3%	-	-	1 1%
Industry demand/New business types/development	-	30 1% A	-	3 1%	-	1 1%	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%
Other improve business mentions	22 1% B	9	2 1%	1	1 1%	-	1 1%	-	-	-	-	-	2 2%	1 2% B	2 4% A	-	-	-	-	-	1 1%	-
INNOVATION/DEVELOPMENT (NET)	150 4% CQU	208 6% ADRV	5 2%	4 2%	2 2%	2 2%	5 5% Q	10 10% DFRTV	3 6% Q	1 2%	3 6% QU	4 8% DRV	2 4% Q	2 4% R	-	5 9% ODFRTV	-	-	2 2%	2 2%	1 1%	2 2%
Progress/Improved development/Make it better	27 1%	103 3% ADV	1	1	1 1%	1 1%	-	5 5% GDRV	1 2%	1 2%	-	-	1 2%	1 2%	-	3 6% DRV	-	-	1 1%	2 2%	1 1%	-
Innovation	66 2%	62 2%	2 1%	2 1%	1 1%	-	3 3%	2 2%	2 2%	-	3 6% ACQU	2 4% FRT	-	-	-	2 2%	-	-	1 1%	-	-	1 1%
Good/Improved technology	30 1%	27 1%	1	-	-	-	-	3 3% BD	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base

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

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Weighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
Good/Improve quality	23 1%	18 1%	1*	1*	-	-	2 2%	-	-	-	-	2 4%	1 2%	1 2%	-	1 2%	-	-	-	-	-	-
Other innovation/development mentions	8*	4*	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ACCESSIBILITY (NET)	133 4%	189 6% AT	9 3%	8 3%	1 1%	3 3%	6 6%	11 11%	1 2%	-	-	3 6%	-	1 2%	1 2%	4 8%	1 1%	3 3%	1 1%	1 1%	5 4%	3 2%
Easy/Easy to use/access the web	56 2%	104 3% AD	1*	2 1%	1 1%	1 1%	2 2%	10 10%	-	-	-	3 6%	-	-	-	2 4%	-	2 2%	-	1 1%	1 1%	1 1%
Improve search function/Making searching easier	35 1%	31 1%	5 2%	1*	-	1 1%	2 2%	1 1%	1 2%	-	-	-	-	1 2%	1 2%	1 2%	-	-	1 1%	-	4 3%	1 1%
Convenience	27 1%	27 1%	-	1*	-	-	1 1%	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-
Allowing for more flexibility	-	11 A	-	3 1%	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other accessibility mentions	16*	27 1%	3 1%	1*	-	1 1%	1 1%	-	-	-	-	-	-	-	-	-	1 1%	1 1%	-	-	-	1 1%
IMPROVE EFFICIENCY (NET)	117 3%	107 3%	12 4%	14 5% B	7 7% F	1 1%	9 9% HA	2 2%	1 2%	-	1 2%	2 4%	1 2%	1 2%	4 8% P	-	3 3%	3 3%	3 3%	6 6%	4 3%	2 2%
Lack of space/To create more space	64 2%	49 1%	11 4% A	12 5% BFH	7 7% FASU	-	3 3%	-	1 2%	-	1 2%	1 2%	1 2%	1 2%	2 4%	-	3 3%	3 3%	1 1%	3 3%	1 1%	2 2%
For use/To use/Usability	8*	31 1% A	1*	2 1%	-	1 1%	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	2 2%	1 1%	-
Other improve efficiency mentions	46 1% B	28 1%	1*	-	-	-	6 6% ACEQ	2 2% D	-	-	-	1 2% D	-	-	1 2%	-	-	-	2 2%	1 1%	2 2%	-
MISCELLANEOUS (NET)	205 6%	171 5% T	20 7% D	8 3%	4 4%	9 9% DT	5 5%	6 6% T	2 4%	3 6%	3 6%	3 6%	3 6%	4 8% T	4 8%	3 6%	3 3%	3 3%	5 5%	1 1%	7 6%	4 3%
Information/More information	59 2%	40 1%	8 3%	3 1%	1 1%	2 2%	2 2%	2 2%	1 2%	-	-	-	1 2%	1 2%	2 4%	-	-	1 1%	2 2%	1 1%	3 2%	-
To be unique/different	41 1%	26 1%	3 1%	2 1%	2 2%	1 1%	1 1%	1 1%	-	1 2%	-	1 2%	-	-	2 4%	1 2%	-	-	1 1%	-	2 2%	-
Keep up with the market/trend	14*	17 1%	-	-	-	-	-	-	1 2% C	-	1 2% C	-	-	-	-	-	-	-	-	-	-	1 1%

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

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

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Weighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
Cheaper/More affordable	17 1%	14 *	1 *	-	-	1 1%	1 1%	2 2%	-	1 2%	-	1 2%	1 2%	1 2%	-	1 2%	-	-	-	-	-	-
Other mentions	75 2%	77 2%	8 3%	3 1%	1 1%	5 5%	1 1%	1 1%	-	1 2%	2 4%	1 2%	1 2%	2 4%	-	1 2%	3 3%	2 2%	2 2%	-	2 2%	3 2%
EXCLUSIVE (NET)	795 24% CG	986 29% AH	20 7%	71 28% CH	25 24% CG	38 36% DT H	10 10%	14 14%	13 24% CG	25 50% IBDH	21 42% ACEG	16 32% H	12 24% CG	16 32% H	17 32% CG	18 34% H	31 31% CG	52 52% GBDFHLNPV	38 38% ACEG	54 51% BDFHLNPV	43 34% ACG	47 38% BH
Illegible data	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	69 2%	58 2%	6 2%	4 2%	-	4 4% E	-	-	-	2 4% H	1 2%	1 2%	1 2%	2 4% H	1 2%	-	2 2%	2 2%	2 2%	4 4%	-	1 1%
Don't know	522 16% C	749 22% AH	10 4%	51 20% C	10 10% C	27 26% EH	10 10% C	13 13%	9 17% C	20 40% IBDHLV	14 28% ACEG	8 16%	10 20% C	12 24% C	10 19% C	13 25% C	21 21% CEG	42 42% GBDFHLNPV	27 27% ACEG	41 39% BDFHLV	28 22% ACEG	31 25% H
Declined to answer	204 6% CG	179 5% H	4 1%	16 6% CH	15 15% ACGM	7 7% H	-	1 1%	4 7% CG	3 6% CG	6 12% CG	7 14% BH	1 2%	2 4% CG	6 11% CG	5 9% H	8 8% CG	8 8% H	9 9% CG	9 8% H	15 12% ACGM	15 12% BH
Sigma	4063 121%	4106 123%	377 141%	314 123%	129 125%	129 123%	139 136%	131 131%	62 115%	62 124%	58 116%	61 122%	58 116%	55 110%	63 119%	62 117%	115 115%	116 116%	112 111%	115 108%	151 121%	140 112%

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

Base: All Qualified Respondents

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

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
.news	-	1253 37%	-	45 18%	-	32 30%	-	36 36%	-	23 46%	-	16 32%	-	17 34%	-	20 38%	-	22 22%	-	31 29%	-	33 26%
		ADRV		C		ED		GDR		IDRTV		KD		MD		ODR		Q		SD		UD
.email	1269 38%	1227 37%	94 35%	31 12%	21 20%	18 17%	41 40%	54 54%	28 52%	34 68%	19 38%	23 46%	11 22%	20 40%	25 47%	20 38%	27 27%	17 17%	28 28%	26 25%	50 40%	42 34%
	EMQS	DFRT	DE			EMQ	BDFRTV	ACEMQS	BDFLNPRTV	E	DFRT			DFR	EMQS	DFR				D	EMQ	DFR
.online	-	1142 34%	-	22 9%	-	14 13%	-	50 50%	-	22 44%	-	25 50%	-	15 30%	-	16 30%	-	15 15%	-	37 35%	-	60 48%
		ADFR		C		E		GBDFNPR		IDFR		KBDFNPR		MDFR		ODFR				SDFR		UBDFNPR
.link	1121 33%	1118 33%	44 16%	27 11%	14 14%	9 9%	44 43%	52 52%	21 39%	14 28%	19 38%	21 42%	8 16%	18 36%	16 30%	8 15%	14 14%	10 10%	21 21%	31 29%	31 25%	29 23%
	CEMSU	DFPRV				ACEMQS	BDFJPRTV	CEMSQ	DFR	CEMSQ	DFPRV		MDFPR	CEQ						DFR	CEQ	DFR
.website	-	886 26%	-	21 8%	-	12 11%	-	40 40%	-	18 36%	-	16 32%	-	18 36%	-	17 32%	-	11 11%	-	24 23%	-	25 20%
		ADFR		C		E		GBDFRTV		IDFRV		KDFR		MDFRV		ODFR				SDFR		UD
.site	-	862 26%	-	23 9%	-	15 14%	-	38 38%	-	14 28%	-	18 36%	-	15 30%	-	7 13%	-	10 10%	-	24 23%	-	26 21%
		ADFFR		C		E		GBDFFRTV		IDFR		KDFFRV		MDFFR		Q				SDR		UDR
.space	-	700 21%	-	17 7%	-	12 11%	-	39 39%	-	18 36%	-	13 26%	-	12 24%	-	12 23%	-	7 7%	-	21 20%	-	17 14%
		ADFRV		C		E		GBDFFRTV		IBDFRTV		KDFR		MDFR		ODR				SDR		UD
.club	861 26%	676 20%	67 25%	21 8%	19 18%	12 11%	26 25%	22 22%	18 33%	10 20%	14 28%	13 26%	7 14%	8 16%	7 13%	5 9%	22 22%	11 11%	23 23%	14 13%	24 19%	10 8%
	BO	DFPRV	D					DFRV	EMOU	DV		DFPRV					R			V		
.guru	720 21%	511 15%	91 34%	23 9%	21 20%	11 10%	25 25%	16 16%	11 20%	6 12%	13 26%	6 12%	2 4%	4 8%	4 8%	2 4%	20 20%	6 6%	13 13%	9 8%	18 14%	12 10%
	B MOSU	DPRT	DAEMOSU		FMO		MOS	PR	M		MOS					RMO						
.photography	638 19%	491 15%	69 26%	15 6%	17 17%	5 5%	21 21%	20 20%	12 22%	7 14%	12 24%	11 22%	7 14%	5 10%	9 17%	16 30%	19 19%	10 10%	16 16%	8 8%	15 12%	10 8%
	BU	DFTV	DASU		F		DFRTV		DF	U	DFRTV				BDFNRTV							
.pics	-	485 14%	-	23 9%	-	12 11%	-	15 15%	-	9 18%	-	9 18%	-	1 2%	-	7 13%	-	9 9%	-	16 15%	-	22 18%
		ADN		C		E		GN		IN		KN				ON		Q		SN		UDN
.top	-	466 14%	-	4 2%	-	6 6%	-	6 6%	-	8 16%	-	9 18%	-	5 10%	-	4 8%	-	3 3%	-	8 8%	-	9 7%
		ADFHRV		C		ED		GD		IDFHR		KDFHRV		MD		OD				SD		UD
.xyz	464 14%	443 13%	35 13%	14 5%	11 11%	11 10%	11 11%	13 13%	9 17%	5 10%	11 22%	11 22%	1 2%	2 4%	7 13%	6 11%	12 12%	8 8%	14 14%	6 6%	13 10%	9 7%
	M	DTV	DM					D	M		MU	DNRTV			M		M		TM			
.realtor	399 12%	258 8%	103 38%	41 16%	22 21%	22 21%	9 9%	5 5%	2 4%	2 4%	3 6%	1 2%	2 4%	1 2%	4 4%	1 2%	10 10%	4 4%	8 8%	6 6%	11 9%	5 4%
	B		DAEGRMOSU	BHJLNPRTV	AGHMMOSU	BHJLNPRTV																
.wang	124 4%	110 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CEGSU	DV																				
Foshan	-	82 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		AD																				

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

Base: All Qualified Respondents

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

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
.tokyo	-	70 2% AD	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.delhi	-	59 2% AD	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-55qx5d (Chinese for company)	115 3% BCU	47 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-ses554g (Chinese for network address)	114 3% BCU	37 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.berlin	41 1%	32 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	41 33%	32 26%
.seoul	-	28 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.paris	-	28 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	28 26%	-	-
.cairo	-	26 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.bogota	-	26 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.nyc	71 2% B	23 1% A	71 26%	23 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.rio	-	21 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.capetown	-	20 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.london	96 3% BC	20 1% A	-	-	-	-	-	-	4 7% ACEG	-	8 16% LACEGM	-	1 2% C	-	6 11% PACEG	-	40 40% FACEGKMOGSU	20 20% BDFHJLNPTV	20 20% TACEGIM	-	17 14% VACEGM	-
.jakarta	-	19 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.toronto	-	18 1% A	-	-	-	18 17% ESDHLNPRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.MOCKBa	-	18 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Base: All Qualified Respondents

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

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
.abuja	-	17 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.manilla	-	16 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.istanbul	-	13 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.cordoba	-	10 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.warszawa	-	9 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.hanoi	-	9 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.roma	-	8 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.guadalajara	-	7 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ovh	9	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 7%	6 5%
.madrid	-	5 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 7%	6 5%
I am not aware of any of these	1182 35% B	809 24% HL	104 39% CBHJLNPTV	141 55% ACGKIOU	55 53% BHJLPTV	48 46% H	36 35% H	14 14% J	19 35% J	7 14% L	15 30% L	6 12% NACGKIOU	33 66% HJL	17 34% HJL	19 36% M	14 26% M	43 43% BHJLNPTV	53 53% TAK	49 49% H	27 25% H	45 36% HL	35 28% HL
Not Sure	13 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL AWARENESS (NET)	2162 64% EMS	2540 76% ADFR	164 61% DEM	114 45% C	48 47% R	57 54% EM	66 65% EM	86 86% IDFNRTV	35 65% EM	43 86% IDFNRTV	35 70% EMS	44 88% KBDNFRTV	16 32% MDR	33 66% EM	34 64% DFR	39 74% M	57 57% M	47 47% M	52 51% M	79 75% SDFR	80 64% EM	90 72% DFR
AWARENESS OF GLOBAL (NET)	2099 63% EMQS	2487 74% ADFR	154 57% DMQ	112 44% C	48 47% R	57 54% EM	66 65% EM	86 86% IDFNRTV	35 65% EM	43 86% IDFNRTV	33 66% EM	44 88% KBDNFRTV	16 32% MDR	32 64% EM	34 64% DFR	39 74% M	45 45% M	38 38% M	50 50% M	73 69% SDFR	72 58% M	87 70% DFR
TOTAL ADDED AWARENESS (NET)	-	2228 67% ADFR	-	75 29% C	-	45 43% ED	-	80 80% GDFNPRV	-	36 73% IDFR	-	40 80% KBDNFRTV	-	28 56% MDR	-	32 60% ODFR	-	32 32% Q	-	74 70% SDFR	-	79 63% UDFR
AWARENESS OF GLOBAL ADDED (NET)	-	2152 64% ADFR	-	75 29% C	-	43 41% ED	-	80 80% GDFNPRV	-	36 72% IDFR	-	39 78% KBDNFRTV	-	27 54% MDR	-	32 60% ODFR	-	32 32% Q	-	65 61% SDFR	-	79 63% UDFR

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

Base: All Qualified Respondents

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

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOTAL CONSISTENT AWARENESS (NET)	2162	2147	164	93	48	45	66	81	35	39	35	34	16	28	34	33	57	39	52	54	80	66
	64%	64%	61%	36%	47%	43%	65%	81%	65%	78%	70%	68%	32%	56%	64%	62%	57%	39%	51%	51%	64%	53%
	EMS	DFRTV	DEM				EM	GBOFNRTV	EM	BDFNRTV	EMS	DFRT		MD	EM	DFR	RM		M	D	EM	DR
AWARENESS OF GLOBAL CONSISTENT (NET)	2089	2107	154	90	48	45	66	81	35	39	33	34	16	28	34	33	45	30	50	54	72	57
	63%	63%	57%	35%	47%	43%	65%	81%	65%	78%	66%	68%	32%	56%	64%	62%	45%	30%	50%	51%	58%	46%
	EMQS	DFRTV	DMQ				EMQS	GBOFNRTV	EMQ	BDFNRTV	EMQ	DFRTV		MDR	EMQ	DFRV	R		M	DR	M	R
AWARENESS OF GEO-SPECIFIC (NET)	419	677	71	23	-	18	-	7	4	8	8	13	1	5	6	9	40	20	20	28	45	32
	12%	20%	26%	9%	-	17%	-	7%	7%	16%	16%	26%	2%	10%	11%	17%	40%	20%	20%	26%	36%	26%
	EGM	ADH	DAEGIMO			EDH		G	EG		EGM	DHN			EG	RACEGIMOS		DH	AEGIM	DHN	AEGIKMOS	DHN
AWARENESS OF GEO-SPECIFIC ADDED (NET)	-	509	-	-	-	18	-	7	-	8	-	13	-	5	-	9	-	-	-	-	28	-
	-	15%	-	-	-	17%	-	7%	-	16%	-	26%	-	10%	-	17%	-	-	-	-	26%	-
	-	ADHRV	-	-	-	EDHRV	-	GDRV	-	IDRV	-	KBDHNRV	-	MDRV	-	ODRV	-	-	-	-	SBDHNRV	-
AWARENESS OF GEO-SPECIFIC CONSISTENT (NET)	419	216	71	23	-	-	-	-	4	-	8	-	1	-	6	-	40	20	20	-	45	32
	12%	6%	26%	9%	-	-	-	-	7%	-	16%	-	2%	-	11%	-	40%	20%	20%	-	36%	26%
	BEGM	FHT	DAEGIMO	FHJLNPT					EG		LEGM				PEG		RACEGIMOS	BDFHJLNPT	TAEGIM		AEGIKMOS	BDFHJLNPT
Sigma	7237	12111	678	491	180	257	213	427	124	205	114	422%	73	163	95	164	207	216	192	316	274	382
	216%	362%	253%	193%	175%	245%	209%	427%	230%	410%	228%	422%	146%	326%	179%	309%	207%	216%	190%	298%	219%	306%

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

Base: Heard Of New gTLDs

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

	Country																					
	North America								Europe													
	2015 Total Regist rants	2016 Total Regist rants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	**	2540	**	114	**	57*	**	86*	**	43*	**	44*	**	33*	**	39*	**	47*	**	79*	**	90*
.email	-	387 15% DF	-	9 8%	-	1 2%	-	21 24% BDFRTV	-	10 23% DF	-	14 32% BDFRTV	-	5 15% F	-	6 15% F	-	4 9%	-	8 10%	-	11 12% F
.photography	-	64 3%	-	4 4%	-	-	-	2 2%	-	1 2%	-	4 9% BF	-	1 3%	-	2 5%	-	1 2%	-	2 3%	-	2 2%
.link	-	154 6%	-	5 4%	-	-	-	3 3%	-	2 5%	-	7 16% BDFHPTV	-	2 6%	-	-	-	2 4%	-	3 4%	-	4 4%
.guru	-	72 3%	-	3 3%	-	-	-	3 3%	-	-	-	-	-	1 3%	-	-	-	2 4%	-	3 4%	-	3 3%
.realtor	-	31 1%	-	2 2%	-	1 2%	-	1 1%	-	-	-	-	-	-	-	-	-	1 2%	-	2 3%	-	3 3%
.club	-	98 4%	-	5 4%	-	-	-	3 3%	-	2 5%	-	2 5%	-	-	-	1 3%	-	3 6%	-	2 3%	-	1 1%
.xyz	-	70 3%	-	5 4%	-	-	-	2 2%	-	2 5%	-	-	-	1 3%	-	-	-	1 2%	-	2 3%	-	1 1%
.top	-	79 3%	-	2 2%	-	1 2%	-	1 1%	-	1 2%	-	-	-	-	-	1 3%	-	-	-	2 3%	-	2 2%
.pics	-	72 3%	-	3 3%	-	1 2%	-	1 1%	-	1 2%	-	2 5%	-	-	-	-	-	3 6%	-	5 6%	-	3 3%
.online	-	227 9% D	-	4 4%	-	1 2%	-	11 13% DF	-	6 14% DF	-	7 16% DFT	-	2 6%	-	2 5%	-	2 4%	-	4 5%	-	12 13% DF
.space	-	97 4%	-	2 2%	-	-	-	6 7% F	-	4 9% DFR	-	2 5%	-	2 6%	-	-	-	-	-	7 9% BDFR	-	3 3%
.website	-	169 7%	-	3 3%	-	1 2%	-	9 10% DF	-	2 5%	-	4 9%	-	4 12% DF	-	2 5%	-	4 9%	-	5 6%	-	5 6%
.news	-	157 6%	-	3 3%	-	1 2%	-	2 2%	-	1 2%	-	3 7%	-	1 3%	-	1 3%	-	3 6%	-	4 5%	-	2 2%
.site	-	126 5%	-	2 2%	-	-	-	5 6%	-	2 5%	-	6 14% BDFPV	-	1 3%	-	-	-	3 6%	-	4 5%	-	2 2%
.toronto	-	1 *	-	-	-	1 2% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.guadalajara	-	1 *	-	-	-	-	-	1 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Base: Heard Of New gTLDs

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

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	**	2540	**	114	**	57*	**	86*	**	43*	**	44*	**	33*	**	39*	**	47*	**	79*	**	90*
.roma	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.istanbul	-	1*	-	-	-	-	-	-	-	-	1 2% B	-	-	-	-	-	-	-	-	-	-	-
.madrid	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.warszawa	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.paris	-	5*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 6% BDHV	-	-
Foshan	-	23 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.hanoi	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.manilla	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.tokyo	-	11*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.seoul	-	3*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.MOCKBa	-	4*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.delhi	-	17 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.jakarta	-	3*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.abuja	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.capetown	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.cairo	-	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: Heard Of New gTLDs

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

	2015 Total Registrants (A)	2016 Total Registrants (B)	Country																			
			North America						Europe													
			2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	**	2540	**	114	**	57*	**	86*	**	43*	**	44*	**	33*	**	39*	**	47*	**	79*	**	90*
.bogota	-	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.cordoba	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.rio	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.berlin	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 B
.ovh	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 B
.london	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 4% BD	-	-	-	-
.nyc	-	1	-	1 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.wang	-	29 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-ses554g (Chinese for network address)	-	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-55qx5d (Chinese for company)	-	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I have not registered a new gTLD domain	-	1643 65% L	-	88 77% BHL	-	49 86% BHJLPR	-	49 57% L	-	28 65% L	-	16 36% L	-	24 73% L	-	26 67% L	-	31 66% L	-	56 71% L	-	66 73% HL
None of these, but I have registered a different new gTLD	-	32 1%	-	3 3%	-	3 5% BTV	-	4 5% BV	-	-	-	-	-	-	-	2 5% BTV	-	1 2%	-	-	-	-
TOTAL REGISTERED (NET)	-	897 35% DF	-	26 23%	-	8 14%	-	37 43% DFV	-	15 35% F	-	28 64% BDFHLNPRTV	-	9 27% F	-	13 33% F	-	16 34% F	-	23 29% F	-	24 27% F
REGISTERED GLOBAL (NET)	-	840 33% DF	-	23 20%	-	5 9%	-	33 38% DF	-	15 35% F	-	28 64% BDFHLNPRTV	-	9 27% F	-	11 28% F	-	14 30% F	-	21 27% F	-	24 27% F
REGISTERED GEO-SPECIFIC (NET)	-	578 23% DF	-	12 11%	-	3 5%	-	18 21% DF	-	8 19% F	-	18 41% BDFHLNPRTV	-	5 15% F	-	5 13% F	-	12 26% DF	-	17 22% DF	-	16 18% F
Sigma	-	361 142%	-	144 126%	-	60 105%	-	124 144%	-	62 144%	-	68 155%	-	44 133%	-	43 110%	-	63 134%	-	114 144%	-	122 136%

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

Base: Registered New gTLDs And Registered More Than One

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

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	-**	693	-**	21**	-**	4**	-**	29**	-**	12**	-**	25**	-**	8**	-**	11**	-**	13**	-**	16**	-**	17**
1	-	358 52%	-	6 29%	-	2 50%	-	13 45%	-	6 50%	-	11 44%	-	2 25%	-	4 36%	-	7 54%	-	9 56%	-	8 47%
2 - 3	-	238 34%	-	10 48%	-	-	-	10 34%	-	4 33%	-	10 40%	-	2 25%	-	7 64%	-	3 23%	-	4 25%	-	5 29%
4 - 5	-	39 6%	-	-	-	1 25%	-	3 10%	-	-	-	3 12%	-	2 25%	-	-	-	1 8%	-	2 13%	-	1 6%
6 or more	-	58 8%	-	5 24%	-	1 25%	-	3 10%	-	2 17%	-	1 4%	-	2 25%	-	-	-	2 15%	-	1 6%	-	3 18%
MEAN	-	4.2	-	19.4	-	3.0	-	3.2	-	3.3	-	2.8	-	4.0	-	1.8	-	4.4	-	2.1	-	4.6
STD. DEV.	-	17.01	-	46.28	-	2.45	-	4.22	-	5.15	-	3.82	-	3.12	-	0.75	-	8.48	-	1.96	-	7.57
STD. ERR.	-	0.65	-	10.10	-	1.22	-	0.78	-	1.49	-	0.76	-	1.10	-	0.23	-	2.35	-	0.49	-	1.84
MEDIAN	-	1	-	3	-	3	-	2	-	2	-	2	-	4	-	2	-	1	-	1	-	2
Sigma	-	693 100%	-	21 100%	-	4 100%	-	29 100%	-	12 100%	-	25 100%	-	8 100%	-	11 100%	-	13 100%	-	16 100%	-	17 100%

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

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

2 Aug 2016
Table 132

Base: Registered New gTLDs

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	**	896	**	26**	**	8**	**	37*	**	15**	**	28**	**	9**	**	13**	**	16**	**	23**	**	24**
To protect my existing domain(s) and ensure no one else got a domain similar to one I already have registered	-	534 60%	-	13 50%	-	5 63%	-	20 54%	-	8 53%	-	16 57%	-	7 78%	-	9 69%	-	10 63%	-	14 61%	-	17 71%
Because they will appeal to new Internet users or new types of customers-they will be effective and provide benefits	-	305 34%	-	11 42%	-	2 25%	-	11 30%	-	6 40%	-	10 36%	-	2 22%	-	3 23%	-	6 38%	-	9 39%	-	6 25%
Because the name I wanted was not available using one of the older gTLDs	-	57 6%	-	2 8%	-	1 13%	-	6 16%	-	1 7%	-	2 7%	-	-	-	1 8%	-	-	-	-	-	1 4%
Sigma	-	896 100%	-	26 100%	-	8 100%	-	37 100%	-	15 100%	-	28 100%	-	9 100%	-	13 100%	-	16 100%	-	23 100%	-	24 100%

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

Q813_1. Please indicate how each of the following statements apply to your registration of new gTLDs?

1. I gave up a legacy gTLD registration when I registered the new gTLD

Base: Registered New gTLDs

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	-**	897	-**	26**	-**	8**	-**	37*	-**	15**	-**	28**	-**	9**	-**	13**	-**	16**	-**	23**	-**	24**
TOP 2 BOX (NET)	-	570 64%	-	19 73%	-	1 13%	-	26 70%	-	6 40%	-	15 54%	-	6 67%	-	6 46%	-	11 69%	-	11 48%	-	13 54%
Applies to ALL of my new gTLD registrations	-	166 19%	-	11 42%	-	-	-	5 14%	-	1 7%	-	4 14%	-	2 22%	-	1 8%	-	5 31%	-	2 9%	-	5 21%
Applies to SOME of my new gTLD registrations	-	404 45%	-	8 31%	-	1 13%	-	21 57%	-	5 33%	-	11 39%	-	4 44%	-	5 38%	-	6 38%	-	9 39%	-	8 33%
DOES NOT apply to any of my new gTLD registrations	-	327 36%	-	7 27%	-	7 88%	-	11 30%	-	9 60%	-	13 46%	-	3 33%	-	7 54%	-	5 31%	-	12 52%	-	11 46%
Sigma	-	897 100%	-	26 100%	-	8 100%	-	37 100%	-	15 100%	-	28 100%	-	9 100%	-	13 100%	-	16 100%	-	23 100%	-	24 100%

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

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

Base: Registered New gTLDs

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	-.**	897	-.**	26**	-.**	8**	-.**	37*	-.**	15**	-.**	28**	-.**	9**	-.**	13**	-.**	16**	-.**	23**	-.**	24**
TOP 2 BOX (NET)	-	755 84%	-	22 85%	-	5 63%	-	33 89%	-	13 87%	-	22 79%	-	9 100%	-	8 62%	-	16 100%	-	20 87%	-	20 83%
Applies to ALL of my new gTLD registrations	-	271 30%	-	8 31%	-	1 13%	-	11 30%	-	4 27%	-	5 18%	-	1 11%	-	2 15%	-	7 44%	-	7 30%	-	4 17%
Applies to SOME of my new gTLD registrations	-	484 54%	-	14 54%	-	4 50%	-	22 59%	-	9 60%	-	17 61%	-	8 89%	-	6 46%	-	9 56%	-	13 57%	-	16 67%
DOES NOT apply to any of my new gTLD registrations	-	142 16%	-	4 15%	-	3 38%	-	4 11%	-	2 13%	-	6 21%	-	-	-	5 38%	-	-	-	3 13%	-	4 17%
Sigma	-	897 100%	-	26 100%	-	8 100%	-	37 100%	-	15 100%	-	28 100%	-	9 100%	-	13 100%	-	16 100%	-	23 100%	-	24 100%

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

Q813_3. Please indicate how each of the following statements apply to your registration of new gTLDs?
3. This was a completely new registration, no prior domain was registered for this use

2 Aug 2016
Table 135

Base: Registered New gTLDs

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	-.**	897	-.**	26**	-.**	8**	-.**	37*	-.**	15**	-.**	28**	-.**	9**	-.**	13**	-.**	16**	-.**	23**	-.**	24**
TOP 2 BOX (NET)	-	733 82%	-	22 85%	-	4 50%	-	27 73%	-	13 87%	-	24 86%	-	9 100%	-	10 77%	-	13 81%	-	20 87%	-	19 79%
Applies to ALL of my new gTLD registrations	-	312 35%	-	13 50%	-	3 38%	-	11 30%	-	6 40%	-	8 29%	-	4 44%	-	4 31%	-	4 25%	-	8 35%	-	6 25%
Applies to SOME of my new gTLD registrations	-	421 47%	-	9 35%	-	1 13%	-	16 43%	-	7 47%	-	16 57%	-	5 56%	-	6 46%	-	9 56%	-	12 52%	-	13 54%
DOES NOT apply to any of my new gTLD registrations	-	164 18%	-	4 15%	-	4 50%	-	10 27%	-	2 13%	-	4 14%	-	-	-	3 23%	-	3 19%	-	3 13%	-	5 21%
Sigma	-	897 100%	-	26 100%	-	8 100%	-	37 100%	-	15 100%	-	28 100%	-	9 100%	-	13 100%	-	16 100%	-	23 100%	-	24 100%

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

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

Base: Has Not Registered New gTLDs

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	**	1643	**	88*	**	49*	**	49*	**	28**	**	16**	**	24**	**	26**	**	31*	**	56*	**	66*
YES (NET)	-	694 42%	-	10 11%	-	10 20%	-	18 37% DR	-	17 61%	-	6 38%	-	8 33%	-	9 35%	-	4 13%	-	19 34% DR	-	17 26% D
Yes, I considered switching and may do so	-	415 25% DFRV	-	4 5%	-	6 12%	-	12 24% DR	-	13 46%	-	3 19%	-	7 29%	-	6 23%	-	2 6%	-	10 18% D	-	9 14% D
Yes, I considered switching but decided not to	-	279 17% D	-	6 7%	-	4 8%	-	6 12%	-	4 14%	-	3 19%	-	1 4%	-	3 12%	-	2 6%	-	9 16%	-	8 12%
No, have not considered	-	949 58%	-	78 89% BHTV	-	39 80% B	-	31 63%	-	11 39%	-	10 63%	-	16 67%	-	17 65%	-	27 87% BHT	-	37 66%	-	49 74% B
Sigma	-	1643 100%	-	88 100%	-	49 100%	-	49 100%	-	28 100%	-	16 100%	-	24 100%	-	26 100%	-	31 100%	-	56 100%	-	66 100%

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

Q828. Why have you considered switching?

Base: Has Not Registered New gTLDs And Considered Switching

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	**	694	**	10**	**	10**	**	18**	**	17**	**	6**	**	8**	**	9**	**	4**	**	19**	**	17**
The new gTLDs are modern	-	324 47%	-	6 60%	-	1 10%	-	8 44%	-	7 41%	-	4 67%	-	4 50%	-	6 67%	-	1 25%	-	5 26%	-	9 53%
New gTLDs better target specific groups of people/communities	-	299 43%	-	5 50%	-	5 50%	-	8 44%	-	5 29%	-	3 50%	-	3 38%	-	5 56%	-	-	-	6 32%	-	8 47%
The new gTLDs are better focused on specific topics versus general uses	-	293 42%	-	4 40%	-	5 50%	-	7 39%	-	8 47%	-	4 67%	-	5 63%	-	5 56%	-	1 25%	-	8 42%	-	8 47%
The new gTLDs will be more effective	-	267 38%	-	3 30%	-	4 40%	-	5 28%	-	8 47%	-	5 83%	-	5 63%	-	2 22%	-	1 25%	-	7 37%	-	7 41%
The new gTLDs are a good value/priced well	-	258 37%	-	3 30%	-	4 40%	-	6 33%	-	4 24%	-	1 17%	-	4 50%	-	3 33%	-	2 50%	-	7 37%	-	3 18%
The new gTLDs allow more flexibility to use my language in their names	-	232 33%	-	5 50%	-	1 10%	-	3 17%	-	6 35%	-	1 17%	-	1 13%	-	3 33%	-	3 75%	-	4 21%	-	5 29%
The new gTLDs allow a greater range of characters/symbols in their names	-	223 32%	-	2 20%	-	3 30%	-	6 33%	-	7 41%	-	3 50%	-	1 13%	-	3 33%	-	1 25%	-	6 32%	-	4 24%
Something else	-	4 1%	-	1 10%	-	1 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 6%
Sigma	-	1900 274%	-	29 290%	-	24 240%	-	43 239%	-	45 265%	-	21 350%	-	23 288%	-	27 300%	-	9 225%	-	43 226%	-	45 265%

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

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

Q829. Why did you decide not to switch?

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	**	279	**	6**	**	4**	**	6**	**	4**	**	3**	**	1**	**	3**	**	2**	**	9**	**	8**
Waiting until new gTLDs get more popular	-	147 53%	-	4 67%	-	1 25%	-	2 33%	-	4 100%	-	3 100%	-	1 100%	-	1 33%	-	2 100%	-	5 56%	-	3 38%
New gTLDs did not seem relevant to my needs	-	79 28%	-	1 17%	-	-	-	3 50%	-	-	-	-	-	-	-	1 33%	-	-	-	1 11%	-	-
Cost to switch to new gTLDs was too high	-	76 27%	-	1 17%	-	-	-	3 50%	-	1 25%	-	1 33%	-	-	-	1 33%	-	-	-	3 33%	-	1 13%
New gTLDs will not be as effective as hoped	-	61 22%	-	1 17%	-	2 50%	-	1 17%	-	-	-	1 33%	-	-	-	-	-	-	-	1 11%	-	3 38%
Something else	-	7 3%	-	1 17%	-	1 25%	-	1 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 13%
Sigma	-	370 133%	-	8 133%	-	4 100%	-	10 167%	-	5 125%	-	5 167%	-	1 100%	-	3 100%	-	2 100%	-	10 111%	-	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

Q831. Why have you not considered switching?

	Country																					
	North America										Europe											
	2015 Total Regist rants	2016 Total Regist rants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	-**	949	-**	78*	-**	39*	-**	31*	-**	11**	-**	10**	-**	16**	-**	17**	-**	27**	-**	37*	-**	49*
We are satisfied with the performance of our domains on existing gTLDs	-	482 51%	-	44 56%	-	21 54%	-	19 61%	-	5 45%	-	6 60%	-	8 50%	-	11 65%	-	13 48%	-	20 54%	-	25 51%
Just not a high enough business priority for us at this time	-	360 38%	-	32 41%	-	10 26%	-	7 23%	-	4 36%	-	2 20%	-	6 38%	-	5 29%	-	9 33%	-	11 30%	-	17 35%
New gTLDs are too new and need to be proven	-	210 22% D	-	7 9%	-	6 15%	-	7 23%	-	1 9%	-	2 20%	-	5 31%	-	3 18%	-	4 15%	-	7 19%	-	13 27% D
Cost to switch to new gTLDs is too high	-	111 12%	-	7 9%	-	8 21%	-	2 6%	-	2 18%	-	-	-	2 13%	-	4 24%	-	3 11%	-	4 11%	-	5 10%
New gTLDs will not be as effective as hoped	-	86 9%	-	3 4%	-	6 15% DV	-	4 13%	-	1 9%	-	-	-	1 6%	-	3 18%	-	4 15%	-	2 5%	-	1 2%
Something else	-	71 7%	-	12 15% BT	-	9 23% BT	-	2 6%	-	1 9%	-	-	-	-	-	-	-	3 11%	-	1 3%	-	6 12%
Sigma	-	1320 139%	-	105 135%	-	60 154%	-	41 132%	-	14 127%	-	10 100%	-	22 138%	-	26 153%	-	36 133%	-	45 122%	-	67 137%

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

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

2 Aug 2016
Table 140

SUMMARY TABLE OF TOP 2 BOX

Base: Has Heard Of New gTLDs (Variable Bases)

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
.email	1465 44% CEIQSU	842 69% ADV	42 16%	13 42%	17 17%	5 28%	46 45% CEQSU	37 69% GD	16 30% CQ	20 59% I	30 60% ACEIQSU	17 74%	17 34% CEQ	15 75%	26 49% CEIQSU	13 65%	13 13%	10 59%	22 22%	17 65%	39 31% CEQ	21 50% U
.photography	1248 37% CEQSU	289 59% A	52 19%	6 40%	17 17%	1 20%	36 35% CEQSU	7 35%	16 30% Q	5 71%	27 54% ACEIQSU	9 82%	13 26%	2 40%	18 34% CEQS	8 50%	14 14%	6 60%	18 18%	6 75%	28 22% CEQ	4 40%
.link	1386 41% CEMQSU	686 61% A	34 13%	14 52%	18 17%	2 22%	38 37% CEQ	28 54%	20 37% CEQ	10 71%	24 48% CEMQSU	13 62%	13 26% C	10 56%	19 36% CEQ	7 88%	15 15%	8 80%	28 28% CQ	20 65% S	34 27% CQ	17 59%
.guru	1105 33% CEMQSU	303 59% A	52 19%	10 43%	12 12%	1 9%	29 28% EQS	8 50%	15 28% EQS	3 50%	21 42% CEMQSU	5 83%	8 16%	4 100%	15 28% EQS	2 100%	13 13%	2 33%	13 13%	4 44%	23 18% CEQ	4 33%
.realtor	937 28% CEGMQSU	145 56% AD	31 12%	8 20%	13 13%	1 5%	19 19%	2 40%	10 19%	1 50%	17 34% CEGMQSU	1 100%	6 12%	1 100%	11 21%	1 100%	10 10%	1 25%	13 13%	6 100%	20 16%	4 80%
.club	1260 38% CEQSU	423 63% A	46 17%	10 48%	13 13%	3 25%	39 38% CEQSU	14 64%	19 35% CEQ	6 60%	18 36% CEQ	9 69%	13 26% E	3 38%	18 34% CEQ	3 60%	15 15%	6 55%	22 22%	6 43%	27 22% CEQ	4 40%
.xyz	929 28% CEMQSU	228 51% A	21 8%	7 50%	6 6%	4 36%	24 24% CEMQ	7 54%	11 20% CEQ	3 60%	19 38% CEMQSU	5 45%	5 10%	1 50%	17 32% CEMQSU	3 50%	8 8%	4 50%	13 13%	4 67%	23 18% CEQ	4 44%
.top	-	297 64%	-	2 50%	-	1 17%	-	3 50%	-	5 63%	-	6 67%	-	2 40%	-	3 75%	-	1 33%	-	4 50%	-	4 44%
.pics	-	313 65%	-	12 52%	-	4 33%	-	9 60%	-	4 44%	-	8 89%	-	-	-	5 71%	-	4 44%	-	8 50%	-	13 59%
.online	-	805 70% TV	-	15 68%	-	7 50%	-	35 70% T	-	19 86%	-	22 88%	-	12 80%	-	11 69%	-	6 40%	-	13 35%	-	35 58% T
.space	-	417 60%	-	6 35%	-	5 42%	-	22 56%	-	14 78%	-	8 62%	-	8 67%	-	7 58%	-	5 71%	-	14 67%	-	9 53%
.website	-	594 67%	-	16 76%	-	6 50%	-	29 73%	-	11 61%	-	13 81%	-	12 67%	-	12 71%	-	6 55%	-	15 63%	-	12 48%
.news	-	717 57% DF	-	8 18%	-	7 22%	-	19 53% DF	-	16 70%	-	11 69%	-	6 35%	-	9 45%	-	10 45%	-	18 58% DF	-	18 55% DF
.site	-	573 66%	-	13 57%	-	4 27%	-	30 79%	-	11 79%	-	14 78%	-	11 73%	-	5 71%	-	7 70%	-	16 67%	-	10 38%
.toronto	-	9 50%	-	-	-	9 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.guadalajara	-	3 43%	-	-	-	-	-	3 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

SUMMARY TABLE OF TOP 2 BOX

Base: Has Heard Of New gTLDs (Variable Bases)

	2015 Total Registrants (A)	2016 Total Registrants (B)	Country																			
			North America								Europe											
			2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
.roma	-	4 50%	-	-	-	-	-	-	-	4 50%	-	-	-	-	-	-	-	-	-	-	-	-
.istanbul	-	12 92%	-	-	-	-	-	-	-	-	12 92%	-	-	-	-	-	-	-	-	-	-	-
.madrid	-	3 60%	-	-	-	-	-	-	-	-	-	-	3 60%	-	-	-	-	-	-	-	-	-
.warszawa	-	3 33%	-	-	-	-	-	-	-	-	-	-	-	-	3 33%	-	-	-	-	-	-	-
.paris	-	15 54%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15 54%	-	-	-
Foshan	-	53 65%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.hanoi	-	6 67%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.manilla	-	12 75%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.tokyo	-	31 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.seoul	-	15 54%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.MOCKBa	-	12 67%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.delhi	-	44 75%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.jakarta	-	12 63%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.abuja	-	9 53%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.capetown	-	10 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.cairo	-	20 77%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: Has Heard Of New gTLDs (Variable Bases)

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
.bogota	-	13 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.cordoba	-	2 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.rio	-	9 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.berlin	32 26%	8 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	32 26%	8 25%
.ovh	19 15%	3 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19 15%	3 50%
.london	108 20%	3 15%	-	-	-	-	-	-	13 24%	-	19 38%	-	6 12%	-	11 21%	-	20 20%	3 15%	17 17%	-	22 18%	-
.nyc	28 10%	8 35%	28 10%	8 35%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.wang	313 57%	82 75%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-ses554g (Chinese for network address)	327 59%	30 81%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-55qx5d (Chinese for company)	331 60%	40 85%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONSIDERED ALL (NET)	2047 61%	1957 77%	100 37%	59 52%	37 36%	24 42%	69 68%	72 84%	26 48%	32 74%	35 70%	40 91%	25 50%	27 82%	33 62%	30 77%	27 27%	26 55%	33 33%	46 58%	64 51%	58 64%
CEQSU ADFRTV				C	Q	CEIMQSU	GDFRTV	Q	IDF	CEIMQSU	KBDFJRTV	QS	MDFRT	CEQS	DFRT				S	CEQS	F	
CONSIDERED CONSISTENT (NET)	2047 61%	1537 72%	100 37%	43 46%	37 36%	11 24%	69 68%	62 77%	26 48%	25 64%	35 70%	30 88%	25 50%	20 71%	33 62%	24 73%	27 27%	20 51%	33 33%	31 57%	64 51%	33 50%
CEQSU ADFRTV				F	Q	CEIMQSU	DFRTV	Q	F	CEIMQSU	BDFJRTV	QS		CEQS	DFV			QF	SF	CEQS	F	
CONSIDERED ADDED (NET)	-	1646 74%	-	34 45%	-	23 51%	-	65 81%	-	29 81%	-	36 90%	-	23 82%	-	21 66%	-	20 63%	-	42 57%	-	50 63%
DFTV							DFRTV		DFT		BDFPRTV										D	
CONSIDERED GLOBAL (NET)	2024 60%	1910 77%	98 37%	57 51%	37 36%	21 37%	69 68%	72 84%	26 48%	32 74%	35 70%	40 91%	25 50%	26 81%	33 62%	30 77%	22 22%	25 66%	33 33%	41 56%	58 46%	56 64%
CEQSU ADFTV				C	Q	CEIMQSU	GDFRTV	Q	IDF	CEIMQSU	KBDFJRTV	QS	MDFT	CEQS	DFT			QF	SF	QS	UF	
CONSIDERED GLOBAL CONSISTENT (NET)	2024 60%	1513 72%	98 37%	41 46%	37 36%	11 24%	69 68%	62 77%	26 48%	25 64%	35 70%	30 88%	25 50%	20 71%	33 62%	24 73%	22 22%	19 63%	33 33%	31 57%	58 46%	30 53%
CEQSU ADFTV				F	Q	CEIMQSU	DFTV	Q	F	CEIMQSU	BDFJRTV	QS		CEQS	DF			QF	SF	QS	F	
CONSIDERED GLOBAL ADDED (NET)	-	1586 74%	-	34 45%	-	19 44%	-	65 81%	-	29 81%	-	34 87%	-	22 81%	-	21 66%	-	20 63%	-	36 55%	-	50 63%
DFTV							DFRTV		DFT		DFFPRTV										DF	

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

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

2 Aug 2016
Table 140

SUMMARY TABLE OF TOP 2 BOX

Base: Has Heard Of New gTLDs (Variable Bases)

	Country																					
	North America											Europe										
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
CONSIDERED GEO-SPECIFIC (NET)	528 39%	399 59%	28 10%	8 35%	-	9 50%	-	3 43%	13 24%	4 50%	19 38%	12 92%	6 12%	3 60%	11 21%	3 33%	20 20%	3 15%	17 17%	15 54%	35 28%	8 25%
CONSIDERED GEO-SPECIFIC CONSISTENT (NET)	528 39%	131 61%	28 10%	8 35%	-	-	-	13 24%	-	19 38%	-	6 12%	-	11 21%	-	20 20%	3 15%	17 17%	-	-	35 28%	8 25%
CONSIDERED GEO-SPECIFIC ADDED (NET)	-	297 58%	-	-	-	9 50%	-	3 43%	-	4 50%	-	12 92%	-	3 60%	-	3 33%	-	-	-	15 54%	-	-

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

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

2 Aug 2016
Table 141

SUMMARY TABLE OF BOTTOM 2 BOX

Base: Has Heard Of New gTLDs (Variable Bases)

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
.email	1538 46% BK	297 24% DKGKMOGSU	210 78% BH	15 48% AGIKMOU	78 76% AGIKO	8 44%	51 50% HK	12 22%	25 46%	12 35%	16 32%	3 13%	27 54% K	4 20%	21 40%	6 30%	69 69% AGIKO	6 35% AGIKO	67 66% AGIKO	9 35%	74 59% AKO	18 43% BH
.photography	1701 51% B	158 32% AGIKO	199 74% AGIKO	7 47%	75 73% AGIKO	3 60%	56 55%	9 45%	23 43%	1 14%	20 40%	2 18%	31 62% K	3 60%	25 47%	8 50%	70 70% AGIKO	3 30% AGIKO	68 67% AGIKO	2 25%	85 68% AGIKO	6 60%
.link	1574 47% B	338 30% AEGIKMOGSU	216 81% AGIKO	10 37% AGIKO	73 71% AGIKO	5 56%	49 48%	18 35%	20 37%	2 14%	22 44%	8 38%	32 64% AIK	7 39%	24 45%	1 13% AGIKO	68 68% AGIKO	1 10% TAI	60 59% AGIKO	8 26% AGIKO	78 62% AGIKO	12 41%
.guru	1825 54% B	156 31% AIKO	199 74% AIKO	11 48%	78 76% AIKO	7 64%	66 65% AI	7 44%	26 48%	3 50%	25 50%	1 17%	35 70% AIK	-	28 53%	-	70 70% AIKO	4 67% AIKO	74 73% AIK	4 44%	88 70% AIKO	8 67%
.realtor	1965 59% B	99 38% AGIKOQSU	224 84% AGIKO	32 78% B	78 76% AIKO	19 86%	70 69% A	2 40%	29 54%	1 50%	28 56%	-	37 74% AIKO	-	31 58%	-	72 72% AI	3 75% AIK	74 73% AIK	-	94 75% AIKO	1 20%
.club	1683 50% B	205 30% AGIKMOS	207 77% AGIKO	8 38% AGIKO	78 76% AGIKO	5 42%	54 53%	5 23%	23 43%	4 40%	27 54%	3 23%	31 62% AIKO	5 63%	26 49%	2 40% AGIO	69 69% AGIO	5 45% AGIO	65 64% AI	6 43% AGIO	86 69% AGIO	6 60%
.xyz	1976 59% B	171 39% AGIKOQSU	232 87% AGIKO	5 36% AGIKO	84 82% AGIKO	64 64%	68 67%	4 31%	28 52%	2 40%	26 52%	6 55%	38 76% AIKO	1 50%	27 51%	3 50% AIKO	74 74% AIKO	4 50% AIKO	73 72% AIKO	2 33% AIKO	90 72% AIKO	5 56%
.top	-	133 29%	-	2 50%	-	4 67%	-	2 33%	-	1 13%	-	3 33%	-	3 60%	-	1 25%	-	2 67%	-	3 38%	-	5 56%
.pics	-	136 28%	-	8 35%	-	6 50%	-	5 33%	-	4 44%	-	1 11%	-	1 100%	-	2 29%	-	4 44%	-	8 50%	-	9 41%
.online	-	253 22%	-	6 27%	-	4 29%	-	10 20%	-	3 14%	-	3 12%	-	3 20%	-	5 31%	-	8 53%	-	20 54% BH	-	21 35% B
.space	-	215 31%	-	9 53%	-	3 25%	-	17 44%	-	4 22%	-	4 31%	-	4 33%	-	5 42%	-	1 14%	-	6 29%	-	7 41%
.website	-	216 24%	-	3 14%	-	4 33%	-	7 18%	-	6 33%	-	3 19%	-	4 22%	-	5 29%	-	4 36%	-	8 33%	-	11 44%
.news	-	439 35%	-	34 76% BHTV	-	23 72% BHTV	-	13 36%	-	7 30%	-	2 13%	-	10 59%	-	11 55%	-	11 50%	-	12 39%	-	14 42%
.site	-	222 26%	-	7 30%	-	8 53%	-	6 16%	-	2 14%	-	3 17%	-	3 20%	-	2 29%	-	3 30%	-	7 29%	-	14 54%
.toronto	-	9 50%	-	-	-	9 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.guadalajara	-	3 43%	-	-	-	-	-	3 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

SUMMARY TABLE OF BOTTOM 2 BOX

Base: Has Heard Of New gTLDs (Variable Bases)

	2015 Total Registrants (A)	2016 Total Registrants (B)	Country																			
			North America								Europe											
			2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
.roma	-	4 50%	-	-	-	-	-	-	-	4 50%	-	-	-	-	-	-	-	-	-	-	-	-
.istanbul	-	1 8%	-	-	-	-	-	-	-	-	1 8%	-	-	-	-	-	-	-	-	-	-	-
.madrid	-	2 40%	-	-	-	-	-	-	-	-	-	-	2 40%	-	-	-	-	-	-	-	-	-
.warszawa	-	6 67%	-	-	-	-	-	-	-	-	-	-	-	-	6 67%	-	-	-	-	-	-	-
.paris	-	12 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12 43%	-	-	-
Foshan	-	25 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.hanoi	-	3 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.manilla	-	4 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.tokyo	-	35 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.seoul	-	11 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.MOCKBa	-	6 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.delhi	-	13 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.jakarta	-	6 32%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.abuja	-	7 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.capetown	-	8 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.cairo	-	5 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

SUMMARY TABLE OF BOTTOM 2 BOX

Base: Has Heard Of New gTLDs (Variable Bases)

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
.bogota	-	10 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.cordoba	-	8 80%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.rio	-	10 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.berlin	81 65%	21 66%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	81 65%	21 66%
.ovh	92 74%	3 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	92 74%	3 50%
.london	341 64% I	14 70%	-	-	-	-	-	-	26 48%	-	27 54%	-	37 74% IK	-	32 60%	-	61 61%	14 70%	70 69% I	-	88 70% IK	-
.nyc	228 85%	15 65%	228 85%	15 65%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.wang	177 32% B	23 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-ses554g (Chinese for network address)	177 32% B	5 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-55qx5d (Chinese for company)	169 31% B	7 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

2 Aug 2016
Table 142

1. .email

Base: Has Heard Of New gTLDs

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3357	1227	268	31*	103	18**	102	54*	54*	34*	50*	23**	50*	20**	53*	20**	100	17**	101	26**	125	42*
TOP 2 BOX (NET)	1465 44% CEIGSU	842 69% ADV	42 16%	13 42% C	17 17%	5 28%	46 45% CEQSU	37 69% GD	16 30% CQ	20 59% I	30 60% ACEIMQSU	17 74%	17 34% CEQ	15 75%	26 49% CEIQSU	13 65%	13 13%	10 59%	22 22%	17 65%	39 31% CEQ	21 50% U
Very likely	691 21% CEQSU	454 37% A	16 6%	11 35% C	7 7%	2 11%	16 16% CE	16 30% G	6 11%	8 24% CEQS	12 24%	11 48%	6 12%	6 30%	8 15% C	8 40%	9 9%	4 24%	9 9%	10 38%	17 14% C	12 29% U
Somewhat likely	774 23% CEQS	388 32% AD	26 10%	2 6%	10 10%	3 17%	30 29% CEQSU	21 39% D	10 19% Q	12 35% D	18 36% ACEIQSU	6 26%	11 22% CEQ	9 45%	18 34% CEQSU	5 25%	4 4%	6 35%	13 13% Q	7 27%	22 18% CQ	9 21% CQ
BOTTOM 2 BOX (NET)	1538 46% BK	297 24% DAGIKMOSU	210 78%	15 48% BH	78 76% AGIKMOU	8 44%	51 50% HK	12 22%	25 46%	12 35%	16 32%	3 13%	27 54% K	4 20%	21 40%	6 30% AGIKO	69 69%	6 35% AGIKO	67 66% AGIKO	9 35% AKO	74 59% AKO	18 43% BH
Somewhat unlikely	511 15% B	147 12% H	38 14%	7 23% H	18 17%	2 11%	20 20% H	4 7%	5 9%	9 26% IBH	6 12%	2 9%	10 20%	1 5%	16 30% ACIKQ	4 20%	13 13%	2 12%	19 19%	6 23%	26 21%	5 12%
Very unlikely	1027 31% BO	150 12% DAGIKMOSU	172 64%	8 26% B	60 58% AGIKMOU	6 33%	31 30% HO	8 15%	20 37% JO	3 9%	10 20%	1 4%	17 34% O	3 15%	5 9%	2 10% AGIKMOU	56 56% AGIKO	4 24% AGKO	48 48% AGKO	3 12%	48 38% KO	13 31% BJ
Not sure	352 10% BC	88 7%	16 6%	3 10%	8 8%	5 28%	5 5%	5 9% JACEGKSU	13 24%	2 6%	4 8%	3 13%	6 12%	1 5%	6 11% ACEG	1 5%	18 18%	1 6%	11 11%	-	12 10%	3 7%
Decline to Answer	2 0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1% A	-	-	-
Sigma	3357 100%	1227 100%	268 100%	31 100%	103 100%	18 100%	102 100%	54 100%	54 100%	34 100%	50 100%	23 100%	50 100%	20 100%	53 100%	20 100%	100 100%	17 100%	101 100%	26 100%	125 100%	42 100%

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

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

Base: Has Heard Of New gTLDs

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	491	268	15**	103	5**	102	20**	54*	7**	50*	11**	50*	5**	53*	16**	100	10**	101	8**	125	10**
TOP 2 BOX (NET)	1248 37%	289 59%	52 19%	6 40%	17 17%	1 20%	36 35%	7 35%	16 30%	5 71%	27 54%	9 82%	13 26%	2 40%	18 34%	8 50%	14 14%	6 60%	18 18%	6 75%	28 22%	4 40%
Very likely	469 14%	136 28%	15 6%	3 20%	5 5%	1 20%	10 10%	4 20%	4 7%	1 14%	11 22%	6 55%	3 6%	1 20%	6 11%	3 19%	6 6%	2 20%	7 7%	3 38%	12 10%	3 30%
Somewhat likely	779 23%	153 31%	37 14%	3 20%	12 12%	-	26 25%	3 15%	12 22%	4 57%	16 32%	3 27%	10 20%	1 20%	12 23%	5 31%	8 8%	4 40%	11 11%	3 38%	16 13%	1 10%
BOTTOM 2 BOX (NET)	1701 51%	158 32%	199 74%	7 47%	75 73%	3 60%	56 55%	9 45%	23 43%	1 14%	20 40%	2 18%	31 62%	3 60%	25 47%	8 50%	70 70%	3 30%	68 67%	2 25%	85 68%	6 60%
Somewhat unlikely	609 18%	80 16%	18 7%	3 20%	13 13%	-	30 29%	2 10%	7 13%	-	10 20%	1 9%	14 28%	1 20%	16 30%	2 13%	14 14%	1 10%	17 17%	1 13%	27 22%	3 30%
Very unlikely	1092 33%	78 16%	181 68%	4 27%	62 60%	3 60%	26 25%	7 35%	16 30%	1 14%	10 20%	1 9%	17 34%	2 40%	9 17%	6 38%	56 56%	2 20%	51 50%	1 13%	58 46%	3 30%
Not sure	406 12%	44 9%	17 6%	2 13%	11 11%	1 20%	10 10%	4 20%	15 28%	1 14%	3 6%	-	6 12%	-	10 19%	-	16 16%	1 10%	14 14%	-	12 10%	-
Decline to Answer	2 0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-
Sigma	3357 100%	491 100%	268 100%	15 100%	103 100%	5 100%	102 100%	20 100%	54 100%	7 100%	50 100%	11 100%	50 100%	5 100%	53 100%	16 100%	100 100%	10 100%	101 100%	8 100%	125 100%	10 100%

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

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

2 Aug 2016
Table 144

3. .link

Base: Has Heard Of New gTLDs

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3357	1118	268	27**	103	9**	102	52*	54*	14**	50*	21**	50*	18**	53*	8**	100	10**	101	31*	125	29**
TOP 2 BOX (NET)	1386 41% CEMGSU	686 61% A	34 13%	14 52%	18 17%	2 22%	38 37% CEQ	28 54%	20 37%	10 71%	24 48% CEMGSU	13 62%	13 26% C	10 56%	19 36% CEQ	7 88%	15 15%	8 80%	28 28% CQ	20 65% S	34 27% CQ	17 59%
Very likely	551 16% CEMQ	297 27% A	13 5%	8 30%	2 2%	1 11%	13 13% CE	8 15%	5 9% E	3 21% CEMGSU	12 24%	8 38%	3 6%	2 11%	5 9% E	2 25%	5 5%	1 10%	10 10% E	7 23%	15 12% CE	10 34%
Somewhat likely	835 25% CEQU	389 35% A	21 8%	6 22%	16 16% C	1 11%	25 25% CQ	20 38%	15 28% CQ	7 50%	12 24% CQ	5 24%	10 20% C	8 44%	14 26% CQ	5 63%	10 10%	7 70%	18 18% C	13 42% S	19 15% C	7 24%
BOTTOM 2 BOX (NET)	1574 47% B	338 30% AEGIKMOOSU	216 81%	10 37%	73 71% AGIKO	5 56%	49 48%	18 35%	20 37%	2 14%	22 44%	8 38%	32 64% AIK	7 39%	24 45%	1 13%	68 68% AGIKO	1 10%	60 59% TAI	8 26% AGIKO	78 62% AGIKO	12 41%
Somewhat unlikely	514 15% C	187 17% A	24 9%	5 19%	14 14%	1 11%	15 15%	11 21%	5 9%	1 7%	12 24% CIQ	6 29%	14 28% ACEIQ	4 22% ACIQ	14 26% ACIQ	-	11 11%	-	15 15%	5 16%	23 18% C	6 21%
Very unlikely	1060 32% BO	151 14% AEGIKMOOSU	192 72%	5 19%	59 57% AGIKMOU	4 44%	34 33% H	7 13%	15 28%	1 7%	10 20%	2 10%	18 36%	3 17%	10 19%	1 13%	57 57% AGIKMO	1 10%	45 45% TAIKO	3 10%	55 44% AIKO	6 21%
Not sure	395 12% BC	94 8% A	18 7%	3 11%	12 12%	2 22%	15 15% C	6 12% ACEKMSU	14 26%	2 14%	4 8%	-	5 10%	1 6%	10 19% C	-	17 17% C	1 10%	12 12%	3 10%	13 10%	-
Decline to Answer	2 0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1% A	-	-	-
Sigma	3357 100%	1118 100%	268 100%	27 100%	103 100%	9 100%	102 100%	52 100%	54 100%	14 100%	50 100%	21 100%	50 100%	18 100%	53 100%	8 100%	100 100%	10 100%	101 100%	31 100%	125 100%	29 100%

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

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

2 Aug 2016
Table 145

4. .guru

Base: Has Heard Of New gTLDs

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3357	511	268	23**	103	11**	102	16**	54*	6**	50*	6**	50*	4**	53*	2**	100	6**	101	9**	125	12**
TOP 2 BOX (NET)	1105 33% CEMGSU	303 59% A	52 19%	10 43%	12 12%	1 9%	29 28% EQS	8 50%	15 28% EQS	3 50%	21 42% CEMGSU	5 83%	8 16%	4 100%	15 28% EQS	2 100%	13 13%	2 33%	13 13%	4 44%	23 18%	4 33%
Very likely	414 12% CEGQS	144 28% A	17 6%	7 30%	5 5%	1 9%	6 6%	3 19%	7 13%	- 18% CEGQSU	9 50%	3 6%	3 6%	1 25%	6 11%	- 100%	6 6%	1 17%	6 6%	2 22%	9 7%	3 25%
Somewhat likely	691 21% CEGSU	159 31% A	35 13%	3 13%	7 7%	- 23% CEGSU	5 31%	8 15%	3 50%	12 24% CEGSU	2 33%	5 10%	3 75%	9 17% E	2 100%	7 7%	1 17%	7 7%	2 22%	14 11%	1 8%	
BOTTOM 2 BOX (NET)	1825 54% B	156 31% AIKO	199 74% AIKO	11 48%	78 76% AIKO	7 64%	66 65% AI	7 44%	26 48%	3 50%	25 50%	1 17%	35 70% AIK	- 100%	28 53%	- 100%	70 70% AIKO	4 67%	74 73% AIKO	4 44%	88 70% AIKO	8 67%
Somewhat unlikely	640 19% BCQ	74 14% B	29 11%	4 17%	21 20% C	1 9%	27 26% CQ	2 13%	7 13%	- 22% C	11 50%	- 30% ACIQ	15 30%	- 100%	14 26% CQ	- 100%	11 11%	1 17%	17 17%	1 11%	21 17%	3 25%
Very unlikely	1185 35% B	82 16% AGIKMO	170 63% AGIKMO	7 30%	57 55% AGIKO	6 55%	39 38%	5 31%	19 35%	3 50%	14 28%	1 17%	20 40%	- 100%	14 26% AGIKMO	- 100%	59 59% AGIKMO	3 50%	57 56% AGIKO	3 33%	67 54% AGIKO	5 42%
Not sure	425 13% C	52 10% C	17 6%	2 9%	13 13% C	3 27%	7 7%	1 6% ACGKU	13 24%	- 8% C	4 50%	- 100%	7 14%	- 100%	10 19% CG	- 100%	17 17% CG	- 100%	13 13% C	1 11%	14 11%	- 100%
Decline to Answer	2 0%	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%	- 0%	1 1% A	- 0%	- 0%	- 0%
Sigma	3357 100%	511 100%	268 100%	23 100%	103 100%	11 100%	102 100%	16 100%	54 100%	6 100%	50 100%	6 100%	50 100%	4 100%	53 100%	2 100%	100 100%	6 100%	101 100%	9 100%	125 100%	12 100%

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

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

Base: Has Heard Of New gTLDs

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3357	258	268	41*	103	22**	102	5**	54*	2**	50*	1**	50*	1**	53*	1**	100	4**	101	6**	125	5**
TOP 2 BOX (NET)	937 28% CEGMQSU	145 56% AD	31 12%	8 20%	13 13%	1 5%	19 19%	2 40%	10 19%	1 50%	17 34%	1 100%	6 12%	1 100%	11 21%	1 100%	10 10%	1 25%	13 13%	6 100%	20 16%	4 80%
Very likely	332 10% CIMQ	58 22% AD	14 5%	3 7%	8 8% M	1 5%	6 6%	1 20%	1 2%	-	8 16% CEGMOQS	-	-	1 100%	2 4%	-	3 3%	1 25%	5 5%	3 50%	10 8% M	2 40%
Somewhat likely	605 18% CEQSU	87 34% AD	17 6%	5 12%	5 5%	-	13 13% CE	1 20%	9 17% CE	1 50%	9 18% CEQ	1 100%	6 12%	-	9 17% CE	1 100%	7 7%	-	8 8%	3 50%	10 8%	2 40%
BOTTOM 2 BOX (NET)	1965 59% B	99 38% AGIKOQSU	224 84%	32 78% B	78 76% AIKO	19 86%	70 69% A	2 40%	29 54%	1 50%	28 56%	-	37 74% AI	-	31 58%	-	72 72% AI	3 75%	74 73% AIK	-	94 75% AIKO	1 20%
Somewhat unlikely	640 19% BCQ	28 11% BO	21 8%	4 10%	13 13%	3 14% ACEIQ	31 30% ACEIQ	1 20%	6 11%	1 50%	14 28% CEIQ	-	16 32% ACEIQ	-	17 32% ACEIQ	-	7 7%	1 25%	21 21% CQ	-	26 21% CQ	-
Very unlikely	1325 39% BO	71 28% AEGIKMOQSU	203 76%	28 68% B	65 63% AGIKMO	16 73%	39 38%	1 20%	23 43%	-	14 28%	-	21 42%	-	14 26%	-	65 65% AGIKMO	2 50%	53 52% AGKO	-	68 54% AGKO	1 20%
Not sure	453 13% BC	14 5% BC	13 5%	1 2%	12 12% C	2 9%	13 13% C	1 20% ACEGKSU	15 28%	-	5 10%	-	7 14% C	-	11 21% CU	-	18 18% CU	-	13 13% C	-	11 9%	-
Decline to Answer	2 0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1% A	-	-	-
Sigma	3357 100%	258 100%	268 100%	41 100%	103 100%	22 100%	102 100%	5 100%	54 100%	2 100%	50 100%	1 100%	50 100%	1 100%	53 100%	1 100%	100 100%	4 100%	101 100%	6 100%	125 100%	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
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6. .club

Base: Has Heard Of New gTLDs

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3357	676	268	21**	103	12**	102	22**	54*	10**	50*	13**	50*	8**	53*	5**	100	11**	101	14**	125	10**
TOP 2 BOX (NET)	1260 38% CEGSU	423 63% A	46 17%	10 48%	13 13%	3 25%	39 38% CEGSU	14 64%	19 35% CEQ	6 60%	18 36% CEQ	9 69%	13 26% E	3 38%	18 34% CEQ	3 60%	15 15%	6 55%	22 22%	6 43%	27 22%	4 40%
Very likely	500 15% CEMQ	208 31% A	17 6%	5 24%	5 5%	3 25%	14 14% CEM	8 36%	6 11% CEMQ	2 20%	10 20% CEMQ	8 62%	1 2%	2 25%	5 9%	-	6 6%	4 36%	9 9%	3 21%	17 14% CEM	3 30%
Somewhat likely	760 23% CEGSU	215 32% A	29 11%	5 24%	8 8%	-	25 25% CEGSU	6 27%	13 24% CEQU	4 40%	8 16%	1 8%	12 24% CEQU	1 13%	13 25% CEQU	3 60%	9 9%	2 18%	13 13%	3 21%	10 8%	1 10%
BOTTOM 2 BOX (NET)	1683 50% B	205 30% AGIKMOS	207 77% AGIKO	8 38%	78 76% AGIKO	5 42%	54 53%	5 23%	23 43%	4 40%	27 54%	3 23%	31 62%	5 63%	26 49%	2 40%	69 69% AGIO	5 45%	65 64% AI	6 43%	86 69% AGIO	6 60%
Somewhat unlikely	585 17% CI	102 15% CI	28 10%	2 10%	21 20% CI	1 8%	23 23% CI	3 14%	4 7%	2 20%	12 24% CI	2 15%	12 24% CI	2 25%	15 28% ACIQ	-	13 13%	1 9%	18 18%	4 29%	27 22% CI	2 20%
Very unlikely	1098 33% B	103 15% AEGIKMOSU	179 67% AGIKMO	6 29%	57 55% AGIKMO	4 33%	31 30%	2 9%	19 35%	2 20%	15 30%	1 8%	19 38%	3 38%	11 21%	2 40% AGIKMO	56 56% AGO	4 36%	47 47% AGO	2 14%	59 47% AGKO	4 40%
Not sure	412 12% BC	48 7% C	15 6%	3 14%	12 12% C	4 33%	9 9%	3 14%	12 22% ACGU	-	5 10%	1 8%	6 12%	-	9 17% C	-	16 16% C	-	13 13% C	2 14%	12 10%	-
Decline to Answer	2 0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1% A	-	-	-
Sigma	3357 100%	676 100%	268 100%	21 100%	103 100%	12 100%	102 100%	22 100%	54 100%	10 100%	50 100%	13 100%	50 100%	8 100%	53 100%	5 100%	100 100%	11 100%	101 100%	14 100%	125 100%	10 100%

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

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

7. .xyz

Base: Has Heard Of New gTLDs

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	443	268	14**	103	11**	102	13**	54*	5**	50*	11**	50*	2**	53*	6**	100	8**	101	6**	125	9**
TOP 2 BOX (NET)	929 28% CEMGSU	228 51% A	21 8%	7 50%	6 6%	4 36%	24 24% CEMQ	7 54%	11 20%	3 60%	19 38% CEMGSU	5 45%	5 10%	1 50%	17 32% CEMGSU	3 50%	8 8%	4 50%	13 13%	4 67%	23 18% CEQ	4 44%
Very likely	359 11% CEGM	96 22% A	9 3%	3 21%	2 2%	2 18%	1 1%	5 38%	3 6%	1 20%	11 22% ACEGIMGS	3 27%	-	1 50%	5 9% CEGM	-	5 5%	2 25%	6 6%	1 17%	15 12% CEGM	3 33%
Somewhat likely	570 17% CEGSU	132 30% A	12 4%	4 29%	4 4%	2 18%	23 23% CEGSU	2 15%	8 15% CEQU	2 40%	8 16% CEQU	2 18%	5 10%	-	12 23% CEGSU	3 50%	3 3%	2 25%	7 7%	3 50%	8 6%	1 11%
BOTTOM 2 BOX (NET)	1976 59% B	171 39% AGIKOOSU	232 87%	5 36%	84 82% AGIKO	7 64%	68 67%	4 31%	28 52%	2 40%	26 52%	6 55%	38 76% AIKO	1 50%	27 51%	3 50%	74 74% AIKO	4 50%	73 72% AIKO	2 33%	90 72% AIKO	5 56%
Somewhat unlikely	628 19% C	80 18%	11 4%	1 7%	18 17% C	-	26 25% CIQ	3 23%	6 11% C	2 40%	12 24% C	3 27%	15 30% ACIQU	1 50%	17 32% ACEIQU	1 17%	12 12% C	1 13%	19 19% C	-	20 16% C	2 22%
Very unlikely	1348 40% BO	91 21% AEGIKMOOSU	221 82%	4 29%	66 64% AGIKMO	7 64%	42 41% O	1 8%	22 41% O	-	14 28%	3 27%	23 46% O	-	10 19%	2 33% AGIKO	62 62% AKO	3 38%	54 53% AKO	2 33%	70 56% AGKO	3 33%
Not sure	450 13% BC	44 10%	15 6%	2 14%	13 13% C	-	10 10%	2 15% ACEGKSU	15 28%	-	5 10%	-	7 14% C	-	9 17% C	-	18 18% C	-	14 14% C	-	12 10%	-
Decline to Answer	2 0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1% A	-	-	-
Sigma	3357 100%	443 100%	268 100%	14 100%	103 100%	11 100%	102 100%	13 100%	54 100%	5 100%	50 100%	11 100%	50 100%	2 100%	53 100%	6 100%	100 100%	8 100%	101 100%	6 100%	125 100%	9 100%

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

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

16. .top

Base: Has Heard Of New gTLDs

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	..	466	..	4**	..	6**	..	6**	..	8**	..	9**	..	5**	..	4**	..	3**	..	8**	..	9**
TOP 2 BOX (NET)	-	297 64%	-	2 50%	-	1 17%	-	3 50%	-	5 63%	-	6 67%	-	2 40%	-	3 75%	-	1 33%	-	4 50%	-	4 44%
Very likely	-	148 32%	-	1 25%	-	1 17%	-	2 33%	-	1 13%	-	3 33%	-	1 20%	-	1 25%	-	1 33%	-	3 38%	-	3 33%
Somewhat likely	-	149 32%	-	1 25%	-	-	-	1 17%	-	4 50%	-	3 33%	-	1 20%	-	2 50%	-	-	-	1 13%	-	1 11%
BOTTOM 2 BOX (NET)	-	133 29%	-	2 50%	-	4 67%	-	2 33%	-	1 13%	-	3 33%	-	3 60%	-	1 25%	-	2 67%	-	3 38%	-	5 56%
Somewhat unlikely	-	77 17%	-	-	-	3 50%	-	2 33%	-	-	-	-	-	1 20%	-	-	-	-	-	2 25%	-	2 22%
Very unlikely	-	56 12%	-	2 50%	-	1 17%	-	-	-	1 13%	-	3 33%	-	2 40%	-	1 25%	-	2 67%	-	1 13%	-	3 33%
Not sure	-	36 8%	-	-	-	1 17%	-	1 17%	-	2 25%	-	-	-	-	-	-	-	-	-	1 13%	-	-
Sigma	-	466 100%	-	4 100%	-	6 100%	-	6 100%	-	8 100%	-	9 100%	-	5 100%	-	4 100%	-	3 100%	-	8 100%	-	9 100%

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

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

Base: Has Heard Of New gTLDs

	Country																					
	North America											Europe										
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	485	485	23**	23**	12**	12**	15**	15**	9**	9**	9**	9**	1**	1**	7**	7**	9**	9**	16**	16**	22**	22**
TOP 2 BOX (NET)	313	313	12	12	4	4	9	9	4	4	8	8	-	-	5	5	4	4	8	8	13	13
	65%	65%	52%	52%	33%	33%	60%	60%	44%	44%	89%	89%	-	-	71%	71%	44%	44%	50%	50%	59%	59%
Very likely	134	134	6	6	2	2	5	5	-	-	4	4	-	-	-	-	2	2	2	2	6	6
	28%	28%	26%	26%	17%	17%	33%	33%	-	-	44%	44%	-	-	-	-	22%	22%	13%	13%	27%	27%
Somewhat likely	179	179	6	6	2	2	4	4	4	4	4	4	-	-	5	5	2	2	6	6	7	7
	37%	37%	26%	26%	17%	17%	27%	27%	44%	44%	44%	44%	-	-	71%	71%	22%	22%	38%	38%	32%	32%
BOTTOM 2 BOX (NET)	136	136	8	8	6	6	5	5	4	4	1	1	1	1	2	2	4	4	8	8	9	9
	28%	28%	35%	35%	50%	50%	33%	33%	44%	44%	11%	11%	100%	100%	29%	29%	44%	44%	50%	50%	41%	41%
Somewhat unlikely	77	77	4	4	4	4	2	2	2	2	-	-	1	1	1	1	1	1	3	3	4	4
	16%	16%	17%	17%	33%	33%	13%	13%	22%	22%	-	-	100%	100%	14%	14%	11%	11%	19%	19%	18%	18%
Very unlikely	59	59	4	4	2	2	3	3	2	2	1	1	-	-	1	1	3	3	5	5	5	5
	12%	12%	17%	17%	17%	17%	20%	20%	22%	22%	11%	11%	-	-	14%	14%	33%	33%	31%	31%	23%	23%
Not sure	36	36	3	3	2	2	1	1	1	1	-	-	-	-	-	-	1	1	-	-	-	-
	7%	7%	13%	13%	17%	17%	7%	7%	11%	11%	-	-	-	-	-	-	11%	11%	-	-	-	-
Sigma	485	485	23	23	12	12	15	15	9	9	9	9	1	1	7	7	9	9	16	16	22	22
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

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

Base: Has Heard Of New gTLDs

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	**	1142	**	22**	**	14**	**	50*	**	22**	**	25**	**	15**	**	16**	**	15**	**	37*	**	60*
TOP 2 BOX (NET)	-	805 70% TV	-	15 68%	-	7 50%	-	35 70% T	-	19 86%	-	22 88%	-	12 80%	-	11 69%	-	6 40%	-	13 35%	-	35 58% T
Very likely	-	418 37% T	-	9 41%	-	3 21%	-	15 30%	-	8 36%	-	13 52%	-	6 40%	-	2 13%	-	1 7%	-	7 19%	-	15 25%
Somewhat likely	-	387 34% T	-	6 27%	-	4 29%	-	20 40% T	-	11 50%	-	9 36%	-	6 40%	-	9 56%	-	5 33%	-	6 16%	-	20 33%
BOTTOM 2 BOX (NET)	-	253 22%	-	6 27%	-	4 29%	-	10 20%	-	3 14%	-	3 12%	-	3 20%	-	5 31%	-	8 53%	-	20 54% BH	-	21 35% B
Somewhat unlikely	-	138 12%	-	3 14%	-	2 14%	-	5 10%	-	1 5%	-	1 4%	-	2 13%	-	3 19%	-	4 27%	-	14 38% BHV	-	8 13%
Very unlikely	-	115 10%	-	3 14%	-	2 14%	-	5 10%	-	2 9%	-	2 8%	-	1 7%	-	2 13%	-	4 27%	-	6 16%	-	13 22% B
Not sure	-	84 7%	-	1 5%	-	3 21%	-	5 10%	-	-	-	-	-	-	-	-	-	1 7%	-	4 11%	-	4 7%
Sigma	-	1142 100%	-	22 100%	-	14 100%	-	50 100%	-	22 100%	-	25 100%	-	15 100%	-	16 100%	-	15 100%	-	37 100%	-	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

Base: Has Heard Of New gTLDs

	Country																					
	North America											Europe										
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	-**	700	-**	17**	-**	12**	-**	39*	-**	18**	-**	13**	-**	12**	-**	12**	-**	7**	-**	21**	-**	17**
TOP 2 BOX (NET)	-	417 60%	-	6 35%	-	5 42%	-	22 56%	-	14 78%	-	8 62%	-	8 67%	-	7 58%	-	5 71%	-	14 67%	-	9 53%
Very likely	-	190 27%	-	2 12%	-	1 8%	-	10 26%	-	5 28%	-	5 38%	-	3 25%	-	2 17%	-	2 29%	-	7 33%	-	4 24%
Somewhat likely	-	227 32%	-	4 24%	-	4 33%	-	12 31%	-	9 50%	-	3 23%	-	5 42%	-	5 42%	-	3 43%	-	7 33%	-	5 29%
BOTTOM 2 BOX (NET)	-	215 31%	-	9 53%	-	3 25%	-	17 44%	-	4 22%	-	4 31%	-	4 33%	-	5 42%	-	1 14%	-	6 29%	-	7 41%
Somewhat unlikely	-	106 15%	-	5 29%	-	1 8%	-	10 26%	-	2 11%	-	2 15%	-	2 17%	-	2 17%	-	-	-	3 14%	-	1 6%
Very unlikely	-	109 16%	-	4 24%	-	2 17%	-	7 18%	-	2 11%	-	2 15%	-	2 17%	-	3 25%	-	1 14%	-	3 14%	-	6 35%
Not sure	-	68 10% H	-	2 12%	-	4 33%	-	-	-	-	-	1 8%	-	-	-	-	1 14%	-	1 5%	-	1 6%	
Sigma	-	700 100%	-	17 100%	-	12 100%	-	39 100%	-	18 100%	-	13 100%	-	12 100%	-	12 100%	-	7 100%	-	21 100%	-	17 100%

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

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

Base: Has Heard Of New gTLDs

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	-**	886	-**	21**	-**	12**	-**	40*	-**	18**	-**	16**	-**	18**	-**	17**	-**	11**	-**	24**	-**	25**
TOP 2 BOX (NET)	-	594 67%	-	16 76%	-	6 50%	-	29 73%	-	11 61%	-	13 81%	-	12 67%	-	12 71%	-	6 55%	-	15 63%	-	12 48%
Very likely	-	318 36%	-	9 43%	-	4 33%	-	15 38%	-	1 6%	-	11 69%	-	9 50%	-	4 24%	-	4 36%	-	6 25%	-	7 28%
Somewhat likely	-	276 31%	-	7 33%	-	2 17%	-	14 35%	-	10 56%	-	2 13%	-	3 17%	-	8 47%	-	2 18%	-	9 38%	-	5 20%
BOTTOM 2 BOX (NET)	-	216 24%	-	3 14%	-	4 33%	-	7 18%	-	6 33%	-	3 19%	-	4 22%	-	5 29%	-	4 36%	-	8 33%	-	11 44%
Somewhat unlikely	-	109 12%	-	-	-	1 8%	-	2 5%	-	4 22%	-	2 13%	-	3 17%	-	3 18%	-	1 9%	-	4 17%	-	2 8%
Very unlikely	-	107 12%	-	3 14%	-	3 25%	-	5 13%	-	2 11%	-	1 6%	-	1 6%	-	2 12%	-	3 27%	-	4 17%	-	9 36%
Not sure	-	76 9%	-	2 10%	-	2 17%	-	4 10%	-	1 6%	-	-	-	2 11%	-	-	-	1 9%	-	1 4%	-	2 8%
Sigma	-	886 100%	-	21 100%	-	12 100%	-	40 100%	-	18 100%	-	16 100%	-	18 100%	-	17 100%	-	11 100%	-	24 100%	-	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

Base: Has Heard Of New gTLDs

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	-**	1253	-**	45*	-**	32*	-**	36*	-**	23**	-**	16**	-**	17**	-**	20**	-**	22**	-**	31*	-**	33*
TOP 2 BOX (NET)	-	717 57% DF	-	8 18%	-	7 22%	-	19 53% DF	-	16 70%	-	11 69%	-	6 35%	-	9 45%	-	10 45%	-	18 58% DF	-	18 55% DF
Very likely	-	346 28% DF	-	5 11%	-	2 6%	-	8 22%	-	5 22%	-	7 44%	-	2 12%	-	2 10%	-	6 27%	-	4 13%	-	10 30% DF
Somewhat likely	-	371 30% D	-	3 7%	-	5 16%	-	11 31% D	-	11 48%	-	4 25%	-	4 24%	-	7 35%	-	4 18%	-	14 45% DF	-	8 24% D
BOTTOM 2 BOX (NET)	-	439 35%	-	34 76% BHTV	-	23 72% BHTV	-	13 36%	-	7 30%	-	2 13%	-	10 59%	-	11 55%	-	11 50%	-	12 39%	-	14 42%
Somewhat unlikely	-	217 17%	-	10 22%	-	6 19%	-	5 14%	-	4 17%	-	1 6%	-	4 24%	-	5 25%	-	1 5%	-	5 16%	-	5 15%
Very unlikely	-	222 18%	-	24 53% BHTV	-	17 53% BHTV	-	8 22%	-	3 13%	-	1 6%	-	6 35%	-	6 30%	-	10 45%	-	7 23%	-	9 27%
Not sure	-	97 8%	-	3 7%	-	2 6%	-	4 11%	-	-	-	3 19%	-	1 6%	-	-	-	1 5%	-	1 3%	-	1 3%
Sigma	-	1253 100%	-	45 100%	-	32 100%	-	36 100%	-	23 100%	-	16 100%	-	17 100%	-	20 100%	-	22 100%	-	31 100%	-	33 100%

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

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

Base: Has Heard Of New gTLDs

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	-**	862	-**	23**	-**	15**	-**	38*	-**	14**	-**	18**	-**	15**	-**	7**	-**	10**	-**	24**	-**	26**
TOP 2 BOX (NET)	-	573 66%	-	13 57%	-	4 27%	-	30 79%	-	11 79%	-	14 78%	-	11 73%	-	5 71%	-	7 70%	-	16 67%	-	10 38%
Very likely	-	280 32%	-	4 17%	-	3 20%	-	18 47% B	-	5 36%	-	8 44%	-	4 27%	-	1 14%	-	1 10%	-	7 29%	-	10 38%
Somewhat likely	-	293 34%	-	9 39%	-	1 7%	-	12 32%	-	6 43%	-	6 33%	-	7 47%	-	4 57%	-	6 60%	-	9 38%	-	-
BOTTOM 2 BOX (NET)	-	222 26%	-	7 30%	-	8 53%	-	6 16%	-	2 14%	-	3 17%	-	3 20%	-	2 29%	-	3 30%	-	7 29%	-	14 54%
Somewhat unlikely	-	128 15%	-	2 9%	-	2 13%	-	3 8%	-	-	-	2 11%	-	-	-	2 29%	-	2 20%	-	4 17%	-	5 19%
Very unlikely	-	94 11%	-	5 22%	-	6 40%	-	3 8%	-	2 14%	-	1 6%	-	3 20%	-	-	-	1 10%	-	3 13%	-	9 35%
Not sure	-	67 8%	-	3 13%	-	3 20%	-	2 5%	-	1 7%	-	1 6%	-	1 7%	-	-	-	-	-	1 4%	-	2 8%
Sigma	-	862 100%	-	23 100%	-	15 100%	-	38 100%	-	14 100%	-	18 100%	-	15 100%	-	7 100%	-	10 100%	-	24 100%	-	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

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23. .toronto

Base: Has Heard Of New gTLDs

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	..	18**	18**
TOP 2 BOX (NET)	-	9 50%	-	-	-	9 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	-	3 17%	-	-	-	3 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	-	6 33%	-	-	-	6 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	9 50%	-	-	-	9 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	-	3 17%	-	-	-	3 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	-	6 33%	-	-	-	6 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	18 100%	-	-	-	18 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: Has Heard Of New gTLDs

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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**
TOP 2 BOX (NET)	-	3 43%	-	-	-	-	-	3 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	-	3 43%	-	-	-	-	-	3 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	3 43%	-	-	-	-	-	3 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	-	1 14%	-	-	-	-	-	1 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	-	2 29%	-	-	-	-	-	2 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	1 14%	-	-	-	-	-	1 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	7 100%	-	-	-	-	-	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

Base: Has Heard Of New gTLDs

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	..	8**	8**
TOP 2 BOX (NET)	-	4 50%	-	-	-	-	-	-	-	4 50%	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	-	2 25%	-	-	-	-	-	-	-	2 25%	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	-	2 25%	-	-	-	-	-	-	-	2 25%	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	4 50%	-	-	-	-	-	-	-	4 50%	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	-	1 13%	-	-	-	-	-	-	-	1 13%	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	-	3 38%	-	-	-	-	-	-	-	3 38%	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	8 100%	-	-	-	-	-	-	-	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

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Base: Has Heard Of New gTLDs

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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**
TOP 2 BOX (NET)	-	12 92%	-	-	-	-	-	-	-	-	12 92%	-	-	-	-	-	-	-	-	-	-	-
Very likely	-	7 54%	-	-	-	-	-	-	-	-	7 54%	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	-	5 38%	-	-	-	-	-	-	-	-	5 38%	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	1 8%	-	-	-	-	-	-	-	-	1 8%	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	-	1 8%	-	-	-	-	-	-	-	-	1 8%	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	13 100%	-	-	-	-	-	-	-	-	13 100%	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: Has Heard Of New gTLDs

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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**
TOP 2 BOX (NET)	-	3 60%	-	-	-	-	-	-	-	-	-	-	-	3 60%	-	-	-	-	-	-	-	-
Very likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	-	3 60%	-	-	-	-	-	-	-	-	-	-	-	3 60%	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	2 40%	-	-	-	-	-	-	-	-	-	-	-	2 40%	-	-	-	-	-	-	-	-
Somewhat unlikely	-	1 20%	-	-	-	-	-	-	-	-	-	-	-	1 20%	-	-	-	-	-	-	-	-
Very unlikely	-	1 20%	-	-	-	-	-	-	-	-	-	-	-	1 20%	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	5 100%	-	-	-	-	-	-	-	-	-	-	-	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 161

Base: Has Heard Of New gTLDs

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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**	
TOP 2 BOX (NET)	-	3 33%	-	-	-	-	-	-	-	-	-	-	-	-	3 33%	-	-	-	-	-	-	
Very likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Somewhat likely	-	3 33%	-	-	-	-	-	-	-	-	-	-	-	-	3 33%	-	-	-	-	-	-	
BOTTOM 2 BOX (NET)	-	6 67%	-	-	-	-	-	-	-	-	-	-	-	-	6 67%	-	-	-	-	-	-	
Somewhat unlikely	-	3 33%	-	-	-	-	-	-	-	-	-	-	-	-	3 33%	-	-	-	-	-	-	
Very unlikely	-	3 33%	-	-	-	-	-	-	-	-	-	-	-	-	3 33%	-	-	-	-	-	-	
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Sigma	-	9 100%	-	-	-	-	-	-	-	-	-	-	-	-	9 100%	-	-	-	-	-	-	

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

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

Base: Has Heard Of New gTLDs

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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**
TOP 2 BOX (NET)	-	15 54%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15 54%	-	-
Very likely	-	7 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 25%	-	-
Somewhat likely	-	8 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 29%	-	-
BOTTOM 2 BOX (NET)	-	12 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12 43%	-	-
Somewhat unlikely	-	5 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 18%	-	-
Very unlikely	-	7 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 25%	-	-
Not sure	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 4%	-	-
Sigma	-	28 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	28 100%	-	-

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

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

Base: Has Heard Of New gTLDs

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*
TOP 2 BOX (NET)	-	53 65%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	-	32 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	-	21 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	25 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	-	16 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	-	9 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	4 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	82 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

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Table 164

31. .hanoi

Base: Has Heard Of New gTLDs

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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**
TOP 2 BOX (NET)	-	6 67%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	-	2 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	-	4 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	3 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	-	2 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	-	1 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	9 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: Has Heard Of New gTLDs

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	..	16**
TOP 2 BOX (NET)	-	12 75%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	-	6 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	-	6 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	4 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	-	3 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	-	1 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	16 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: Has Heard Of New gTLDs

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	..*	70*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*
TOP 2 BOX (NET)	-	31 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	-	9 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	-	22 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	35 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	-	16 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	-	19 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	4 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

Base: Has Heard Of New gTLDs

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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**
TOP 2 BOX (NET)	-	15 54%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	-	6 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	-	9 32%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	11 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	-	6 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	-	5 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	2 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	28 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: Has Heard Of New gTLDs

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	..	18**
TOP 2 BOX (NET)	-	12 67%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	-	8 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	-	4 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	6 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	-	2 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	-	4 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	18 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: Has Heard Of New gTLDs

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*
TOP 2 BOX (NET)	-	44 75%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	-	25 42%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	-	19 32%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	13 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	-	5 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	-	8 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	59 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

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Table 170

37. .jakarta

Base: Has Heard Of New gTLDs

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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**
TOP 2 BOX (NET)	-	12 63%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	-	6 32%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	-	6 32%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	6 32%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	-	5 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	-	1 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	1 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	19 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

2 Aug 2016
Table 171

38. .abuja

Base: Has Heard Of New gTLDs

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	..	17**
TOP 2 BOX (NET)	-	9 53%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	-	5 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	-	4 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	7 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	-	2 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	-	5 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	1 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	17 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

2 Aug 2016
Table 172

39. .capetown

Base: Has Heard Of New gTLDs

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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**
TOP 2 BOX (NET)	-	10 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	-	4 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	-	6 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	8 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	-	3 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	-	5 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	2 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	20 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: Has Heard Of New gTLDs

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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**
TOP 2 BOX (NET)	-	20 77%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	-	6 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	-	14 54%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	5 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	-	2 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	-	3 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

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Table 174

41. .bogota

Base: Has Heard Of New gTLDs

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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**
TOP 2 BOX (NET)	-	13 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	-	6 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	-	7 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	10 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	-	3 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	-	7 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	3 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	26 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: Has Heard Of New gTLDs

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	..	10**
TOP 2 BOX (NET)	-	2 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	-	1 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	-	1 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	8 80%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	-	1 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	-	7 70%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	10 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: Has Heard Of New gTLDs

	Country																					
	North America											Europe										
	2015 Total Regist rants	2016 Total Regist rants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	..	21**
TOP 2 BOX (NET)	-	9 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	-	3 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	-	6 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	10 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	-	7 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	-	3 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	2 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	21 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: Has Heard Of New gTLDs

	Country																					
	North America											Europe										
	2015 Total Regist rants	2016 Total Regist rants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	32*
TOP 2 BOX (NET)	32 26%	8 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	16 13%	5 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	16 13%	3 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	81 65%	21 66%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	26 21%	6 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	55 44%	15 47%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	12 10%	3 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	125 100%	32 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

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Table 178

9. .ovh

Base: Has Heard Of New gTLDs

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	6**	125	6**
TOP 2 BOX (NET)	19 15%	3 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19 15%	3 50%
Very likely	11 9%	3 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11 9%	3 50%
Somewhat likely	8 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 6%	-
BOTTOM 2 BOX (NET)	92 74%	3 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	92 74%	3 50%
Somewhat unlikely	24 19%	1 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24 19%	1 17%
Very unlikely	68 54%	2 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	68 54%	2 33%
Not sure	14 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14 11%	-
Sigma	125 100%	6 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	125 100%	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

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Table 179

10. .london

Base: Has Heard Of New gTLDs

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	20**	-**	-**	-**	-**	-**	-**	54*	-**	50*	-**	50*	-**	53*	-**	100	20**	101	-**	125	-**
TOP 2 BOX (NET)	108 20%	3 15%	-	-	-	-	-	-	13 24%	-	19 38%	-	6 12%	-	11 21%	-	20 20%	3 15%	17 17%	-	22 18%	-
Very likely	40 8%	1 5%	-	-	-	-	-	-	-	-	9 18%	-	1 2%	-	4 8%	-	7 7%	1 5%	8 8%	-	11 9%	-
Somewhat likely	68 13%	2 10%	-	-	-	-	-	-	13 24%	-	10 20%	-	5 10%	-	7 13%	-	13 13%	2 10%	9 9%	-	11 9%	-
BOTTOM 2 BOX (NET)	341 64%	14 70%	-	-	-	-	-	-	26 48%	-	27 54%	-	37 74%	-	32 60%	-	61 61%	14 70%	70 69%	-	88 70%	-
Somewhat unlikely	108 20%	4 20%	-	-	-	-	-	-	5 9%	-	11 22%	-	15 30%	-	19 36%	-	17 17%	4 20%	19 19%	-	22 18%	-
Very unlikely	233 44%	10 50%	-	-	-	-	-	-	21 39%	-	16 32%	-	22 44%	-	13 25%	-	44 44%	10 50%	51 50%	-	66 53%	-
Not sure	83 16%	3 15%	-	-	-	-	-	-	15 28%	-	4 8%	-	7 14%	-	10 19%	-	19 19%	3 15%	13 13%	-	15 12%	-
Decline to Answer	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-
Sigma	533 100%	20 100%	-	-	-	-	-	-	54 100%	-	50 100%	-	50 100%	-	53 100%	-	100 100%	20 100%	101 100%	-	125 100%	-

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

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

2 Aug 2016
Table 180

11. .nyc

Base: Has Heard Of New gTLDs

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	23**	268	23**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	28 10%	8 35%	28 10%	8 35%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	19 7%	2 9%	19 7%	2 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	9 3%	6 26%	9 3%	6 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	228 85%	15 65%	228 85%	15 65%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	14 5%	5 22%	14 5%	5 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	214 80%	10 43%	214 80%	10 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	12 4%	-	12 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	268 100%	23 100%	268 100%	23 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: Has Heard Of New gTLDs

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	110	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	313 57%	82 75% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	138 25%	38 35% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	175 32%	44 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	177 32% B	23 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	111 20%	18 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	66 12% B	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	60 11% B	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	550 100%	110 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: Has Heard Of New gTLDs

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	37*
TOP 2 BOX (NET)	327 59%	30 81% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	153 28%	13 35%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	174 32%	17 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	177 32% B	5 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	112 20%	3 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	65 12%	2 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	46 8%	2 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	550 100%	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

Base: Has Heard Of New gTLDs

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	47*
TOP 2 BOX (NET)	331 60%	40 85% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	138 25%	18 38% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	193 35%	22 47%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	169 31% B	7 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	96 17%	3 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	73 13%	4 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	50 9% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	550 100%	47 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Base: All Qualified Respondents

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

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
One that seems most relevant to my needs	-	1094 33% AV	-	122 48% CBULNPRTV	-	44 42% EBJV	-	38 38% GV	-	11 22% I	-	15 30% K	-	14 28% M	-	14 26% O	-	35 35% Q	-	33 31% S	-	30 24% U
Reasonable price	970 29% BC	774 23% D	54 20% DS	37 15% DS	34 33% CG	29 28% DH	21 21% HIOS	16 16% G	19 35% CG	22 44% BDFHL	12 24% C	10 20% C	17 34% C	14 28% D	24 45% ACGKQU	21 40% BDHL	25 25% RIS	30 30% DH	53 52% TACEGKMU	36 34% BDH	33 26% BDH	40 32% BDH
Has a well-known extension	1642 49% BIS	722 22% DS	127 47% DS	59 23% DS	46 45% FS	21 20% HIOS	54 53% HIOS	20 20% G	18 33% G	11 22% I	32 64% LACEIMOSU	13 26% I	18 36% I	12 24% I	19 36% I	10 19% O	51 51% RIS	14 14% Q	27 27% Q	24 23% S	55 44% VS	23 18% VS
One that is close to the one I wanted and is available to register	-	514 15% AFT	-	30 12% C	-	9 9% E	-	15 15% G	-	5 10% I	-	11 22% KFT	-	9 18% M	-	5 9% O	-	12 12% Q	-	8 8% S	-	23 18% UFT
Has a new extension	312 9% BCQ	227 7% DF	8 3% Q	5 2% Q	5 5% Q	2 2% Q	5 5% Q	10 10% DF	6 11% CQ	1 2% J	2 4% Q	1 2% Q	3 6% Q	1 2% Q	4 8% Q	3 6% Q	1 1% Q	9 9% QDF	8 8% CQ	4 4% Q	10 8% CQ	5 4% CQ
All of my other preferred gTLDs are unavailable	329 10% B	-	55 21% DAKS	-	13 13% F	-	14 14% H	-	9 17% J	-	3 6% N	-	8 16% N	-	5 9% P	-	18 18% RAK	-	10 10% T	-	21 17% VA	-
Other	86 3% B	18 1% DAKOS	22 8% DAKOS	2 1% DAKOS	5 5% F	-	8 8% HAKO	1 1% G	2 4% J	-	-	-	2 4% AEG	-	-	-	4 4% R	-	2 2% T	1 1% VA	5 4% VA	4 3% B
Not Sure	17 1% B	-	2 1% DAKOS	-	-	-	-	-	-	-	-	-	2 4% AEG	-	-	-	1 1% R	-	1 1% T	-	1 1% VA	-
Decline to Answer	1	-	-	-	-	-	-	-	-	-	1 2% AC	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

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

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
.email	2126 63% CIMOS	2270 68% ADFPRT	142 53%	135 53%	60 58%	53 50%	62 61%	74 74%	27 50%	39 78%	32 64%	41 82%	24 48%	34 68%	26 49%	29 55%	55 55%	57 57%	54 53%	60 57%	70 56%	81 65% DF
.photography	1979 59% BMO	1857 55% T DAKMOSU	184 69%	135 53%	65 63% MO	65 62% TV	61 60% O	56 56%	31 57%	32 64% TV	27 54%	28 56%	22 44%	28 56%	22 42%	35 66% OTV	61 61% O	63 63% TV	54 53%	45 42%	70 56%	59 47%
.link	1922 57% CEMOU	2024 60% ADFPRTV	107 40%	112 44%	47 46%	40 38%	49 48%	69 69%	32 59% CM	31 62% DFV	29 58% CM	30 60% DFV	19 38%	29 58% MF	22 42%	27 51%	51 51%	50 50%	55 54% C	54 51%	58 46%	54 43%
.guru	1581 47% BMOSU	1433 43% DFPTV	118 44%	80 31%	45 44% MOU	34 32%	39 38% MU	35 35% V	22 41% MU	18 36% MOU	23 46% DFPTV	25 50%	10 20%	17 34%	14 26%	15 28%	47 47% MOSU	44 44% DTV	32 32%	31 29%	32 26%	28 22%
.realtor	1558 46% GIMOSU	1560 47% PTV	189 71%	174 68%	62 60% AGIKMOOSU	65 62% BHJLPRTV	36 35% U	37 37%	13 24%	17 34%	20 40% U	23 46%	11 22%	23 46% M	12 23%	15 28% IMOSU	46 44% V	44 44% V	31 31%	38 36%	28 22%	38 30%
.club	1795 53% EMOU	1752 52% DFTV	139 52% MO	116 45%	45 44% MO	44 42% MO	50 49% MO	47 47%	26 48% MO	28 56% V	22 44%	22 44%	14 28%	26 52% MV	15 28%	21 40%	44 44% V	49 49% V	47 47% MO	45 42%	54 43%	44 35%
.xyz	1255 37% CMU	1284 38% DFV	60 22%	58 23%	31 30% M	29 28% M	29 28%	32 32%	18 33% M	15 30% CMU	21 42% DFTV	24 48%	7 14%	19 38% MDV	16 30%	16 30%	29 29% M	36 36% DV	33 33% CM	31 29%	33 26%	27 22%
.top	-	1578 47% DFPV	-	72 28%	-	33 31%	-	39 39%	-	27 54% DFPV	-	22 44% D	-	23 46% D	-	17 32%	-	40 40% D	-	49 46% DF	-	43 34%
.pics	-	1649 49% TV	-	117 46%	-	48 46%	-	40 40%	-	22 44% DFPTV	-	28 56% DV	-	26 52% DV	-	21 40% DV	-	47 47% DV	-	41 39%	-	45 36%
.online	-	2175 65% DFT	-	101 40%	-	49 47%	-	71 71% DFT	-	34 68% DF	-	31 62% DF	-	35 70% DF	-	32 60% DF	-	58 58% D	-	58 55% D	-	90 72% DFRT
.space	-	1743 52% DV	-	94 37%	-	46 44%	-	56 56% DV	-	32 64% DFPTV	-	28 56% DV	-	29 58% DV	-	23 43% DV	-	48 48% DV	-	48 45%	-	47 38%
.website	-	2059 61% DF	-	105 41%	-	44 42%	-	72 72% BDFRTV	-	35 70% DF	-	32 64% DF	-	37 74% DFRTV	-	32 60% DF	-	55 55% D	-	61 58% DF	-	71 57% DF
.news	-	2403 72% DT	-	169 66%	-	77 73% T	-	67 67%	-	39 78% T	-	36 72% T	-	31 62% T	-	33 62% T	-	73 73% T	-	60 57%	-	82 66%
.site	-	1971 59% DFPV	-	109 43%	-	45 43%	-	64 64% DFPV	-	34 68% DFPV	-	30 60% DF	-	34 68% DFPV	-	22 42% DF	-	53 53% DF	-	63 59% DFP	-	59 47%
.toronto	-	67 64%	-	-	-	67 64%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
.guadalajara	-	45 45%	-	-	-	-	-	45 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.roma	-	29 58%	-	-	-	-	-	-	29 58%	-	-	-	-	-	-	-	-	-	-	-	-	-
.istanbul	-	38 76%	-	-	-	-	-	-	-	-	38 76%	-	-	-	-	-	-	-	-	-	-	-
.madrid	-	33 66%	-	-	-	-	-	-	-	-	-	-	-	33 66%	-	-	-	-	-	-	-	-
.warszawa	-	33 62%	-	-	-	-	-	-	-	-	-	-	-	-	33 62%	-	-	-	-	-	-	-
.paris	-	54 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	54 51%	-	-
Foshan	-	351 64%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.hanoi	-	27 52%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.manilla	-	57 56%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.tokyo	-	111 63%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.seoul	-	63 62%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.MOCKBa	-	77 60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.delhi	-	194 59%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.jakarta	-	79 79%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.abuja	-	106 53%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.capetown	-	77 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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
.cairo	-	61 61%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.bogota	-	71 57%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.cordoba	-	28 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.rio	-	89 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.berlin	83 66%	75 60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	83 66%	75 60%
.ovh	32 26%	31 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	32 26%	31 25%
.london	281 53% MO	67 67% A	-	-	-	-	-	-	27 50% MO	-	29 58% MO	-	15 30%	-	13 25%	-	69 69% AIMOS	67 67%	53 52% MO	-	75 60% MO	-
.nyc	154 57% B	118 46%	154 57% D	118 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.wang	357 65%	333 60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-ses554g (Chinese for network address)	379 69% B	295 54%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-55qx5d (Chinese for company)	370 67% B	312 57%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL TRUSTWORTHY (NET)	2669 80% MOS	3016 90% ADFPRT	216 81% MO	208 82%	79 77% MO	87 83%	83 81% MO	90 90%	42 78% O	48 96% IDFPRT	36 72% KDFPRT	48 96% KDFPRT	30 60%	43 86% M	30 57%	43 81% O	78 78% MO	84 84%	72 71%	89 84% S	102 82% MO	111 89%
TOTAL TRUSTWORTHY CONSISTENT (NET)	2669 80% MOS	2872 86% ADFPRT	216 81% MO	200 78%	79 77% MO	81 77%	83 81% MO	89 89% DFPT	42 78% O	45 90% T	36 72% K	45 90% KT	30 60%	43 86% M	30 57%	40 75% O	78 78% MO	82 82%	72 71%	81 76% MO	102 82% MO	106 85%
TOTAL TRUSTWORTHY ADDED (NET)	-	2940 88% ADFRT	-	191 75% C	-	84 80% E	-	90 90% GDFRT	-	46 92% ID	-	48 96% KDFNPRTV	-	41 82% M	-	42 79% O	-	80 80% Q	-	86 81% S	-	106 85% UD
TRUSTWORTHY GLOBAL (NET)	2639 79% MOS	2993 89% ADFPRT	213 79% MOS	208 82%	79 77% MO	86 82%	83 81% MOS	90 90%	40 74% IDFPRT	48 96% IDFPRT	36 72% KDFPRT	48 96% KDFPRT	28 56%	43 86% M	30 57%	43 81% O	72 72%	82 82%	70 69%	88 83% S	95 76% MO	109 87% U
TRUSTWORTHY GLOBAL CONSISTENT (NET)	2639 79% MOS	2853 85% ADFPRTV	213 79% MOS	196 77%	79 77% MO	81 77%	83 81% MOS	89 89% DFPRTV	40 74%	45 90% IDT	36 72% KDT	45 90% KDT	28 56%	43 86% M	30 57%	40 75% O	72 72%	77 77%	70 69%	81 76% MO	95 76% MO	98 78%

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

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

Base: All Qualified Respondents

	Country																					
	North America										Europe											
	2015 Total Regist rants	2016 Total Regist rants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125	
TRUSTWORTHY GLOBAL ADDED (NET)	-	2901	-	191	-	82	-	90	-	46	-	46	-	41	-	42	-	80	-	84	-	106
		ADFRT		C		E		GDFRT		IDFT		KDFT		M		O		Q		S		UD
TRUSTWORTHY GEO-SPECIFIC (NET)	888	2042	154	118	-	67	-	45	27	29	38	15	33	13	33	69	67	53	54	88	80	
	26%	61%	57%	46%	-	64%	-	45%	50%	58%	58%	30%	66%	25%	62%	69%	67%	52%	51%	70%	64%	
	EG	ADHT	DAEGMO			EDH		G	AEGMO	AEGMO	BDHT	EG	MDH	EG	ODH	ACEGIMOS	DHT	AEGMO		ACEGIMOS	DHT	
TRUSTWORTHY GEO-SPECIFIC CONSISTENT (NET)	888	663	154	118	-	-	-	27	-	29	-	15	-	13	-	69	67	53	-	88	80	
	26%	20%	57%	46%	-	-	-	50%	-	58%	-	30%	-	25%	-	69%	67%	52%	-	70%	64%	
	BEG	FHJLNPT	DAEGMO	BFHJLNPT				JAEGMO		LAEGMO		NEG		PEG		ACEGIMOS	BDFHJLNPT	TAEGMO		ACEGIMOS	BDFHJLNPT	
TRUSTWORTHY GEO-SPECIFIC ADDED (NET)	-	1690	-	-	-	67	-	45	-	29	-	38	-	33	-	33	-	-	-	54	-	
	-	50%	-	-	-	64%	-	45%	-	58%	-	76%	-	66%	-	62%	-	-	-	51%	-	
		ADRV				EBDHRV		GDRV		IDRV		KBDHRTV		MBDHRV		ODHRV				SDRV		

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

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

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
.email	1172 35% B	1079 32% L	121 45% A	120 47% BHJLV	41 40% BHJLNV	52 50% BHJLV	39 38% BHJLV	26 26% BHJLV	27 50% JA	11 22% JA	16 32% JA	9 18% JA	24 48% JA	16 32% JA	25 47% JA	24 45% BHJL	43 43% BHJL	43 43% BHJL	43 43% BHJL	46 43% BHJL	55 44% A	44 35% L
.photography	1306 39% C	1492 45% A	77 29% A	120 47% C	35 34% A	40 38% BHJLN	38 37% BHJLN	44 44% BHJLN	23 43% C	18 36% C	21 42% C	22 44% C	25 50% C	22 44% PACEGG	29 55% C	18 34% C	37 37% C	37 37% C	43 43% C	61 58% SBFJPR	55 44% C	66 53% FJPR
.link	1374 41% A	1325 40% A	155 58% AIKQS	143 56% BHJL	53 51% A	65 62% BHJLN	51 50% H	31 31% H	22 41% H	19 38% H	19 38% H	20 40% H	29 58% AK	21 42% AK	29 55% A	26 49% H	46 46% H	50 50% BH	43 43% BH	52 49% BH	67 54% A	71 57% BHJL
.guru	1701 51% A	1916 57% A	141 53% A	175 69% CBLR	54 52% CBLR	71 68% EBL	60 59% EBL	65 65% EBL	32 59% EBL	32 64% EBL	25 50% EBL	25 50% ACEKQ	37 74% ACEKQ	33 66% ACEKQ	37 70% ACEKQ	38 72% BL	50 50% BL	56 56% BL	65 64% ACQ	75 71% BLR	92 74% ACEGKQ	97 78% BHLR
.realtor	1724 51% CE	1789 53% DF	71 26% A	81 32% DF	36 35% ACE	40 38% DF	64 63% DF	63 63% DF	41 76% ACEKQ	33 66% DF	28 56% CE	27 54% D	36 72% D	27 54% D	39 74% D	38 72% BDF	52 52% CE	56 56% DF	66 65% ACE	68 64% BDF	97 78% ACEGKS	87 70% BDFR
.club	1490 44% A	1597 48% A	121 45% A	139 55% CB	54 52% CB	61 58% B	50 49% B	53 53% B	28 52% B	22 44% B	26 52% B	28 56% B	33 66% ACS	24 48% ACS	36 68% ACGS	32 60% ACGS	52 52% ACGS	51 51% ACGS	49 49% ACGS	61 58% B	71 57% AC	81 65% BJNR
.xyz	2030 60% A	2065 62% A	201 75% AKS	197 77% BLNR	69 67% BLNR	76 72% BL	70 69% BL	68 68% BL	36 67% BL	35 70% BL	27 54% BL	26 52% BL	40 80% AKS	31 62% AKS	35 66% AKS	37 68% AKS	68 68% AKS	64 64% AKS	64 63% AKS	75 71% L	91 73% AK	98 78% BLNR
.top	-	1771 53% A	-	183 72% BJLNRT	-	72 69% BJT	-	61 61% BJT	-	23 46% BJT	-	28 56% BJT	-	27 54% BJT	-	36 68% BJ	-	60 60% BJ	-	57 54% BJ	-	82 66% BJ
.pics	-	1700 51% A	-	138 54% A	-	57 54% A	-	60 60% A	-	28 56% A	-	22 44% A	-	24 48% A	-	32 60% A	-	53 53% A	-	65 61% BL	-	80 64% BL
.online	-	1174 35% A	-	154 60% BHJLNPRTV	-	56 53% BHJNV	-	29 29% BHJNV	-	16 32% BHJNV	-	19 38% BHJNV	-	15 30% BHJNV	-	21 40% BHJNV	-	42 42% V	-	48 45% BHJNV	-	35 28% BHJNV
.space	-	1606 48% A	-	161 63% BHJLN	-	59 56% J	-	44 44% J	-	18 36% J	-	22 44% J	-	21 42% J	-	30 57% J	-	52 52% J	-	58 55% J	-	78 62% BHJLN
.website	-	1290 39% H	-	150 59% BHJLNPRTV	-	61 58% BHJLNPRTV	-	28 28% BHJLNPRTV	-	15 30% BHJLNPRTV	-	18 36% BHJLNPRTV	-	13 26% BHJLNPRTV	-	21 40% BHJLNPRTV	-	45 45% HN	-	45 42% HN	-	54 43% HN
.news	-	946 28% A	-	86 34% B	-	28 27% B	-	33 33% B	-	11 22% B	-	14 28% B	-	19 38% B	-	20 38% B	-	27 27% B	-	46 43% BFJR	-	43 34% BFJR
.site	-	1378 41% A	-	146 57% BHJLNT	-	60 57% BHJLNT	-	36 36% BHJLNT	-	16 32% BHJLNT	-	20 40% BHJLNT	-	16 32% BHJLNT	-	31 58% BHJNT	-	47 47% BHJNT	-	43 41% BHJNT	-	66 53% BHJNT
.toronto	-	38 36% A	-	-	-	38 36% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
.guadalajara	-	55 55%	-	-	-	-	-	55 55%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.roma	-	21 42%	-	-	-	-	-	-	21 42%	-	-	-	-	-	-	-	-	-	-	-	-	-
.istanbul	-	12 24%	-	-	-	-	-	-	-	-	12 24%	-	-	-	-	-	-	-	-	-	-	-
.madrid	-	17 34%	-	-	-	-	-	-	-	-	-	-	-	17 34%	-	-	-	-	-	-	-	-
.warszawa	-	20 38%	-	-	-	-	-	-	-	-	-	-	-	-	20 38%	-	-	-	-	-	-	-
.paris	-	52 49%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	52 49%	-	-
Foshan	-	200 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.hanoi	-	25 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.manilla	-	44 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.tokyo	-	65 37%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.seoul	-	38 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.MOCKBa	-	51 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.delhi	-	136 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.jakarta	-	21 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.abuja	-	94 47%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.capetown	-	24 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Regist rants	2016 Total Regist rants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
.cairo	-	39 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.bogota	-	54 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.cordoba	-	76 73%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.rio	-	97 52%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.berlin	42 34%	50 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	42 34%	50 40%
.ovh	92 74%	94 75%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	92 74%	94 75%
.london	239 45% BQ	33 33%	-	-	-	-	-	-	27 50% Q	-	19 38%	-	33 66% AKQSU	-	38 72% AIKQSU	-	29 29%	33 33%	43 43% Q	-	50 40%	-
.nyc	108 40%	137 54% A	108 40%	137 54% C	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.wang	183 33%	218 40% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-ses554g (Chinese for network address)	163 30%	256 46% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-55qx5d (Chinese for company)	173 31%	239 43% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOP 2 BOX (NET)	2126 63% CIMOS	2270 68% ADFPRT	142 53%	135 53%	60 58%	53 50%	62 61%	74 74% GDFPRT	27 50%	39 78% IDFPRT	32 64%	41 82% KBDFPRTV	24 48%	34 68% MF	26 49%	29 55%	55 55%	57 57%	54 53%	60 57%	70 56%	81 65% DF
Very trustworthy	672 20% CIMOS	727 22% DFPRT	30 11%	30 12%	14 14%	10 10%	14 14% GDFNPRT	29 29%	6 11%	10 20% R	8 16%	14 28% DFNPRT	3 6%	6 12%	4 8%	5 9%	13 13%	7 7%	10 10%	10 9%	20 16% DFRT	26 21%
Somewhat trustworthy	1454 43% A	1543 46% A	112 42%	105 41%	46 45%	43 41%	48 47%	45 45%	21 39%	29 58% DF	24 48%	27 54%	21 42%	28 56%	22 42%	24 45%	42 42%	50 50%	44 44%	50 47%	50 40%	55 44%
BOTTOM 2 BOX (NET)	1172 35% B	1079 32% L	121 45% A	120 47% BHJLV	41 40% BHJLNV	52 50% BHJLNV	39 38%	26 26%	27 50% JA	11 22%	16 32%	9 18%	24 48%	16 32%	25 47% BHJL	24 45% BHJL	43 43% BHJL	43 43% BHJL	43 43% BHJL	46 43% BHJL	55 44% A	44 35% L
Not very trustworthy	815 24%	771 23%	75 28%	76 30% BHL	22 21% EBHJL	37 35% EBHJL	28 27%	17 17%	21 39% JAEK	9 18%	9 18%	7 14%	15 30%	12 24%	20 38% AEK	13 25%	30 30%	30 30% HL	33 33% A	33 31% BHL	40 32% A	30 24%
Not at all trustworthy	357 11% B	308 9%	46 17% A	44 17% BJL	19 18% A	15 14%	11 11%	9 9%	6 11%	2 4%	7 14%	2 4%	9 18%	4 8%	5 9% BHJL	11 21% BHJL	13 13%	13 13%	10 10%	13 12%	15 12%	14 11%
Not sure	58 2% B	-	5 2% D	-	2 2%	-	1 1%	-	-	-	1 2%	-	2 4% U	-	2 4% U	-	2 2%	-	4 4% TU	-	-	-
Decline to Answer	1	-	-	-	-	-	-	-	-	-	1 2% AC	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

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

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOP 2 BOX (NET)	1979 59% BMO	1857 55% T DAKMOSU	184 69% T	135 53% T	65 63% MO	65 62% TV	61 60% O	56 56% O	31 57% TV	32 64% TV	27 54% TV	28 56% TV	22 44% TV	28 56% TV	22 42% OTV	35 66% O	61 61% O	63 63% TV	54 53% TV	45 42% TV	70 56% TV	59 47% TV
Very trustworthy	477 14% BM	379 11% N DMS	46 17% DMS	22 9% C	14 14% M	9 9% M	10 10% NV	15 15% NV	6 11% NV	3 6% NV	6 12% NV	7 14% NV	1 2% NV	1 2% NV	6 11% NV	4 8% NV	10 10% NV	8 8% NV	9 9% NV	7 7% NV	16 13% M	8 6% M
Somewhat trustworthy	1502 45% O	1478 44% AO	138 51% AO	113 44% C	51 50% O	56 53% T	51 50% O	41 41% O	25 46% BTV	29 58% BTV	21 42% BTV	21 42% BTV	21 42% BTV	27 54% T	16 30% OBHTV	31 58% O	51 51% O	55 55% BHTV	45 45% BHTV	38 36% BHTV	54 43% BHTV	51 41% BHTV
BOTTOM 2 BOX (NET)	1306 39% C	1492 45% A	77 29% C	120 47% C	35 34% C	40 38% C	38 37% C	44 44% C	23 43% C	18 36% C	21 42% C	22 44% C	25 50% C	22 44% PACEGG	29 55% C	18 34% C	37 37% C	37 37% C	43 43% C	61 58% SBFJPR	55 44% C	66 53% FJPR
Not very trustworthy	921 27% CE	1107 33% AP	48 18% CP	86 34% CP	18 17% CP	26 25% CP	27 26% CP	34 34% P	18 33% CE	16 32% P	13 26% P	15 30% P	17 34% CE	19 38% P	21 40% PACE	8 15% PACE	25 25% PACE	28 28% PACE	33 33% CE	46 43% BFPR	41 33% CE	50 40% FP
Not at all trustworthy	385 11% B	385 11% B	29 11% D	34 13% D	17 17% D	14 13% D	11 11% D	10 10% D	5 9% D	2 4% D	8 16% D	7 14% D	8 16% D	3 6% D	8 15% D	10 19% J	12 12% J	9 9% J	10 10% J	15 14% J	14 11% J	16 13% J
Not sure	71 2% B	-	7 3% D	-	3 3% D	-	3 3% D	-	-	-	1 2% AC	-	-	3 6% U	-	2 4% U	2 2% U	-	4 4% TU	-	-	-
Decline to Answer	1	-	-	-	-	-	-	-	-	-	1 2% AC	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

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

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOP 2 BOX (NET)	1922 57% CEMOU	2024 60% ADFRTV	107 40%	112 44%	47 46%	40 38%	49 48%	69 69% GDFPRTV	32 59% CM	31 62% DFV	29 58% CM	30 60% DFV	19 38%	29 58% MF	22 42%	27 51%	51 51%	50 50%	55 54% C	54 51%	58 46%	54 43%
Very trustworthy	494 15% CMS	528 16% DFPRT	18 7%	16 6%	12 12%	6 6%	11 11% DFRT	17 17% DFRT	4 7% IDFPRTV	11 22% IDFPRTV	5 10% DFRT	9 18% DFRT	2 4%	4 8%	5 9%	3 6%	8 8%	6 6%	8 8%	7 7%	12 10%	13 10%
Somewhat trustworthy	1428 43% C	1496 45% DFV	89 33%	96 38%	35 34%	34 32%	38 37% GDFV	52 52% CEO	28 52% CEO	20 40%	24 48% C	21 42%	17 34%	25 50% FV	17 32%	24 45%	43 43%	44 44%	47 47% C	47 44%	46 37%	41 33%
BOTTOM 2 BOX (NET)	1374 41%	1325 40% AIKQS	155 58% BHL	143 56% BHL	53 51% A	65 62% BHLN	51 50% H	31 31%	22 41%	19 38%	19 38%	20 40%	29 58% AK	21 42%	26 49% H	46 46%	50 50% BH	43 43%	52 49% BH	67 54% A	71 57% BHL	
Not very trustworthy	933 28%	927 28% BHP	87 32% BHP	89 35% BHP	29 28% A	41 39% BH	37 36% H	23 23%	14 26%	13 26%	12 24%	15 30%	15 30%	16 32%	21 40% P	9 17%	27 27%	34 34% P	29 29% HP	38 36% HP	41 33%	49 39% BHP
Not at all trustworthy	441 13%	398 12% AGS	68 25% D	54 21% BH	24 23% A	24 23% BH	14 14%	8 8%	8 15%	6 12%	7 14%	5 10% NAGS	14 28% NAGS	5 10%	8 15% OBHLNRTV	17 32% OBHLNRTV	19 19%	16 16%	14 14%	14 13%	26 21% A	22 18% BH
Not sure	60 2% B	-	6 2% D	-	3 3%	-	2 2%	-	-	-	1 2% AC	-	2 4% U	-	2 4% U	-	3 3%	-	3 3%	-	-	-
Decline to Answer	1	-	-	-	-	-	-	-	-	-	1 2% AC	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

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

4. .guru

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOP 2 BOX (NET)	1581 47%	1433 43%	118 44%	80 31%	45 44%	34 32%	39 38%	35 35%	22 41%	18 36%	23 46%	25 50%	10 20%	17 34%	14 26%	15 28%	47 47%	44 44%	32 32%	31 29%	32 26%	28 22%
Very trustworthy	375 11%	310 9%	18 7%	15 6%	10 10%	8 8%	6 6%	8 8%	3 6%	2 4%	8 16%	6 12%	1 2%	2 4%	5 9%	2 4%	7 7%	5 5%	7 7%	2 2%	6 5%	6 5%
Somewhat trustworthy	1206 36%	1123 34%	100 37%	65 25%	35 34%	26 25%	33 32%	27 27%	19 35%	16 32%	15 30%	19 38%	9 18%	15 30%	9 17%	13 25%	40 40%	39 39%	25 25%	29 27%	26 21%	22 18%
BOTTOM 2 BOX (NET)	1701 51%	1916 57%	141 53%	175 69%	54 52%	71 68%	60 59%	65 65%	32 59%	32 64%	25 50%	25 50%	37 74%	33 66%	37 70%	38 72%	50 50%	56 56%	65 64%	75 71%	92 74%	97 78%
Not very trustworthy	1112 33%	1251 37%	81 30%	96 38%	30 29%	34 32%	40 39%	41 41%	18 33%	24 48%	16 32%	15 30%	24 48%	24 48%	25 47%	19 36%	34 34%	31 31%	41 41%	46 43%	47 38%	44 35%
Not at all trustworthy	589 18%	665 20%	60 22%	79 31%	24 23%	37 35%	20 20%	24 24%	14 26%	8 16%	9 18%	10 20%	13 26%	9 18%	12 23%	19 36%	16 16%	25 25%	24 24%	29 27%	45 36%	53 42%
Not sure	74 2%	-	9 3%	-	4 4%	-	3 3%	-	-	-	1 2%	-	3 6%	-	2 4%	-	3 3%	-	4 4%	-	1 1%	-
Decline to Answer	1	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

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

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOP 2 BOX (NET)	1558 46%	1560 47%	189 71%	174 68%	62 60%	65 62%	36 35%	37 37%	13 24%	17 34%	20 40%	23 46%	11 22%	23 46%	12 23%	15 28%	46 46%	44 44%	31 31%	38 36%	28 22%	38 30%
Very trustworthy	371 11%	322 10%	45 17%	40 16%	14 14%	14 13%	4 4%	8 8%	2 4%	-	4 8%	8 16%	-	2 4%	3 6%	2 4%	9 9%	6 6%	10 10%	3 3%	7 6%	8 6%
Somewhat trustworthy	1187 35%	1238 37%	144 54%	134 53%	48 47%	51 49%	32 31%	29 29%	11 20%	17 34%	16 32%	15 30%	11 22%	21 42%	9 17%	13 25%	37 37%	38 38%	21 21%	35 33%	21 17%	30 24%
BOTTOM 2 BOX (NET)	1724 51%	1789 53%	71 26%	81 32%	36 35%	40 38%	64 63%	63 66%	41 76%	33 66%	28 56%	27 54%	36 72%	27 54%	39 74%	38 72%	52 52%	56 56%	66 65%	68 64%	97 78%	87 70%
Not very trustworthy	1115 33%	1252 37%	41 15%	54 21%	21 20%	26 25%	38 37%	40 40%	23 43%	26 52%	17 34%	19 38%	20 40%	21 42%	29 55%	24 45%	30 30%	40 40%	45 45%	40 38%	58 46%	49 39%
Not at all trustworthy	609 18%	537 16%	30 11%	27 11%	15 15%	14 13%	26 25%	23 23%	18 33%	7 14%	11 22%	8 16%	16 32%	6 12%	10 19%	14 26%	22 22%	16 16%	21 21%	28 26%	39 31%	38 30%
Not sure	74 2%	-	8 3%	-	5 5%	-	2 2%	-	-	-	1 2%	-	3 6%	-	2 4%	-	2 2%	-	4 4%	-	-	-
Decline to Answer	1	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

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

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOP 2 BOX (NET)	1795 53% EMOU	1752 52% DFTV	139 52% MO	116 45%	45 44%	44 42%	50 49% MO	47 47%	26 48% MO	28 56% V	22 44%	22 44%	14 28%	26 52% MV	15 28%	21 40%	44 44%	49 49% V	47 47% MO	45 42%	54 43%	44 35%
Very trustworthy	421 13% CGIMO	399 12% PRTV	22 8% M	25 10%	13 13% M	11 10%	6 6% GPRTV	17 17%	2 4%	4 8%	5 10% M	8 16% PRTV	-	3 6%	4 8%	1 2%	5 5%	5 5%	10 10% M	5 5%	10 8% M	6 5%
Somewhat trustworthy	1374 41% EO	1353 40% HV	117 44% EMO	91 36%	32 31%	33 31%	44 43% O	30 30%	24 44% O	24 48% FHLV	17 34%	14 28%	14 28%	23 46%	11 21%	20 38%	39 39% O	44 44% HV	37 37% O	40 38%	44 35%	38 30%
BOTTOM 2 BOX (NET)	1490 44%	1597 48% A	121 45%	139 55% CB	54 52%	61 58% B	50 49%	53 53%	28 52%	22 44%	26 52%	28 56%	33 66% ACS	24 48% ACGS	36 68%	32 60%	52 52%	51 51%	49 49%	61 58% B	71 57% AC	81 65% BJNR
Not very trustworthy	1031 31%	1133 34% A	71 26%	82 32%	33 32%	34 32%	36 35%	39 39%	19 35%	16 32%	16 32%	20 40%	20 40%	21 42%	26 49% ACE	18 34%	36 36%	35 35%	36 36%	44 42%	44 35%	53 42% B
Not at all trustworthy	459 14%	464 14%	50 19% A	57 22% BN	21 20% A	27 26% BHN	14 14%	14 14%	9 17%	6 12%	10 20%	8 16%	13 26% NAS	3 6%	10 19%	14 26% BN	16 16%	16 16%	13 13%	17 16%	27 22% A	28 22% BN
Not sure	71 2% B	-	8 3% D	-	4 4% FU	-	2 2%	-	-	-	1 2%	-	3 6% U	-	2 4% U	-	4 4% RU	-	5 5% TAU	-	-	-
Decline to Answer	1	-	-	-	-	-	-	-	-	-	1 2% AC	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

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

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOP 2 BOX (NET)	1255 37% CMU	1284 38% DFV	60 22%	58 23%	31 30% M	29 28%	29 28%	32 32%	18 33% M	15 30%	21 42% CMU	24 48% DFTV	7 14%	19 38% MDV	16 30%	16 30%	29 29% M	36 36% DV	33 33% CM	31 29%	33 26%	27 22%
Very trustworthy	291 9% CGM	296 9%	11 4%	16 6%	6 6%	5 5%	3 3%	9 9%	2 4%	2 4%	6 12% CGM	7 14% FPTV	-	2 4%	4 8%	1 2%	7 7%	6 6% CGM	10 10%	5 5%	6 5%	6 5%
Somewhat trustworthy	964 29% CM	988 30% DV	49 18%	42 16%	25 24%	24 23%	26 25%	23 23%	16 30%	13 26%	15 30% CGM	17 34% DV	7 14%	17 34% MDV	12 23%	15 28% D	22 22%	30 30% DV	23 23%	26 25%	27 22%	21 17%
BOTTOM 2 BOX (NET)	2030 60%	2065 62%	201 75% AKS	197 77% BLNR	69 67%	76 72% BL	70 69%	68 68%	36 67%	35 70%	27 54% AKS	26 52%	40 80%	31 62%	35 66%	37 70%	68 68%	64 64%	64 63%	75 71% L	91 73% AK	98 78% BLNR
Not very trustworthy	1177 35%	1183 35%	80 30%	90 35%	34 33%	35 33%	38 37%	36 36%	21 39%	22 44%	18 36%	13 26%	23 46% C	24 48% L	25 47% CU	18 34%	36 36%	33 33%	40 40%	48 45% BL	38 30%	41 33%
Not at all trustworthy	853 25%	882 26% N AGIKOQS	121 45% BJLNT	107 42%	35 34% AK	41 39% BNT	32 31%	32 32% N	15 28%	13 26%	9 18%	13 26%	17 34% N	7 14%	10 19%	19 36% N	32 32%	31 31% N	24 24%	27 25%	53 42% AKOS	57 46% BHLNRT
Not sure	71 2% B	-	7 3% D	-	3 3%	-	3 3%	-	-	-	1 2% AC	-	3 6% U	-	2 4%	-	3 3%	-	4 4% T	-	1 1%	-
Decline to Answer	1	-	-	-	-	-	-	-	-	-	1 2% AC	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

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

16. .top

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	**	3349	**	255	**	105	**	100	**	50*	**	50*	**	50*	**	53*	**	100	**	106	**	125
TOP 2 BOX (NET)	-	1578	-	72	-	33	-	39	-	27	-	22	-	23	-	17	-	40	-	49	-	43
	-	47%	-	28%	-	31%	-	39%	-	54%	-	44%	-	46%	-	32%	-	40%	-	46%	-	34%
	-	DFPV	-		-		-		-	DFPV	-	D	-	D	-		-	D	-	DF	-	
Very trustworthy	-	355	-	11	-	6	-	12	-	7	-	8	-	2	-	1	-	3	-	8	-	7
	-	11%	-	4%	-	6%	-	12%	-	14%	-	16%	-	4%	-	2%	-	3%	-	8%	-	6%
	-	DPR	-		-		-	DPR	-	DPR	-	DFNPRV	-		-		-		-		-	
Somewhat trustworthy	-	1223	-	61	-	27	-	27	-	20	-	14	-	21	-	16	-	37	-	41	-	36
	-	37%	-	24%	-	26%	-	27%	-	40%	-	28%	-	42%	-	30%	-	37%	-	39%	-	29%
	-	DFH	-		-		-		-	D	-		-	DF	-		-	D	-	DF	-	
BOTTOM 2 BOX (NET)	-	1771	-	183	-	72	-	61	-	23	-	28	-	27	-	36	-	60	-	57	-	82
	-	53%	-	72%	-	69%	-	61%	-	46%	-	56%	-	54%	-	68%	-	60%	-	54%	-	66%
	-		-	BJLNRT	-	BJT	-		-		-		-		-	BJ	-		-		-	BJ
Not very trustworthy	-	1196	-	103	-	42	-	45	-	16	-	16	-	21	-	22	-	38	-	38	-	52
	-	36%	-	40%	-	40%	-	45%	-	32%	-	32%	-	42%	-	42%	-	38%	-	36%	-	42%
	-	B	-		-		-	B	-		-		-		-		-		-		-	
Not at all trustworthy	-	575	-	80	-	30	-	16	-	7	-	12	-	6	-	14	-	22	-	19	-	30
	-	17%	-	31%	-	29%	-	16%	-	14%	-	24%	-	12%	-	26%	-	22%	-	18%	-	24%
	-		-	BHJNT	-	BHJN	-		-		-		-		-		-		-		-	B
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	3349	-	255	-	105	-	100	-	50	-	50	-	50	-	53	-	100	-	106	-	125
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

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

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

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	**	3349	**	255	**	105	**	100	**	50*	**	50*	**	50*	**	53*	**	100	**	106	**	125
TOP 2 BOX (NET)	-	1649 49% TV	-	117 46%	-	48 46%	-	40 40%	-	22 44%	-	28 56% TV	-	26 52%	-	21 40%	-	47 47%	-	41 39%	-	45 36%
Very trustworthy	-	333 10% JR	-	23 9% J	-	9 9% J	-	13 13% JR	-	-	-	5 10% J	-	2 4%	-	3 6%	-	3 3%	-	8 8% J	-	7 6%
Somewhat trustworthy	-	1316 39% HV	-	94 37%	-	39 37%	-	27 27%	-	22 44% H	-	23 46% H	-	24 48% HTV	-	18 34%	-	44 44% HV	-	33 31%	-	38 30%
BOTTOM 2 BOX (NET)	-	1700 51%	-	138 54%	-	57 54%	-	60 60%	-	28 56%	-	22 44%	-	24 48%	-	32 60%	-	53 53%	-	65 61% BL	-	80 64% BL
Not very trustworthy	-	1200 36%	-	88 35%	-	33 31%	-	43 43%	-	22 44%	-	14 28%	-	18 36%	-	15 28%	-	36 36%	-	45 42%	-	56 45% BFLP
Not at all trustworthy	-	500 15%	-	50 20% B	-	24 23% B	-	17 17%	-	6 12%	-	8 16%	-	6 12%	-	17 32% BDHJNR	-	17 17%	-	20 19%	-	24 19%
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	3349 100%	-	255 100%	-	105 100%	-	100 100%	-	50 100%	-	50 100%	-	50 100%	-	53 100%	-	100 100%	-	106 100%	-	125 100%

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

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

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	**	3349	**	255	**	105	**	100	**	50*	**	50*	**	50*	**	53*	**	100	**	106	**	125
TOP 2 BOX (NET)	-	2175 65% DFT	-	101 40%	-	49 47%	-	71 71% DFT	-	34 68% DF	-	31 62% D	-	35 70% DF	-	32 60% D	-	58 58% D	-	58 55% D	-	90 72% DFRT
Very trustworthy	-	625 19% DFRT	-	19 7%	-	10 10%	-	23 23% DFPRT	-	11 22% DFR	-	10 20% DR	-	6 12%	-	5 9%	-	7 7%	-	12 11%	-	24 19% DFR
Somewhat trustworthy	-	1550 46% D	-	82 32%	-	39 37%	-	48 48% D	-	23 46%	-	21 42%	-	29 58% DF	-	27 51% D	-	51 51% DF	-	46 43% D	-	66 53% DF
BOTTOM 2 BOX (NET)	-	1174 35%	-	154 60% BHJLNPRTV	-	56 53% BHJNV	-	29 29%	-	16 32%	-	19 38%	-	15 30%	-	21 40%	-	42 42% V	-	48 45% BHV	-	35 28%
Not very trustworthy	-	832 25% BHNPV	-	92 36% BHNPV	-	36 34% BHN	-	20 20%	-	11 22%	-	14 28%	-	9 18%	-	11 21%	-	31 31%	-	37 35% BHN	-	27 22%
Not at all trustworthy	-	342 10%	-	62 24% BHJLRTV	-	20 19% BHV	-	9 9%	-	5 10%	-	5 10%	-	6 12%	-	10 19% BV	-	11 11%	-	11 10%	-	8 6%
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	3349 100%	-	255 100%	-	105 100%	-	100 100%	-	50 100%	-	50 100%	-	50 100%	-	53 100%	-	100 100%	-	106 100%	-	125 100%

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

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

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	**	3349	**	255	**	105	**	100	**	50*	**	50*	**	50*	**	53*	**	100	**	106	**	125
TOP 2 BOX (NET)	-	1743 52% DV	-	94 37%	-	46 44%	-	56 56% DV	-	32 64% DFPTV	-	28 56% DV	-	29 58% DV	-	23 43%	-	48 48%	-	48 45%	-	47 38%
Very trustworthy	-	377 11% DFR	-	15 6%	-	5 5%	-	21 21% BDFJNPRTV	-	4 8%	-	6 12%	-	2 4%	-	4 8%	-	4 4%	-	9 8%	-	10 8%
Somewhat trustworthy	-	1366 41% DV	-	79 31%	-	41 39%	-	35 35%	-	28 56% BDFHPTV	-	22 44%	-	27 54% DHTV	-	19 36%	-	44 44% DV	-	39 37%	-	37 30%
BOTTOM 2 BOX (NET)	-	1606 48%	-	161 63% BHJLN	-	59 56% J	-	44 44%	-	18 36%	-	22 44%	-	21 42%	-	30 57% J	-	52 52%	-	58 55% J	-	78 62% BHJLN
Not very trustworthy	-	1143 34%	-	98 38%	-	39 37%	-	33 33%	-	16 32%	-	15 30%	-	18 36%	-	16 30%	-	39 39%	-	36 34%	-	57 46% B
Not at all trustworthy	-	463 14% J	-	63 25% BHJNR	-	20 19% JN	-	11 11%	-	2 4%	-	7 14%	-	3 6%	-	14 26% BHJNR	-	13 13%	-	22 21% BJN	-	21 17% J
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	3349 100%	-	255 100%	-	105 100%	-	100 100%	-	50 100%	-	50 100%	-	50 100%	-	53 100%	-	100 100%	-	106 100%	-	125 100%

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

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

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	**	3349	**	255	**	105	**	100	**	50*	**	50*	**	50*	**	53*	**	100	**	106	**	125
TOP 2 BOX (NET)	-	2059 61% DF	-	105 41%	-	44 42%	-	72 72% BDFRTV	-	35 70% DF	-	32 64% DF	-	37 74% DFRTV	-	32 60% DF	-	55 55% D	-	61 58% DF	-	71 57% DF
Very trustworthy	-	572 17% DFPR	-	19 7%	-	8 8%	-	27 27% BDFPRTV	-	11 22% DFPR	-	11 22% DFPR	-	12 24% DFPRTV	-	3 6%	-	8 8%	-	12 11%	-	15 12%
Somewhat trustworthy	-	1487 44% DF	-	86 34%	-	36 34%	-	45 45% D	-	24 48%	-	21 42%	-	25 50% D	-	29 55% DF	-	47 47% D	-	49 46% D	-	56 45% D
BOTTOM 2 BOX (NET)	-	1290 39% H	-	150 59% BHJLNPTV	-	61 58% BHJLNPTV	-	28 28%	-	15 30%	-	18 36%	-	13 26%	-	21 40% HN	-	45 45% HN	-	45 42% HN	-	54 43% HN
Not very trustworthy	-	903 27% BHLN	-	93 36% BHLN	-	37 35% HN	-	21 21%	-	13 26%	-	11 22%	-	9 18%	-	12 23%	-	33 33%	-	32 30%	-	35 28%
Not at all trustworthy	-	387 12%	-	57 22% BHJNRT	-	24 23% BHJNRT	-	7 7%	-	2 4%	-	7 14%	-	4 8%	-	9 17% J	-	12 12%	-	13 12%	-	19 15% J
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	3349 100%	-	255 100%	-	105 100%	-	100 100%	-	50 100%	-	50 100%	-	50 100%	-	53 100%	-	100 100%	-	106 100%	-	125 100%

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

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

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	**	3349	**	255	**	105	**	100	**	50*	**	50*	**	50*	**	53*	**	100	**	106	**	125
TOP 2 BOX (NET)	-	2403 72% DT	-	169 66%	-	77 73% T	-	67 67%	-	39 78% T	-	36 72%	-	31 62%	-	33 62%	-	73 73% T	-	60 57%	-	82 66%
Very trustworthy	-	753 22% DFPT	-	33 13%	-	12 11%	-	21 21% T	-	13 26% DFT	-	10 20%	-	6 12%	-	6 11%	-	18 18%	-	11 10%	-	23 18%
Somewhat trustworthy	-	1650 49%	-	136 53%	-	65 62% BHTV	-	46 46%	-	26 52%	-	26 52%	-	25 50%	-	27 51%	-	55 55%	-	49 46%	-	59 47%
BOTTOM 2 BOX (NET)	-	946 28%	-	86 34% B	-	28 27%	-	33 33%	-	11 22%	-	14 28%	-	19 38%	-	20 38%	-	27 27%	-	46 43% BFJR	-	43 34%
Not very trustworthy	-	696 21%	-	60 24%	-	16 15%	-	23 23%	-	10 20%	-	9 18%	-	15 30% FR	-	11 21%	-	16 16%	-	40 38% BDFHULFR	-	33 26% F
Not at all trustworthy	-	250 7%	-	26 10%	-	12 11%	-	10 10%	-	1 2%	-	5 10%	-	4 8%	-	9 17% BJT	-	11 11%	-	6 6%	-	10 8%
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	3349 100%	-	255 100%	-	105 100%	-	100 100%	-	50 100%	-	50 100%	-	50 100%	-	53 100%	-	100 100%	-	106 100%	-	125 100%

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

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

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	**	3349	**	255	**	105	**	100	**	50*	**	50*	**	50*	**	53*	**	100	**	106	**	125
TOP 2 BOX (NET)	-	1971 59% DFPV	-	109 43%	-	45 43%	-	64 64% DFPV	-	34 68% DFPV	-	30 60% DF	-	34 68% DFPV	-	22 42%	-	53 53%	-	63 59% DFP	-	59 47%
Very trustworthy	-	496 15% DRT	-	18 7%	-	9 9%	-	18 18% DFPRT	-	11 22% DFPRT	-	12 24% DFPRT	-	5 10%	-	3 6%	-	6 6%	-	6 6%	-	16 13%
Somewhat trustworthy	-	1475 44% DFV	-	91 36%	-	36 34%	-	46 46%	-	23 46%	-	18 36%	-	29 58% BDFLPV	-	19 36%	-	47 47%	-	57 54% BDFLPV	-	43 34%
BOTTOM 2 BOX (NET)	-	1378 41% BHLJNT	-	146 57% BHLJNT	-	60 57% BHLJNT	-	36 36%	-	16 32%	-	20 40%	-	16 32%	-	31 58% BHLJNT	-	47 47%	-	43 41%	-	66 53% BHLJNT
Not very trustworthy	-	971 29%	-	87 34%	-	37 35%	-	25 25%	-	15 30%	-	14 28%	-	12 24%	-	19 36%	-	32 32%	-	32 30%	-	48 38% BH
Not at all trustworthy	-	407 12% J	-	59 23% BHLJNTV	-	23 22% BHLJNT	-	11 11%	-	1 2%	-	6 12%	-	4 8%	-	12 23% BJNT	-	15 15% J	-	11 10%	-	18 14% J
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	3349 100%	-	255 100%	-	105 100%	-	100 100%	-	50 100%	-	50 100%	-	50 100%	-	53 100%	-	100 100%	-	106 100%	-	125 100%

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

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

2 Aug 2016
Table 201

23. .toronto

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	..	105	105
TOP 2 BOX (NET)	-	67 64%	-	-	-	67 64%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	19 18%	-	-	-	19 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	48 46%	-	-	-	48 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	38 36%	-	-	-	38 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	25 24%	-	-	-	25 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	13 12%	-	-	-	13 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	105 100%	-	-	-	105 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

2 Aug 2016
Table 202

24. .guadalajara

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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
TOP 2 BOX (NET)	-	45%	-	-	-	-	-	45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	11%	-	-	-	-	-	11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	34%	-	-	-	-	-	34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	55%	-	-	-	-	-	55%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	37%	-	-	-	-	-	37%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	18%	-	-	-	-	-	18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	100%	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	..*	50*	..*	..*	..*	..*	..*	..*	50*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*
TOP 2 BOX (NET)	-	29 58%	-	-	-	-	-	-	29 58%	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	2 4%	-	-	-	-	-	-	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	27 54%	-	-	-	-	-	-	27 54%	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	21 42%	-	-	-	-	-	-	21 42%	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	17 34%	-	-	-	-	-	-	17 34%	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	4 8%	-	-	-	-	-	-	4 8%	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	50 100%	-	-	-	-	-	-	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	
TOP 2 BOX (NET)	-	38 76%	-	-	-	-	-	-	-	-	38 76%	-	-	-	-	-	-	-	-	-	-	
Very trustworthy	-	12 24%	-	-	-	-	-	-	-	-	12 24%	-	-	-	-	-	-	-	-	-	-	
Somewhat trustworthy	-	26 52%	-	-	-	-	-	-	-	-	26 52%	-	-	-	-	-	-	-	-	-	-	
BOTTOM 2 BOX (NET)	-	12 24%	-	-	-	-	-	-	-	-	12 24%	-	-	-	-	-	-	-	-	-	-	
Not very trustworthy	-	9 18%	-	-	-	-	-	-	-	-	9 18%	-	-	-	-	-	-	-	-	-	-	
Not at all trustworthy	-	3 6%	-	-	-	-	-	-	-	-	3 6%	-	-	-	-	-	-	-	-	-	-	
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Sigma	-	50 100%	-	-	-	-	-	-	-	-	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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*
TOP 2 BOX (NET)	-	33 66%	-	-	-	-	-	-	-	-	-	-	-	33 66%	-	-	-	-	-	-	-	-
Very trustworthy	-	7 14%	-	-	-	-	-	-	-	-	-	-	-	7 14%	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	26 52%	-	-	-	-	-	-	-	-	-	-	-	26 52%	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	17 34%	-	-	-	-	-	-	-	-	-	-	-	17 34%	-	-	-	-	-	-	-	-
Not very trustworthy	-	15 30%	-	-	-	-	-	-	-	-	-	-	-	15 30%	-	-	-	-	-	-	-	-
Not at all trustworthy	-	2 4%	-	-	-	-	-	-	-	-	-	-	-	2 4%	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	50 100%	-	-	-	-	-	-	-	-	-	-	-	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 206

28. .warszawa

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	..	53*	53*
TOP 2 BOX (NET)	-	33 62%	-	-	-	-	-	-	-	-	-	-	-	-	-	33 62%	-	-	-	-	-	-
Very trustworthy	-	3 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	3 6%	-	-	-	-	-	-
Somewhat trustworthy	-	30 57%	-	-	-	-	-	-	-	-	-	-	-	-	-	30 57%	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	20 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	20 38%	-	-	-	-	-	-
Not very trustworthy	-	11 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	11 21%	-	-	-	-	-	-
Not at all trustworthy	-	9 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	9 17%	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	53 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	53 100%	-	-	-	-	-	-

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

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

2 Aug 2016
Table 207

29. .paris

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	..	106	106
TOP 2 BOX (NET)	-	54 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	54 51%	-	-
Very trustworthy	-	9 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 8%	-	-
Somewhat trustworthy	-	45 42%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	45 42%	-	-
BOTTOM 2 BOX (NET)	-	52 49%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	52 49%	-	-
Not very trustworthy	-	37 35%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	37 35%	-	-
Not at all trustworthy	-	15 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15 14%	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	106 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	106 100%	-	-

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

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

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	..	551
TOP 2 BOX (NET)	-	351 64%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	88 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	263 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	200 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	159 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	41 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	551 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

2 Aug 2016
Table 209

31. .hanoi

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*
TOP 2 BOX (NET)	-	27 52%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	5 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	22 42%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	25 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	16 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	9 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	-	57 56%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	8 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	49 49%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	44 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	34 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	10 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

2 Aug 2016
Table 211

33. .tokyo

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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
TOP 2 BOX (NET)	-	111 63%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	15 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	96 55%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	65 37%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	52 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	13 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	176 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

2 Aug 2016
Table 212

34. .seoul

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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
TOP 2 BOX (NET)	-	63 62%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	17 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	46 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	38 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	29 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	9 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

2 Aug 2016
Table 213

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	..	128
TOP 2 BOX (NET)	-	77 60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	21 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	56 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	51 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	28 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	23 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	128 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	..	330
TOP 2 BOX (NET)	-	194 59%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	62 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	132 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	136 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	86 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	50 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	330 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

2 Aug 2016
Table 215

37. .jakarta

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	.**	.**	.**	.**	.**	.**	.**	.**	.**	.**	.**	.**	.**	.**	.**	.**	.**	.**	.**	.**
TOP 2 BOX (NET)	-	79 79%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	20 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	59 59%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	21 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	15 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

2 Aug 2016
Table 216

38. .abuja

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	..	200
TOP 2 BOX (NET)	-	106 53%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	17 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	89 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	94 47%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	60 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	34 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	200 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

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Table 217

39. .capetown

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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
TOP 2 BOX (NET)	-	77 76%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	16 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	61 60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	24 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	18 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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
TOP 2 BOX (NET)	-	61 61%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	10 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	51 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	39 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	29 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	10 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

2 Aug 2016
Table 219

41. .bogota

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	-	71 57%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	24 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	47 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	54 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	37 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	17 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	125 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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
TOP 2 BOX (NET)	-	28 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	7 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	21 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	76 73%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	46 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	30 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	104 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

2 Aug 2016
Table 221

43. .rio

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	..	186
TOP 2 BOX (NET)	-	89 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	27 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	62 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	97 52%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	61 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	36 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	186 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	125	125
TOP 2 BOX (NET)	83 66%	75 60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	83 66%	75 60%
Very trustworthy	19 15%	20 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19 15%	20 16%
Somewhat trustworthy	64 51%	55 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	64 51%	55 44%
BOTTOM 2 BOX (NET)	42 34%	50 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	42 34%	50 40%
Not very trustworthy	24 19%	36 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24 19%	36 29%
Not at all trustworthy	18 14%	14 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18 14%	14 11%
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	125 100%	125 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	125 100%	125 100%

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

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

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	125	125
TOP 2 BOX (NET)	32 26%	31 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	32 26%	31 25%
Very trustworthy	5 4%	5 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 4%	5 4%
Somewhat trustworthy	27 22%	26 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	27 22%	26 21%
BOTTOM 2 BOX (NET)	92 74%	94 75%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	92 74%	94 75%
Not very trustworthy	51 41%	51 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	51 41%	51 41%
Not at all trustworthy	41 33%	43 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	41 33%	43 34%
Not sure	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-
Sigma	125 100%	125 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	125 100%	125 100%

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

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

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	533	100	**	**	**	**	**	**	54*	**	50*	**	50*	**	53*	**	100	100	101	**	125	**
TOP 2 BOX (NET)	281 53% MO	67 67% A	-	-	-	-	-	-	27 50% MO	-	29 58% MO	-	15 30%	-	13 25%	-	69 69% AIMOS	67 67%	53 52% MO	-	75 60% MO	-
Very trustworthy	49 9%	10 10%	-	-	-	-	-	-	3 6%	-	5 10%	-	1 2%	-	5 9%	-	10 10%	10 10%	9 9%	-	16 13% M	-
Somewhat trustworthy	232 44% MO	57 57% A	-	-	-	-	-	-	24 44% O	-	24 48% MO	-	14 28%	-	8 15%	-	59 59% AIMOS	57 57%	44 44% O	-	59 47% MO	-
BOTTOM 2 BOX (NET)	239 45% BQ	33 33%	-	-	-	-	-	-	27 50% Q	-	19 38%	-	33 66% AKQSU	-	38 72% AIKQSU	-	29 29%	33 33%	43 43% Q	-	50 40%	-
Not very trustworthy	163 31% Q	21 21%	-	-	-	-	-	-	18 33%	-	11 22%	-	22 44% AKQU	-	29 55% AIKQSU	-	20 20%	21 21%	29 29%	-	34 27%	-
Not at all trustworthy	76 14%	12 12%	-	-	-	-	-	-	9 17%	-	8 16%	-	11 22% Q	-	9 17%	-	9 9%	12 12%	14 14%	-	16 13%	-
Not sure	12 2%	-	-	-	-	-	-	-	-	-	1 2%	-	2 4% U	-	2 4% U	-	2 2%	-	5 5% U	-	-	-
Decline to Answer	1	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-	-	-	-	-
Sigma	533 100%	100 100%	-	-	-	-	-	-	54 100%	-	50 100%	-	50 100%	-	53 100%	-	100 100%	100 100%	101 100%	-	125 100%	-

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

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

11. .nyc

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	255	268	255	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	154 57% B	118 46% D	154 57% D	118 46% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	41 15%	25 10%	41 15%	25 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	113 42%	93 36%	113 42%	93 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	108 40%	137 54% A	108 40%	137 54% C	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	58 22%	86 34% A	58 22%	86 34% C	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	50 19%	51 20%	50 19%	51 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	6 2% B	-	6 2% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	268 100%	255 100%	268 100%	255 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

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12. .wang

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	551	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	357 65%	333 60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	101 18%	88 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	256 47%	245 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	183 33%	218 40% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	150 27%	184 33% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	33 6%	34 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	10 2% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	550 100%	551 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	551	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	379 69% B	295 54% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	122 22% B	67 12% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	257 47% B	228 41% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	163 30% A	256 46% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	135 25% A	207 38% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	28 5% A	49 9% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	8 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	550 100%	551 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	551
TOP 2 BOX (NET)	370 67% B	312 57%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	127 23% B	59 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	243 44%	253 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	173 31%	239 43% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	147 27%	191 35% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	26 5%	48 9% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	7 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	550 100%	551 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Base: Registrants

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

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	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	**	1706	**	167	**	56*	**	51*	**	22**	**	34*	**	26**	**	27**	**	69*	**	50*	**	59*
TOP 2 BOX (NET)	-	1057 62%	-	68 41%	-	21 38%	-	43 84%	-	18 82%	-	25 74%	-	17 65%	-	20 74%	-	30 43%	-	21 42%	-	32 54%
Very satisfied	-	409 24%	-	21 13%	-	8 14%	-	17 33%	-	5 23%	-	9 26%	-	2 8%	-	8 30%	-	6 9%	-	4 8%	-	12 20%
Somewhat satisfied	-	648 38%	-	47 28%	-	13 23%	-	26 51%	-	13 59%	-	16 47%	-	15 58%	-	12 44%	-	24 35%	-	17 34%	-	20 34%
BOTTOM 2 BOX (NET)	-	301 18%	-	33 20%	-	8 14%	-	7 14%	-	3 14%	-	7 21%	-	2 8%	-	3 11%	-	12 17%	-	9 18%	-	5 8%
Somewhat dissatisfied	-	207 12%	-	20 12%	-	6 11%	-	2 4%	-	2 9%	-	5 15%	-	2 8%	-	3 11%	-	5 7%	-	7 14%	-	2 3%
Very dissatisfied	-	94 6%	-	13 8%	-	2 4%	-	5 10%	-	1 5%	-	2 6%	-	-	-	-	-	7 10%	-	2 4%	-	3 5%
No experience with them	-	348 20%	-	66 40%	-	27 48%	-	1 2%	-	1 5%	-	2 6%	-	7 27%	-	4 15%	-	27 39%	-	20 40%	-	22 37%
Sigma	-	1706 100%	-	167 100%	-	56 100%	-	51 100%	-	22 100%	-	34 100%	-	26 100%	-	27 100%	-	69 100%	-	50 100%	-	59 100%

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

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

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
Innovative	2194 65% CEIQ	2386 71% ADFR	137 51%	148 58%	52 50%	57 54%	66 65% CEQ	77 77% DFRV	28 52%	33 66%	29 58%	39 78% KDF	28 56%	38 76% MDF	34 64% Q	38 72% F	45 45%	62 62% Q	62 61% Q	77 73% DF	79 63% CQ	81 65%
Cutting edge	1870 56% CEIMQ	1983 59% ADF	99 37%	108 42%	40 39%	43 41%	63 62% CEIMQ	73 73% BDFRT	22 41%	33 66% IDF	28 56% CE	34 68% DF	20 40%	35 70% MDF	31 58% CEQ	33 62% DF	39 39%	54 54% QD	49 49% C	63 59% DF	90 72% ACEIKMOS	84 67% DFR
Extreme	1455 43% CEIGSU	1558 47% ADFJPRV	59 22%	69 27%	32 31%	26 25%	36 35% C	61 61% GBDFJPRV	14 26%	16 32%	15 30%	24 48% DF	17 34%	25 50% DFP	25 47% CIQSU	16 30%	25 25%	36 36%	30 30%	45 42% DF	38 30%	46 37%
Trustworthy	1760 52% CEIMQ	2006 60% ADFRV	85 32%	115 45% C	42 41%	47 45%	48 47% C	72 72% GBDFNPRV	21 39%	31 62% IDFR	25 50% C	37 74% KBDNFPRV	17 34%	27 54% M	22 42%	28 53%	34 34%	41 41%	47 47% C	63 59% DFR	64 51% CMQ	59 47%
Unconventional	1851 55% K	1786 53% DFL	136 42% DK	106 42%	50 49% K	39 37%	58 57% K	57 57% DFL	29 54% K	27 54% FL	15 30%	16 32%	26 52% K	31 62% DFL	33 64% K	34 64% DFL	48 48% K	53 53% FL	52 51% K	60 57% DFL	72 58% K	76 61% DFL
Practical	2102 63% EI	2349 70% A	155 58% E	169 66% C	47 46%	69 66% E	64 63% E	74 74%	26 48%	30 60%	26 52%	34 68%	32 50% MDFJT	41 82% Q	35 60%	35 66%	55 55%	69 69% Q	54 53%	67 63%	78 62% E	84 67%
Technical	2026 60% CEQS	2193 65% ADFRV	114 43% C	133 52% C	48 47%	57 54%	56 55% CQ	69 69% GDFV	30 56% Q	30 60%	32 64% CEQ	37 74% DFRV	26 52% MDFV	36 72% Q	29 55% Q	34 38%	38 38%	56 56% Q	50 50%	71 67% SDV	73 58% CQ	65 52%
Confusing	1353 40% G	1273 38% N	95 35%	98 38%	45 44% G	37 35%	27 26% G	40 40% G	24 44% G	23 46% N	19 38% N	23 46% N	19 38% N	13 26% N	17 32% N	18 34%	37 37%	43 43% N	46 46% G	49 46% N	53 42% G	52 42%
Overwhelming	1380 41% CGMQU	1500 45% ADFN	53 20% C	89 35% C	37 36% CM	29 28%	24 24% GDFNP	47 47% PT	20 37% CM	17 34%	14 28%	16 32%	9 18%	13 26% C	16 30% C	14 26% C	30 30% C	38 38% CGMU	41 41% FNP	47 44% FNP	35 28%	47 38%
Useful	2228 68% IMS	2393 71% APT	166 62% S	170 67%	60 58%	68 65%	69 68% S	75 75% PT	28 52%	37 74% I	28 56% I	34 68% I	26 52% MPT	39 78% MPT	32 60%	31 58%	62 62% S	70 70%	48 48%	63 59%	75 60%	84 67%
For people like me	1691 50% CEIMGSU	1934 58% ADFRTV	92 34%	90 35%	35 34%	46 44%	43 42% GDFRVT	61 61% GDFRVT	21 39%	29 58% D	26 52% CEMQ	33 66% DFRTV	15 30%	31 62% MDFR	27 51% CEM	30 57% D	35 35%	44 44%	39 39%	49 46%	50 40%	58 46% D
Interesting	2142 64% CEQ	2306 69% ADFR	138 51%	138 54%	56 54%	56 53%	59 58% GBDFRVT	78 78% DF	29 54%	35 70% D	29 58% D	34 68% D	27 54% MDFRV	38 76% MDFRV	29 59% C	32 60%	46 46%	59 59%	58 57%	69 65% CQ	78 62% CQ	73 58%
Exciting	1683 50% CEIMGSU	1821 54% ADFRV	71 26%	86 34%	38 37% C	35 33%	41 40% C	47 47% DF	18 33%	26 52% DF	26 52% CEMQ	33 66% DFHPRTV	14 28% MDFV	29 58% MDFV	24 45% C	23 43%	33 33%	46 46% D	36 36%	51 48% DF	44 35%	47 38%
Helpful	2133 64% CEIMQ	2346 70% AD	151 56%	156 61%	54 52%	65 62%	62 61% IMQ	63 63%	23 43%	32 64% I	28 56% I	40 80% KDFHPRTV	21 42%	36 72% M	30 57% M	31 57%	46 46% Q	64 64% Q	59 58%	66 62% Q	73 58%	79 63%
Informative	2224 66% M	2425 72% AF	166 62% M	175 69%	64 62%	66 63%	74 73% IMQ	74 74%	30 56%	32 64%	30 60%	38 76%	23 46%	37 74% M	35 66% M	37 70%	58 58%	72 72% Q	63 62%	73 69%	76 61%	81 65%

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

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

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
Innovative	1105 33% B	963 29%	126 47% AG	107 42% BHLNT	47 46% A	48 46% BHLNPT	35 34%	23 23%	24 44%	17 34%	19 38%	11 22%	21 42%	12 24%	18 34%	15 28%	53 53% RAGOSU	38 38% BH	36 36%	29 27%	46 37%	44 35% H
Cutting edge	1424 42% U	1366 41% H	162 60% AGKOU	147 58% BHLNPTV	58 56% AGU	62 59% BHLNPTV	38 37%	27 27%	31 57% JAGU	17 34%	20 40%	16 32%	28 56% NGU	15 30%	21 40%	20 38% AGKOU	59 59% HV	46 46% U	50 50% H	43 41% H	35 28%	41 33%
Extreme	1839 55%	1791 53% H	202 75% AEGO	186 73% BHLNT	67 65% A	79 75% BHLNT	65 64% H	39 39%	39 72% AO	34 68% BH	33 66%	26 52%	31 62%	25 50%	26 49% OBHN	37 70% AO	74 74% AO	64 64% BH	68 67% AO	61 58% H	86 69% AO	79 63% BH
Trustworthy	1531 46% B	1343 40% HL	176 66% DAEGKSU	140 55% BHLNT	56 54% BHJLT	58 55% BHJLT	52 51% H	28 28%	31 57%	19 38%	22 44%	13 26%	31 62% A	23 46% HL	30 57%	25 47% HL	65 65% AGKU	59 59% BHLNT	52 51%	43 41%	60 48%	53 48% BHL
Unconventional	1448 43%	1563 47% A	126 47% CBHNPTV	149 58% EBHJNPTV	49 48% FAG	66 63% N	43 42%	43 26%	24 50% A	23 40% N	33 66% ACEGIMOSU	34 68% BHLNPTV	22 44%	19 38%	19 36%	36% JLRT	51 51%	47 47%	47 47%	46 43%	53 42%	49 39%
Practical	1201 36% B	1000 30%	106 40% FAG	86 34% N	52 50% FAG	36 34% N	37 36%	26 26%	27 50% A	20 40% N	22 44%	16 32%	24 48% N	9 18%	20 38%	18 34%	44 44%	31 31%	45 45%	39 37% N	47 38%	41 33%
Technical	1273 38% B	1156 35% AGKU	150 56% AGKOU	122 48% BHLNT	51 50% AK	48 46% BHLN	45 44%	31 31%	23 43%	20 40%	16 32%	13 26%	22 44%	14 28%	23 43%	19 36% RAGIKU	60 60% BL	44 44% TA	48 48% TA	35 33%	51 41% BHLNT	60 48%
Confusing	1945 58%	2076 62% A	169 63% DAEIS	157 62% BH	54 52% AEISU	68 65% AEISU	72 71%	60 60%	29 54%	27 54%	29 58%	27 54%	29 58% JLRT	37 74% AS	34 64%	35 66% BHT	62 62% A	57 57% A	53 52% A	72 54% AS	53 58% AS	73 58% AS
Overwhelming	1918 57%	1849 55% DAEIS	210 78% DAEIS	166 65% BH	62 60% AK	76 72% BHT	77 75% HAES	53 53%	33 61%	33 66%	34 68%	34 68%	38 76% AS	37 74% BHT	36 68% BHT	39 74% BHT	69 69% A	62 62% A	57 56% A	59 56% A	90 72% AS	78 62% AS
Useful	1079 32% B	956 29% B	97 36% B	85 33% B	39 38% B	37 35% B	32 31% B	25 25%	25 46% JA	13 26%	20 40%	16 32%	23 46% NA	11 22% NA	20 38% BHN	22 42% BHN	37 37% ACG	30 30% BHN	51 50% ACG	43 41% BHN	50 40% BHN	41 33% BHN
For people like me	1599 48% B	1415 42% AKO	170 63% BHLNPTV	165 65% BHLNPTV	64 62% AK	59 56% BHLN	58 57% H	39 39%	31 57%	21 42%	22 44%	17 34%	32 64% NAK	19 38%	25 47%	23 43% AKO	64 64% BHLN	56 56% BHLN	60 59% A	57 54% BHL	73 58% A	67 54% BHL
Interesting	1156 34% B	1043 31% H	124 46% A	117 46% BHLN	43 42% BHLN	49 47% BHN	42 41% H	22 22%	24 44%	15 30%	19 38%	16 32%	22 44% N	12 24%	23 43% H	21 40% AU	53 53% BHN	41 41% BHN	41 41% H	37 35% H	47 38% BHN	52 42% BHN
Exciting	1617 48% B	1528 46% A	190 71% AEGKO	169 66% BHLNPTV	61 59% A	70 67% BHLNPTV	60 59% H	53 53%	35 65% AK	24 48%	22 44%	17 34%	33 66% NAK	21 42% NAK	28 53% L	30 57% AK	66 66% L	54 54% L	63 62% AK	55 52% L	81 65% AK	78 62% BLN
Helpful	1165 35% B	1003 30% A	111 41% A	99 39% BL	45 44% L	40 38% L	39 38% L	37 37%	29 54% A	18 36%	20 40%	10 20%	27 54% NA	14 28%	22 42% L	22 42% L	53 53% RACG	36 36% L	40 40% L	40 38% L	52 42% L	46 37% L
Informative	1075 32% B	924 28% B	95 35% A	80 31% BL	35 34% L	39 37% B	27 26%	26 26%	23 43% G	18 36%	18 36%	12 24%	26 52% NACEGO	13 26%	17 32% G	16 30% G	41 41% G	28 28%	36 36%	33 31% G	49 39% G	44 35% G

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

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

2 Aug 2016
Table 232

1. Innovative

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOP 2 BOX (NET)	2194 65% CEIQ	2386 71% ADFR	137 51%	148 58%	52 50%	57 54%	66 65% CEQ	77 77% DFRV	28 52%	33 66%	29 58%	39 78% KDF	28 56%	38 76% MDF	34 64% Q	38 72% F	45 45%	62 62% Q	62 61% Q	77 73% DF	79 63% CQ	81 65%
Describes very well	758 23% CEIMS	812 24% DFRV	36 13%	33 13%	12 12%	14 13%	20 20% M	29 29% DFRV	6 11%	13 26% DR	15 30% CEIMQS	16 32% DFRV	2 4%	14 28% MDFR	8 15%	9 17%	16 16% M	13 13%	12 12%	19 18% M	23 18% M	19 15%
Describes somewhat well	1436 43% KQ	1574 47% A	101 38%	115 45%	40 39%	43 41%	46 45% KQ	48 48%	22 41%	20 40%	14 28%	23 46%	26 52% KQ	24 48% KQ	26 49% KQ	29 55% Q	29 29% Q	49 49% Q	50 50% CKQ	58 55% F	56 45% KQ	62 50%
BOTTOM 2 BOX (NET)	1105 33% B	963 29% AG	126 47% AG	107 42% BHLNT	47 46% A	48 46% BHLNPT	35 34%	23 23%	24 44%	17 34%	19 38%	11 22%	21 42%	12 24%	18 34%	15 28% RAGOSU	53 53% BH	38 38% BH	36 36%	29 27%	46 37%	44 35% H
Does not describe very well	677 20%	690 21%	63 24%	66 26% BH	24 23%	28 27%	24 24%	16 16%	12 22%	11 22%	14 28%	9 18%	15 30%	11 22%	11 21%	9 17%	29 29% A	24 24%	20 20%	26 25%	24 19%	32 26%
Does not describe at all	428 13% B	273 8% T	63 24% DAGK	41 16% BHLNT	23 22% AG	20 19% BHLNTV	11 11%	7 7%	12 22% A	6 12% T	5 10%	2 4%	6 12%	1 2%	7 13%	6 11% T	24 24% AGK	14 14% BNT	16 16% T	3 3%	22 18%	12 10% T
Decline to Answer	3	-	-	-	-	-	-	-	-	-	1 2% AC	-	-	-	-	-	-	-	-	-	-	-
Not Sure	55 2% B	-	5 2% D	-	4 4% FU	-	1 1%	-	2 4% U	-	1 2%	-	1 2%	-	1 2%	-	2 2%	-	3 3%	-	-	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

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

2 Aug 2016
Table 233

2. Cutting edge

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOP 2 BOX (NET)	1870 56% CEIMQ	1983 59% ADF	99 37%	108 42%	40 39%	43 41%	63 62% CEIMQ	73 73% BDFRT	22 41%	33 66% IDF	28 56% CE	34 68% DF	20 40%	35 70% MDF	31 58% CEQ	33 62% DF	39 39%	54 54% QD	49 49% C	63 59% DF	90 72% ACEIKMQS	84 67% DFR
Describes very well	597 18% CEM	588 18% DFR	29 11%	21 8%	6 6%	10 10%	22 22% CEMS	28 28% BDFPR	7 13%	11 22% DFR	13 26% CEMQS	9 18% DR	2 4%	13 26% MDFR	6 11%	7 13%	12 12%	6 6%	11 11%	18 17% DR	26 21% CEMS	25 20% DFR
Describes somewhat well	1273 38% CQ	1395 42% ADF	70 26%	87 34% C	34 33%	33 31%	41 40% CQ	45 45% F	15 28%	22 44% KDF	15 30%	25 50% KDF	18 36%	22 44% CIQ	25 47% DF	26 49% DF	27 27%	48 48% QDF	38 38% C	45 42% ACEIKQS	64 51% H	59 47% DF
BOTTOM 2 BOX (NET)	1424 42% U	1366 41% H	162 60% AGKOU	147 58% BHJLNPTV	58 56% AGU	62 59% BHJLNPTV	38 37% JAGU	27 27%	31 57%	17 34%	20 40%	16 32% NGU	28 56% NGU	15 30%	21 40%	20 38% AGKOU	59 59% HV	46 46% U	50 50% U	43 41% H	35 28% H	41 33% H
Does not describe very well	876 26% U	978 29% AH	71 26% U	95 37% CBHLNPV	30 29% U	38 36% HLV	26 25%	20 20%	15 28%	12 24%	13 26%	9 18%	19 38% U	11 22%	14 26%	11 21%	27 27% U	29 29%	24 24%	32 30% TAGU	19 15%	30 24% H
Does not describe at all	548 16% B	388 12% D	91 34% DAGKMOU	52 20% BHNTV	28 27% AGOU	24 23% BHNTV	12 12%	7 7% JAGOU	16 30%	5 10%	7 14%	7 14%	9 18%	4 8%	7 13%	9 17% RAGKOU	32 32% H	17 17% H	26 26% TAGU	11 10%	16 13%	11 9% H
Decline to Answer	4 B	-	-	-	-	-	-	-	-	-	1 2% AC	-	-	-	-	-	-	-	-	-	-	-
Not Sure	59 2% B	-	7 3% D	-	5 5% FAU	-	1 1%	-	1 2%	-	1 2%	-	2 4% U	-	1 2%	-	2 2%	-	2 2%	-	-	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

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

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOP 2 BOX (NET)	1455 43% CEIGSU	1558 47% ADFJPRV	59 22%	69 27%	32 31%	26 25%	36 35% C	61 61%	14 26%	16 32%	15 30%	24 48% DF	17 34%	25 50% DFP	25 47% CIQSU	16 30%	25 25%	36 36%	30 30%	45 42% DF	38 30%	46 37%
Describes very well	455 14% CES	458 14% FP	18 7%	26 10%	6 6%	7 7%	13 13% FPV	17 17%	4 7%	5 10%	7 14%	4 8%	6 12%	5 10% KDF	5 9%	2 2%	8 8%	10 10%	7 7%	11 10%	12 10%	10 8%
Describes somewhat well	1000 30% CKQU	1100 33% ADF	41 15%	43 17%	26 25% C	19 18%	23 23% GBDFJRV	44 44%	10 19%	11 22%	8 16%	20 40% KDF	11 22%	20 40% DF	20 38% CGIKQU	15 28%	17 17%	26 26%	23 23%	34 32% DF	26 21%	36 29% D
BOTTOM 2 BOX (NET)	1839 55%	1791 53% H	202 75% AEGO	186 73% BHLNT	67 65% A	79 75% BHLNT	65 64% H	39 39%	39 72% AO	34 68% BH	33 66%	26 52%	31 62%	25 50% OBHN	26 49% AO	37 70% BH	74 74% AO	64 64% BH	68 67% AO	61 58% H	86 69% AO	79 63% BH
Does not describe very well	1001 30% B	1170 35% H	73 27% A	93 36% C	24 23% E	42 40% E	34 33% H	34 34%	12 22% IBLRV	25 50% ACEIO	22 44%	14 28%	19 38%	20 40%	13 25%	17 32% BHJNT	28 28% RAGKMOU	32 32% BHNT	34 34% TA	44 42% H	45 36% A	37 30% BHJNT
Does not describe at all	838 25% B	621 19% H	129 48% DAGKMOU	93 36% BHJNT	43 42% AKMO	37 35% BHJNT	31 30% H	5 5% JAGKMOU	27 50% H	9 18% H	11 22%	12 24% H	12 24%	5 10%	13 25% BHJNT	20 38% RAGKMOU	46 46% BHNT	32 32% BHNT	34 34% TA	17 16% H	41 33% A	42 34% BHJNT
Decline to Answer	3	-	-	-	-	-	-	-	-	-	1 2% AC	-	-	-	-	-	-	-	-	-	-	-
Not Sure	60 2% B	-	7 3% D	-	4 4% F	-	1 1%	-	1 2%	-	1 2%	-	2 4%	-	2 4%	-	1 1%	-	3 3%	-	1 1%	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

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

2 Aug 2016
Table 235

4. Trustworthy

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOP 2 BOX (NET)	1760 52% CEIMQ	2006 60% ADFRV	85 32%	115 45% C	42 41%	47 45%	48 47% C	72 72% GBDFNPRV	21 39%	31 62% IDFR	25 50% C	37 74% KBDFNPRV	17 34%	27 54% M	22 42%	28 53%	34 34%	41 41%	47 47% C	63 59% DFR	64 51% CMQ	59 47%
Describes very well	578 17% CEU	583 17% DFR	22 8%	21 8%	9 9%	8 8%	14 14% GBDFJPRV	25 25%	5 9%	7 10%	8 16%	5 10%	6 12%	7 13%	5 9%	14 14%	8 8%	11 11%	15 14%	12 10%	14 11%	
Describes somewhat well	1182 35% CQ	1423 42% A	63 24%	94 37% C	33 32%	39 37%	34 33% Q	47 47% GR	16 30%	26 52% IDR	18 36% Q	29 58% KBDFRV	12 24%	21 42%	15 28%	23 43%	20 20%	33 33% Q	36 36% CQ	48 45%	52 42% CMQ	45 36%
BOTTOM 2 BOX (NET)	1531 46% B	1343 40% HL	176 66% DAEGKSU	140 55% BHJLT	56 54%	58 55% BHJLT	52 51% H	28 28%	31 57%	19 38%	22 44%	13 26%	31 62% A	23 46% HL	30 57%	25 47% HL	65 65% AGKU	59 59% BHJLT	52 51%	43 41%	60 48%	66 53% BHL
Does not describe very well	934 28%	982 29%	83 31%	86 34%	30 29%	34 32%	35 34%	24 24%	12 22%	15 30%	13 26%	11 22%	21 42% AI	20 40% H	17 32%	17 32%	30 30%	47 47% QBDFHJLT	32 32%	31 29%	34 27%	47 38% BHL
Does not describe at all	597 18% B	361 11% H	93 35% DAGKMSU	54 21% BHJLNRT	26 25% A	24 23% BHJLNRT	17 17% H	4 4% JAGSU	19 35%	4 8%	9 18% L	2 4%	10 20% N	3 6%	13 25%	8 15% H	35 35% RAGKSU	12 12% H	20 20%	12 11%	26 21%	19 15% HL
Decline to Answer	3	-	-	-	-	-	-	-	-	-	1 2% AC	-	-	-	-	-	-	-	-	-	-	-
Not Sure	63 2% B	-	7 3% D	-	5 5% FA	-	2 2%	-	2 4%	-	2 4%	-	2 4%	-	1 2%	-	1 1%	-	2 2%	-	1 1%	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

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

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOP 2 BOX (NET)	1851 55% K	1786 53% DFL	136 51% DK	106 42% K	50 49% K	39 37% K	58 57% K	57 57% DFL	29 54% K	27 54% FL	15 30% K	16 32% K	26 52% K	31 62% DFL	33 62% K	34 64% DFL	48 48% K	53 53% FL	52 51% K	60 57% DFL	72 58% K	76 61% DFL
Describes very well	588 18% B	506 15% DL	48 18% D	22 9% K	16 16% K	10 10% KQS	23 23% DL	19 19% DL	10 19% K	5 10% K	4 8% K	2 4% K	5 10% K	10 20% DL	6 11% K	7 13% K	12 12% K	11 11% K	12 12% K	12 11% K	16 13% K	19 15% L
Describes somewhat well	1263 38% K	1280 38% F	88 33% K	84 33% K	34 33% K	29 28% K	35 34% K	38 38% K	19 35% K	22 44% F	11 22% K	14 28% K	21 42% K	21 42% ACEGK	27 51% DFL	27 51% DFL	36 36% K	42 42% F	40 40% K	48 45% DFL	56 45% CK	57 46% DFL
BOTTOM 2 BOX (NET)	1448 43% A	1563 47% A	126 47% CBHNPTV	149 58% K	49 48% EBHJNPRTV	66 63% K	43 42% K	43 43% K	24 44% K	23 46% ACEGMSU	33 66% BHNPRTV	34 68% K	22 44% K	19 38% K	19 36% K	19 36% K	51 51% K	47 47% K	47 47% K	46 43% K	53 42% K	49 39% K
Does not describe very well	861 26% CQ	1045 31% AV	55 21% K	83 33% C	26 25% K	41 39% EV	33 32% CQ	31 31% K	10 19% K	16 32% K	14 28% K	14 28% K	14 28% K	16 32% K	12 23% K	14 26% K	15 15% K	27 27% Q	33 33% CQ	33 31% K	30 24% K	29 23% K
Does not describe at all	587 17% BG	518 15% AGOS	71 26% AGOS	66 26% BHNPTV	23 22% G	25 24% BHNPT	10 10% K	12 12% K	14 26% G	7 14% K	19 38% ACEGMSU	20 40% BHNPRTV	8 16% K	3 6% K	7 13% K	5 9% RAEGMSU	36 36% K	20 20% N	14 14% K	13 12% K	23 18% K	20 16% K
Decline to Answer	4 B	-	-	-	-	-	-	-	-	-	1 2% AC	-	1 2% AC	-	-	-	-	-	-	-	-	-
Not Sure	54 2% B	-	6 2% D	-	4 4% FU	-	1 1% K	-	1 2% K	-	1 2% K	-	1 2% K	-	1 2% K	-	1 1% K	-	2 2% K	-	-	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

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

2 Aug 2016
Table 237

6. Practical

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOP 2 BOX (NET)	2102 63% EI	2349 70% A	155 58% E	169 66% C	47 46%	69 66% E	64 63% E	74 74%	26 48%	30 60%	26 52%	34 68%	25 50% MDFJT	41 82%	32 60%	35 66%	55 55%	69 69% Q	54 53%	67 63%	78 62% E	84 67%
Describes very well	695 21% EMS	690 21% DR	50 19% EM	34 13%	9 9%	19 18% E	22 22% EM	22 22% DR	8 15%	7 14%	9 18%	13 26% DR	3 6%	10 20% M	7 13%	9 17%	17 17%	9 9%	13 13%	19 18%	19 15%	18 14%
Describes somewhat well	1407 42%	1659 50% A	105 39%	135 53% C	38 37%	50 48%	42 41%	52 52%	18 33%	23 46%	17 34%	21 42%	22 44%	31 62% L	25 47%	26 49%	38 38% QBLT	60 60%	41 41%	48 45%	59 47%	66 53%
BOTTOM 2 BOX (NET)	1201 36% B	1000 30%	106 40%	86 34% N	52 50% FAG	36 34% N	37 36%	26 26%	27 50% A	20 40% N	22 44%	16 32%	24 48% N	9 18%	20 38%	18 34%	44 44%	31 31%	45 45%	39 37% N	47 38%	41 33%
Does not describe very well	764 23%	727 22%	49 18%	56 22%	30 29% C	21 20%	27 26%	20 20%	13 24%	14 28% N	13 26%	11 22%	15 30% N	6 12%	13 25%	12 23%	21 21%	22 22%	30 30% C	30 28% N	25 20%	29 23%
Does not describe at all	437 13% B	273 8%	57 21% DAG	30 12% B	22 21% AG	15 14% B	10 10%	6 6%	14 26% AG	6 12%	9 18%	5 10%	9 18%	3 6%	7 13%	6 11%	23 23% RAG	9 9%	15 15%	9 8%	22 18%	12 10%
Decline to Answer	3	-	-	-	-	-	-	-	-	-	1 2% AC	-	-	-	-	-	-	-	-	-	-	-
Not Sure	51 2% B	-	7 3% D	-	4 4% FU	-	1 1%	-	1 2%	-	1 2%	-	1 2%	-	1 2%	-	1 1%	-	2 2%	-	-	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

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

2 Aug 2016
Table 238

7. Technical

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOP 2 BOX (NET)	2026 60% CEQS	2193 65% ADFRV	114 43%	133 52% C	48 47%	57 54%	56 55% CQ	69 69% GDFV	30 56% Q	30 60%	32 64% CEQ	37 74% DFRV	26 52%	36 72% MDFV	29 55% Q	34 64%	38 38%	56 56% Q	50 50%	71 67% SDV	73 58% CQ	65 52%
Describes very well	657 20% CEMO	650 19% DF	31 12%	32 13%	10 10%	12 11%	20 20% CEM	19 19%	7 13%	8 16%	8 16%	8 16%	3 6%	8 16%	4 8%	9 17%	14 14%	13 13%	15 15%	19 18%	20 16%	20 16%
Describes somewhat well	1369 41% CQ	1543 46% ADV	83 31%	101 40% C	38 37% Q	45 43%	36 35% GV	50 50%	23 43% Q	22 44%	24 48% CQ	29 58% DV	23 46% CQ	28 56% DV	25 47% CQ	25 47%	24 24%	43 43% Q	35 35%	52 49% SV	53 42% CQ	45 36%
BOTTOM 2 BOX (NET)	1273 38% B	1156 35% AGKU	150 56% BHLNT	122 48% AK	51 50% AK	48 46% BHLN	45 44% HAIK	31 31%	23 43% JAG	20 40%	16 32%	13 26%	22 44%	14 28%	23 43%	19 36% RAGIKU	60 60% BL	44 44% BL	48 48% TA	35 33% TA	51 41% BHLNT	60 48%
Does not describe very well	802 24%	857 26% DAGKMU	76 28%	86 34% BH	23 22%	29 28%	35 34% HAIK	20 20%	10 19%	16 32%	9 18%	11 22%	16 32%	11 22%	12 23%	13 25%	32 32%	31 31%	29 29%	28 26%	29 23%	39 31%
Does not describe at all	471 14% B	299 9% DAGKMU	74 28% BLT	36 14% BLT	28 27% AGM	19 18% BLNT	10 10%	11 11%	13 24% JAG	4 8%	7 14%	2 4%	6 12%	3 6%	11 21%	6 11% RAGM	28 28% RAGM	13 13%	19 19% T	7 7%	22 18%	21 17% BLT
Decline to Answer	3	-	-	-	-	-	-	-	-	-	1 2% AC	-	-	-	-	-	-	-	-	-	-	-
Not Sure	55 2% B	-	4 1%	-	4 4% F	-	1 1%	-	1 2%	-	1 2%	-	2 4%	-	1 2%	-	2 2%	-	3 3%	-	1 1%	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

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

2 Aug 2016
Table 239

8. Confusing

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOP 2 BOX (NET)	1353 40% G	1273 38% G	95 35% G	98 38% G	45 44% G	37 35% G	27 26% G	40 40% G	24 44% G	23 46% N	19 38% N	23 46% N	19 38% N	13 26% N	17 32% N	18 34% N	37 37% N	43 43% N	46 46% G	49 46% N	53 42% G	52 42% G
Describes very well	440 13% BO	350 10% N	29 11% FN	34 13% FN	10 10% G	6 6% G	9 9% G	12 12% N	12 22% ACEGKMO	5 10% G	4 8% G	5 10% G	4 8% G	1 2% G	2 4% G	4 8% G	15 15% O	7 7% O	15 15% O	13 12% N	19 15% O	14 11% O
Describes somewhat well	913 27% G	923 28% G	66 25% G	64 25% G	35 34% G	31 30% G	18 18% G	28 28% G	12 22% G	18 36% G	15 30% G	18 36% G	15 30% G	12 24% G	15 28% G	14 26% G	22 22% G	36 36% QD	31 31% G	36 34% G	34 27% G	38 30% G
BOTTOM 2 BOX (NET)	1945 58% A	2076 62% A	169 63% A	157 62% A	54 52% A	68 65% AEISU	72 71% AEISU	60 60% A	29 54% A	27 54% A	29 58% A	27 54% A	29 58% A	37 74% JLRT	34 64% A	35 66% A	62 62% A	57 57% A	53 52% A	57 54% A	72 58% A	73 58% A
Does not describe very well	1046 31% CEI	1220 36% AJV	62 23% C	84 33% C	19 18% E	33 31% E	45 44% ACEIGSU	45 45% DFJLRV	10 19% E	11 22% E	18 36% EI	13 26% E	17 34% E	27 54% E	18 34% E	16 30% E	24 24% A	30 30% A	26 26% A	38 36% A	34 27% A	35 28% A
Does not describe at all	899 27% B	856 26% H	107 40% DAGKMS	73 29% HT	35 34% HT	35 33% HT	27 26% H	15 15% H	19 35% H	16 32% H	11 22% AC	14 28% H	12 24% U	10 20% U	16 30% U	19 36% HT	38 38% A	27 27% H	27 27% H	19 18% A	38 30% HT	38 30% HT
Decline to Answer	6 B	-	-	-	-	-	1 1%	-	-	-	2 2% AC	-	-	-	-	-	-	-	-	-	-	-
Not Sure	53 2% B	-	4 1% FU	-	4 4% FU	-	2 2% FU	-	1 2% FU	-	1 2% FU	-	2 4% U	-	2 4% U	-	1 1% U	-	2 2% U	-	-	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

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

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOP 2 BOX (NET)	1380 41% CGMU	1500 45% ADFP	53 20%	89 35% C	37 36% CM	29 28%	24 24% GDFNP	47 47% CM	20 37% CM	17 34%	14 28%	16 32%	9 18%	13 26%	16 30%	14 26% C	30 30% C	38 38%	41 41% CGMU	47 44% FNP	35 28%	47 38%
Describes very well	442 13% CGU	432 13%	23 9%	29 11%	7 7%	10 10%	5 5%	10 10%	6 11%	3 6%	4 8%	5 10%	3 6%	3 6%	4 8%	5 9%	12 12%	12 12%	15 15% GU	11 10%	8 6%	13 10%
Describes somewhat well	938 28% CGMU	1068 32% ADFP	30 11%	60 24% C	30 29% CM	19 18%	19 19% GDFNP	37 37% C	14 26% C	14 28%	10 20%	11 22%	6 12%	10 20%	12 23% C	9 17%	18 18%	26 26% C	26 26% C	36 34% DFP	27 22% C	34 27%
BOTTOM 2 BOX (NET)	1918 57%	1849 55% DAEIS	210 78% BH	166 65% BH	62 60% BHT	76 72% HAES	77 75% ACEIQ	53 53% V	33 61%	33 66%	34 68%	34 68%	38 76% AS	37 74% BHT	36 68% BHT	39 74% BHT	69 69% A	62 62%	57 56% A	59 56% AS	90 72% AS	78 62%
Does not describe very well	1033 31% I	1136 34% AV	75 28%	87 34% V	26 25%	38 36% V	44 43% ACEIQ	37 37% V	9 17%	21 42% IV	17 34% I	15 30% ACEIQ	23 46% BDLV	25 50% I	21 40% I	18 34% I	28 28%	35 35%	36 36% I	43 41% V	41 33% I	29 23%
Does not describe at all	885 26% B	713 21% DAEGKMSU	135 50% BHT	79 31% AS	36 35% AS	38 36% BHT	33 32% H	16 16% JAS	24 44% JAS	12 24%	17 34%	19 38% BHT	15 30% AU	12 24%	15 28% BHT	21 40% RAS	41 41% RAS	27 27% T	21 21% T	16 15% AS	49 39% AS	49 39% BHT
Decline to Answer	4 B	-	-	-	-	-	-	-	-	-	1 2% AC	-	-	-	-	-	-	-	-	-	-	-
Not Sure	55 2% B	-	5 2% D	-	4 4% FU	-	1 1%	-	1 2%	-	1 2%	-	3 6% AU	-	1 2% I	-	1 1%	-	3 3% I	-	-	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

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

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOP 2 BOX (NET)	2228 66% IMS	2393 71% APT	166 62% S	170 67% S	60 58% S	68 65% S	69 68% S	75 75% PT	28 52% S	37 74% I	28 56% I	34 68% I	26 52% I	39 78% MPT	32 60% S	31 58% S	62 62% S	70 70% S	48 48% S	63 59% S	75 60% S	84 67% S
Describes very well	749 22% MQU	747 22% DRTV	56 21% DM	36 14% DM	16 16% DM	16 15% DM	23 23% M	24 24% DRV	7 13% R	11 22% R	10 20% R	12 24% R	4 8% R	7 14% R	6 11% R	8 15% R	14 14% R	10 10% R	15 15% R	15 14% R	16 13% R	17 14% R
Describes somewhat well	1479 44% S	1646 49% A	110 41% C	134 53% C	44 43% C	52 50% C	46 45% C	51 51% C	21 39% C	26 52% C	18 36% C	22 44% C	32 64% C	26 49% S	23 43% S	48 48% S	60 60% BT	33 33% BT	48 45% BT	59 47% S	67 54% S	
BOTTOM 2 BOX (NET)	1079 32% B	956 29% B	97 36% B	85 33% B	39 38% B	37 35% B	32 31% B	25 25% B	25 46% JA	13 26% JA	20 40% JA	16 32% JA	23 46% NA	11 22% NA	20 38% NA	22 42% BHN	37 37% BHN	30 30% ACG	51 50% BHN	43 41% BHN	50 40% BHN	41 33% BHN
Does not describe very well	659 20% A	726 22% A	48 18% A	59 23% A	21 20% A	21 20% A	21 21% A	17 17% A	10 19% A	11 22% A	13 26% A	13 26% A	13 26% A	9 17% A	17 32% H	17 17% H	20 20% RA	30 30% ACQ	30 33% BFHR	25 20% VA	30 24% VA	
Does not describe at all	420 13% B	230 7% B	49 18% DA	26 10% B	18 17% BJN	16 15% BJN	11 11% BJN	8 8% BJN	15 28% JAG	2 4% JAG	7 14% JAG	3 6% JAG	10 20% N	2 4% N	11 21% N	5 9% N	20 20% RA	10 10% RA	21 21% TA	8 8% TA	25 20% VA	11 9% VA
Decline to Answer	3	-	-	-	-	-	-	-	-	-	1 2% AC	-	-	-	-	-	-	-	-	-	-	-
Not Sure	47 1% B	-	5 2% D	-	4 4% FAU	-	1 1% FAU	-	1 2% FAU	-	1 2% FAU	-	1 2% FAU	-	1 2% FAU	-	1 1% FAU	-	2 2% FAU	-	-	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

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

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOP 2 BOX (NET)	1691 50% CEMGSU	1934 58% ADFRTV	92 34%	90 35%	35 34%	46 44%	43 42%	61 61% GDFRTV	21 39%	29 58% D	26 52% CEMQ	33 66% DFRTV	15 30%	31 62% MDFR	27 51% CEM	30 57% D	35 35%	44 44%	39 39%	49 46%	50 40%	58 46% D
Describes very well	568 17% CEMU	566 17% DFV	23 9%	16 6%	7 7%	10 10%	11 11%	17 17% D	7 13% M	8 16% D	8 16% M	12 24% DFRTV	1 2%	5 10%	6 11% CEM	7 13% D	13 13% M	11 11%	13 13% M	12 11%	12 10%	13 10%
Describes somewhat well	1123 33% CQ	1368 41% AD	69 26%	74 29%	28 27%	36 34%	32 31%	44 44% D	14 26%	21 42%	18 36%	21 42%	14 28% MDFRT	26 52% CQ	21 40% CQ	23 43% D	22 22%	33 33%	26 26%	37 35%	38 30%	45 36%
BOTTOM 2 BOX (NET)	1599 48% B	1415 42% AKO	170 63% AKO	165 65% BHLN	64 62% AK	59 56% BHLN	58 57% H	39 39%	31 57%	21 42%	22 44%	17 34%	32 64% NAK	19 38%	25 47%	23 43% AKO	64 64% BHLN	56 56% BHLN	60 59% A	57 54% BHLN	73 58% A	67 54% BHLN
Does not describe very well	914 27% I	934 28% I	68 25%	93 36% CB	30 29% I	32 30%	38 37% ACI	27 27%	8 15%	17 34% I	13 26%	13 26%	19 38% I	15 30%	17 32% I	13 25%	32 32% I	35 35%	33 33% I	38 36%	38 30% I	33 26%
Does not describe at all	685 20% B	481 14% DAGKOS	102 38% DAGKOS	72 28% BHLN	34 33% AGO	27 26% BHLN	20 20%	12 12% JAGKOS	23 43%	4 8%	9 18%	4 8%	13 26% N	4 8%	8 15%	10 19% AGO	32 32% JLN	21 21% JLN	27 27%	19 18%	35 28% A	34 27% BHLN
Decline to Answer	3	-	-	-	-	-	-	-	-	-	1 2% AC	-	-	-	-	-	-	-	-	-	-	-
Not Sure	64 2% B	-	6 2% D	-	4 4% F	-	1 1%	-	2 4%	-	1 2%	-	3 6% A	-	1 2%	-	1 1%	-	2 2%	-	2 2%	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

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

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOP 2 BOX (NET)	2142 64% CEQ	2306 69% ADFRV	138 51%	138 54%	56 54%	56 53%	59 58%	78 78%	29 54%	35 70% D	29 58%	34 68%	27 54%	38 76% MDFRV	29 55%	32 60%	46 46%	59 59%	58 57%	69 65%	78 62% CQ	73 58%
Describes very well	736 22% CEMOS	688 21% DFRV	36 13%	23 9%	9 9%	13 12%	19 19% EM	26 26% DFRV	7 13%	7 14% CEMOS	14 28% DR	12 24% DR	3 6%	9 18%	4 8%	7 13%	15 15%	8 8%	13 13%	16 15%	21 17%	18 14%
Describes somewhat well	1406 42% Q	1618 48% A	102 38%	115 45%	47 46% Q	43 41% BHN	40 39% HA	52 52%	22 41%	28 56%	15 30%	22 44%	24 48% N	29 58% F	25 47%	25 47%	31 31% Q	51 51% Q	45 45% Q	53 50% Q	57 46% Q	55 44% Q
BOTTOM 2 BOX (NET)	1156 34% B	1043 31% H	124 46% A	117 46% BHN	43 42% BHN	49 47% BHN	42 41% H	22 22%	24 44%	15 30%	19 38%	16 32%	22 44% N	12 24%	23 43%	21 40% H	53 53% AU	41 41% BHN	41 41%	37 35% H	47 38% BHN	52 42% BHN
Does not describe very well	723 22%	757 23%	58 22% CBHN	78 31%	22 21%	29 28% H	31 30% HA	15 15%	10 19%	12 24%	12 24%	13 26%	15 30%	8 16%	15 28%	11 21%	28 28% H	29 29% H	26 26%	28 26% H	28 22% BH	38 30% BH
Does not describe at all	433 13% B	286 9% DAGSU	66 25% A	39 15% BH	21 20% A	20 19% BHN	11 11%	7 7%	14 26% JAG	3 6%	7 14%	3 6%	7 14%	4 8%	8 15%	10 19% BH	25 25% RAG	12 12%	15 15%	9 8%	19 15%	14 11%
Decline to Answer	3	-	-	-	-	-	-	-	-	-	1 2% AC	-	-	-	-	-	-	-	-	-	-	-
Not Sure	56 2% B	-	6 2% D	-	4 4% FU	-	1 1%	-	1 2%	-	1 2%	-	1 2%	-	1 2%	-	1 1%	-	2 2%	-	-	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

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

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOP 2 BOX (NET)	1683 50% CEGIMGSU	1821 54% ADFPV	71 26%	86 34%	38 37% C	35 33%	41 40% C	47 47% DF	18 33%	26 52% DF	26 52% CMQU	33 66% DFHPRTV	14 28%	29 58% MDFV	24 45% C	23 43%	33 33%	46 46% D	36 36%	51 48% DF	44 35%	47 38%
Describes very well	549 16% CGMU	537 16% DFPV	19 7%	20 8%	11 11%	9 9%	9 9%	12 12%	4 7%	6 12%	8 16% CM	10 20% DFNP	1 2%	3 6%	4 8%	2 4%	14 14% CM	9 9%	10 10%	14 13%	9 7%	12 10%
Describes somewhat well	1134 34% CQ	1284 38% ADFPV	52 19%	66 26%	27 26%	26 25%	32 31% CQ	35 35%	14 26%	20 40% D	18 36% CQ	23 46% DFV	13 26% MBDFHTV	26 52% CQ	20 38% D	21 40% D	19 19%	37 37% QD	26 26%	37 35%	35 28%	35 28%
BOTTOM 2 BOX (NET)	1617 48% B	1528 46% AEGKO	190 71% BHJLNRT	169 66%	61 59% A	70 67% BHJLNT	60 59% A	53 53% L	35 65% AK	24 48%	22 44%	17 34%	33 66% NAK	21 42%	28 53%	30 57% L	66 66% AK	54 54% L	63 62% AK	55 52% L	81 65% AK	78 62% BLN
Does not describe very well	935 28% A	1036 31% A	85 32%	99 39% BL	27 26% A	44 42% EBL	35 34%	40 40% BL	13 24%	18 36%	13 26%	10 20%	20 40%	15 30%	19 36%	18 34%	28 28% A	30 30%	37 37% A	33 31%	47 38% A	42 34%
Does not describe at all	682 20% B	492 15% DAGKOSU	105 39% BHJLN	70 27%	34 33% AO	26 25% BH	25 25% H	13 13% JAGKO	22 41%	6 12%	9 18%	7 14%	13 26%	6 12%	9 17%	12 23% RAGKO	38 38% BH	24 24% BH	26 26%	22 21%	34 27% BHJLN	36 29%
Decline to Answer	4 B	-	-	-	-	-	-	-	-	-	1 2% AC	-	1 2% AC	-	-	-	-	-	-	-	-	-
Not Sure	53 2% B	-	7 3% D	-	4 4% FU	-	1 1%	-	1 2%	-	1 2%	-	2 4% U	-	1 2%	-	1 1%	-	2 2%	-	-	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

Q855_14. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

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14. Helpful

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3356	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOP 2 BOX (NET)	2133 64% CEIMG	2346 70% AD	151 56%	156 61%	54 52%	65 62%	62 61% IMQ	63 63%	23 43%	32 64%	28 56%	40 80% KDFHPRTV	21 42%	36 72% M	30 57%	31 58%	46 46%	64 64% Q	59 58%	66 62%	73 58%	79 63%
Describes very well	714 21% CEMS	698 21% DFR	40 15%	37 15%	11 11%	12 11%	18 18%	18 18% R	9 17%	7 14%	11 22% M	13 26% DFR	3 6%	7 14%	9 17%	8 15%	16 16%	8 8%	12 12%	16 15%	21 17%	18 14%
Describes somewhat well	1419 42% IQ	1648 49% A	111 41% IQ	119 47%	43 42%	53 50%	44 43% I	45 45%	14 26%	25 50% I	17 34%	27 54% K	18 36%	29 58% M	21 40%	23 43%	30 30%	56 56% Q	47 47% IQ	50 47%	52 42% I	61 49%
BOTTOM 2 BOX (NET)	1165 35% B	1003 30% A	111 41% A	99 39% BL	45 44%	40 38% L	39 38%	37 37% L	29 54% A	18 36%	20 40% L	10 20% NA	27 54% NA	14 28%	22 42%	22 42% L	53 53% RACG	36 36% L	40 40%	40 38% L	52 42% L	46 37% L
Does not describe very well	724 22%	749 22%	51 19%	68 27% C	23 22%	24 23%	29 28%	31 31% BL	13 24%	16 32% L	13 26%	7 14%	18 36% NAC	9 18%	15 28%	16 30%	25 25%	28 28%	27 27%	31 29% L	29 23%	32 26%
Does not describe at all	441 13% B	254 8% DAGS	60 22% B	31 12% B	22 21% AG	16 15% BHJ	10 10%	6 6% JAGOS	16 30% U	2 4%	7 14%	3 6%	9 18% U	5 10%	7 13%	6 11% RAGOS	28 28% U	8 8%	13 13%	9 8%	23 18%	14 11%
Decline to Answer	3	-	-	-	-	-	-	-	-	-	1 2% AC	-	-	-	-	-	-	-	-	-	-	-
Not Sure	55 2% B	-	6 2% D	-	4 4% FU	-	1 1%	-	2 4% U	-	1 2%	-	2 4% U	-	1 2%	-	1 1%	-	2 2%	-	-	-
Sigma	3356 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

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

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOP 2 BOX (NET)	2224 66% M	2425 72% AF	166 62% M	175 69% M	64 62% M	66 63% IMQ	74 73% IMQ	74 74% IMQ	30 56% M	32 64% M	30 60% M	38 76% M	23 46% M	37 74% M	35 66% M	37 70% M	58 58% M	72 72% Q	63 62% M	73 69% M	76 61% M	81 65% M
Describes very well	784 23% EMOU	793 24% DFRV	52 19% M	42 16% R	13 13% M	14 13% EMOU	29 28% DFRV	26 26% DFRV	9 17% M	8 16% EMO	13 22% R	11 22% R	2 4% MR	12 24% MR	5 9% MR	9 17% MR	19 19% RM	8 8% RM	18 18% M	18 17% M	17 14% M	19 15% M
Describes somewhat well	1440 43% A	1632 49% A	114 43% A	133 52% C	51 50% M	52 50% M	45 44% M	48 48% M	21 39% M	24 48% M	17 34% M	27 54% K	21 42% M	25 50% AKQ	30 57% AKQ	28 53% AKQ	39 39% QBDFHV	64 64% QBDFHV	45 45% M	55 52% M	59 47% M	62 50% M
BOTTOM 2 BOX (NET)	1075 32% B	924 28% B	95 35% M	80 31% M	35 34% M	39 37% B	27 26% M	26 26% M	23 43% G	18 36% M	18 36% M	12 24% NACEGO	26 52% NACEGO	13 26% M	17 32% M	16 30% M	41 41% G	28 28% M	36 36% M	33 31% M	49 39% G	44 35% M
Does not describe very well	683 20% E	673 20% M	45 17% M	53 21% M	12 12% M	23 22% E	20 20% M	19 19% M	10 19% M	16 32% BL	12 24% M	7 14% ACEGIOU	19 38% ACEGIOU	10 20% M	11 21% M	10 19% M	19 19% M	23 23% E	23 23% E	21 20% M	24 19% M	30 24% M
Does not describe at all	392 12% B	251 7% DAG	50 19% DAG	27 11% M	23 22% AG	16 15% BJR	7 7% M	7 7% M	13 24% JAG	2 4% M	6 12% M	5 10% M	7 14% M	3 6% M	6 11% M	6 11% M	22 22% RAG	5 5% M	13 13% M	12 11% M	25 20% AG	14 11% M
Decline to Answer	3	-	-	-	-	-	-	-	-	-	1 2% AC	-	-	-	-	-	-	-	-	-	-	-
Not Sure	55 2% B	-	7 3% D	-	4 4% FU	-	1 1% M	-	1 2% M	-	1 2% M	-	1 2% M	-	1 2% M	-	1 1% M	-	2 2% M	-	-	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

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

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	**	3349	**	255	**	105	**	100	**	50*	**	50*	**	50*	**	53*	**	100	**	106	**	125
Social media accounts, such as Facebook, QZone, LinkedIn or Twitter	-	2877 86%	-	199 78%	-	77 73%	-	94 94%	-	43 86%	-	47 94%	-	45 90%	-	47 89%	-	72 72%	-	75 71%	-	80 64%
Bloggng or publishing account separate from social media account, such as Blogger, Instagram, Pinterest, Tumblr or WordPress	-	2290 68%	-	89 35%	-	44 42%	-	85 85%	-	37 74%	-	43 86%	-	30 60%	-	24 45%	-	33 33%	-	55 52%	-	60 48%
A web page created through a third party service of some form. Examples could be as part of online application like Google Apps, Office 365, review sites like TripAdvisor or Yelp, or online marketing services like HomeAway	-	2002 60%	-	84 33%	-	25 24%	-	66 66%	-	33 66%	-	39 78%	-	28 56%	-	27 51%	-	41 41%	-	42 40%	-	45 36%
None of the above	-	399 12%	-	46 18%	-	26 25%	-	5 5%	-	4 8%	-	2 4%	-	5 10%	-	5 9%	-	22 22%	-	27 25%	-	40 32%

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

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

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	**	3349	**	255	**	105	**	100	**	50*	**	50*	**	50*	**	53*	**	100	**	106	**	125
Social media accounts, such as Facebook, QZone, LinkedIn or Twitter	-	1123 34% DFHJRTV	-	59 23% V	-	23 22% V	-	18 18%	-	9 18%	-	17 34% HRV	-	12 24% V	-	13 25% V	-	18 18%	-	25 24% V	-	14 11%
Blogging or publishing account separate from social media account, such as Blogger, Instagram, Pinterest, Tumblr or WordPress	-	857 26% DFJNPRTV	-	25 10%	-	18 17% J	-	22 22% DJRV	-	2 4%	-	10 20% DJ	-	6 12%	-	7 13%	-	11 11%	-	16 15% J	-	15 12%
A web page created through a third party service of some form. Examples could be as part of online application like Google Apps, Office 365, review sites like TripAdvisor or Yelp, or online marketing services like HomeAway	-	855 26% DFPRTV	-	27 11%	-	8 8%	-	25 25% DFPV	-	8 16%	-	15 30% DFPRV	-	10 20% F	-	6 11%	-	14 14%	-	18 17% F	-	14 11%
None of the above	-	900 27% HL	-	105 41% BHL	-	44 42% BHL	-	17 17%	-	17 34% HL	-	5 10%	-	15 30% L	-	15 28% L	-	57 57% BDFHJLNP	-	49 46% BHLP	-	63 50% BHLNP

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

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

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	**	3349	**	255	**	105	**	100	**	50*	**	50*	**	50*	**	53*	**	100	**	106	**	125
Social media accounts, such as Facebook, QZone, LinkedIn or Twitter	-	722 22% DFJNV	-	30 12%	-	14 13% V	-	14 14% V	-	5 10%	-	13 26% DJNV	-	3 6%	-	9 17% V	-	16 16% V	-	17 16% V	-	7 6%
A web page created through a third party service of some form. Examples could be as part of online application like Google Apps, Office 365, review sites like TripAdvisor or Yelp, or online marketing services like HomeAway	-	659 20% DFJNRV	-	19 7% N	-	7 7%	-	21 21% DFJNRV	-	3 6%	-	14 28% DFJNPRV	-	-	-	5 9% N	-	10 10% N	-	18 17% DFN	-	11 9% N
Bloggng or publishing account separate from social media account, such as Blogger, Instagram, Pinterest, Tumblr or WordPress	-	651 19% DFNPRTV	-	18 7%	-	6 6%	-	15 15% DFV	-	9 18% DFV	-	12 24% DFNPRTV	-	3 6%	-	3 6%	-	10 10%	-	12 11%	-	7 6%
None of the above	-	1019 30% HL	-	131 51% BHJLP	-	52 50% BHLP	-	20 20%	-	17 34% L	-	4 8%	-	19 38% HL	-	14 26% L	-	62 62% BHJLNP	-	53 50% BHLP	-	70 56% BHJLNP

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

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

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	**	3349	**	255	**	105	**	100	**	50*	**	50*	**	50*	**	53*	**	100	**	106	**	125
Social media accounts, such as Facebook, QZone, LinkedIn or Twitter	-	1409 42% DJNRTV	-	92 36% JNRTV	-	36 34% V	-	37 37% JNTV	-	10 20%	-	20 40% JNTV	-	10 20%	-	18 34% V	-	25 25%	-	24 23%	-	22 18%
Bloggng or publishing account separate from social media account, such as Blogger, Instagram, Pinterest, Tumblr or WordPress	-	991 30% DFNPRTV	-	43 17%	-	14 13%	-	35 35% DFJNPRTV	-	9 18%	-	14 28% FRV	-	8 16%	-	7 13%	-	10 10%	-	22 21% RV	-	14 11%
A web page created through a third party service of some form. Examples could be as part of online application like Google Apps, Office 365, review sites like TripAdvisor or Yelp, or online marketing services like HomeAway	-	616 18% DFRV	-	23 9%	-	5 5%	-	17 17% DFV	-	8 16% F	-	9 18% F	-	5 10%	-	5 9%	-	8 8%	-	15 14% F	-	10 8%
None of the above	-	825 25% L	-	103 40% BHL	-	43 41% BHL	-	18 18%	-	17 34% HL	-	6 12%	-	15 30% L	-	17 32% L	-	51 51% BHLNP	-	48 45% BHL	-	63 50% BHLNP

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

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

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	**	3349	**	255	**	105	**	100	**	50*	**	50*	**	50*	**	53*	**	100	**	106	**	125
Have	-	2877 86%	-	199 78%	-	77 73%	-	94 94%	-	43 86%	-	47 94%	-	45 90%	-	47 89%	-	72 72%	-	75 71%	-	80 64%
Promote Personal	-	1409 42%	-	92 36%	-	36 34%	-	37 37%	-	10 20%	-	20 40%	-	10 20%	-	18 34%	-	25 25%	-	24 23%	-	22 18%
Promote Business	-	1123 34%	-	59 23%	-	23 22%	-	18 18%	-	9 18%	-	17 34%	-	12 24%	-	13 25%	-	18 18%	-	25 24%	-	14 11%
Promote Organization	-	722 22%	-	30 12%	-	14 13%	-	14 14%	-	5 10%	-	13 26%	-	3 6%	-	9 17%	-	16 16%	-	17 16%	-	7 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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

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Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	**	3349	**	255	**	105	**	100	**	50*	**	50*	**	50*	**	53*	**	100	**	106	**	125
Have	-	2290 68%	-	89 35%	-	44 42%	-	85 85%	-	37 74%	-	43 86%	-	30 60%	-	24 45%	-	33 33%	-	55 52%	-	60 48%
Promote Personal	-	991 30%	-	43 17%	-	14 13%	-	35 35%	-	9 18%	-	14 28%	-	8 16%	-	7 13%	-	10 10%	-	22 21%	-	14 11%
Promote Business	-	857 26%	-	25 10%	-	18 17%	-	22 22%	-	2 4%	-	10 20%	-	6 12%	-	7 13%	-	11 11%	-	16 15%	-	15 12%
Promote Organization	-	651 19%	-	18 7%	-	6 6%	-	15 15%	-	9 18%	-	12 24%	-	3 6%	-	3 6%	-	10 10%	-	12 11%	-	7 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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	**	3349	**	255	**	105	**	100	**	50*	**	50*	**	50*	**	53*	**	100	**	106	**	125
Have	-	2002 60%	-	84 33%	-	25 24%	-	66 66%	-	33 66%	-	39 78%	-	28 56%	-	27 51%	-	41 41%	-	42 40%	-	45 36%
Promote Business	-	855 26%	-	27 11%	-	8 8%	-	25 25%	-	8 16%	-	15 30%	-	10 20%	-	6 11%	-	14 14%	-	18 17%	-	14 11%
Promote Organization	-	659 20%	-	19 7%	-	7 7%	-	21 21%	-	3 6%	-	14 28%	-	-	-	5 9%	-	10 10%	-	18 17%	-	11 9%
Promote Personal	-	616 18%	-	23 9%	-	5 5%	-	17 17%	-	8 16%	-	9 18%	-	5 10%	-	5 9%	-	8 8%	-	15 14%	-	10 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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

Base: Has Alternate Online Identities

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	**	2950	**	209	**	79*	**	95*	**	46*	**	48*	**	45*	**	48*	**	78*	**	79*	**	85*
I have made a decision to not register additional domain names and use these other online identities instead	-	709 24%	-	52 25%	-	14 18%	-	28 29%	-	13 28%	-	16 33% F	-	10 22%	-	13 27%	-	17 22%	-	22 28%	-	21 25%
I have decided to not renew one or more domain names and use these other identities instead	-	508 17% D	-	18 9%	-	9 11%	-	17 18% D	-	6 13%	-	13 27% DFP	-	9 20% D	-	5 10%	-	14 18% D	-	20 25% DFP	-	14 16%
I am considering letting a domain registration lapse and use these other online identities instead	-	482 16% FT	-	26 12%	-	6 8%	-	23 24% BDFRT	-	8 17%	-	9 19% T	-	7 16%	-	11 23% FT	-	8 10%	-	5 6%	-	14 16% T
My decision to register domain names is unaffected by my other online identities	-	1251 42% HL	-	113 54% BHLLT	-	50 63% BHJLNFTV	-	27 28%	-	19 41% L	-	10 21%	-	19 42% L	-	19 40% L	-	39 50% HL	-	32 41% L	-	36 42% L
Sigma	-	2950 100%	-	209 100%	-	79 100%	-	95 100%	-	46 100%	-	48 100%	-	45 100%	-	48 100%	-	78 100%	-	79 100%	-	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

Base: Has Alternate Online Identities

	Country																					
	North America								Europe													
	2015 Total Regist rants	2016 Total Regist rants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	**	2950	**	209	**	79*	**	95*	**	46*	**	48*	**	45*	**	48*	**	78*	**	79*	**	85*
I will be less likely to register a new domain name	-	903 31% D	-	51 24%	-	18 23%	-	28 29%	-	20 43% DFPRT	-	24 50% BDFHPRT	-	17 38%	-	10 21%	-	18 23%	-	20 25%	-	35 41% BDFPRT
I will be less likely to renew domain names I have already registered	-	690 23% DJ	-	20 10%	-	14 18%	-	23 24% D	-	5 11%	-	13 27% DJ	-	13 29% DJ	-	21 44% BDFHRTV	-	15 19% D	-	20 25% D	-	17 20% D
These other identities won't affect my decision to register a domain name-they serve different purposes	-	1357 46% L	-	138 66% BHJLNPTV	-	47 59% BLNPV	-	44 46% L	-	21 46% L	-	11 23%	-	15 33%	-	17 35%	-	45 58% BLNPV	-	39 49% L	-	33 39%
Sigma	-	2950 100%	-	209 100%	-	79 100%	-	95 100%	-	46 100%	-	48 100%	-	45 100%	-	48 100%	-	78 100%	-	79 100%	-	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: Registration Decision Affected

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

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	**	1593	**	71*	**	32*	**	51*	**	25**	**	37*	**	30*	**	31*	**	33*	**	40*	**	52*
EASY (NET)	-	1276 80% DLNT	-	49 69%	-	24 75%	-	41 80% LT	-	19 76%	-	22 59%	-	18 60%	-	22 71%	-	23 70%	-	24 60%	-	43 83% LNT
Easier to set up	-	749 47% DPT	-	24 34%	-	19 59% DPRT	-	21 41% T	-	8 32%	-	16 43% T	-	11 37%	-	7 23%	-	10 30%	-	8 20%	-	24 46% PT
Easier to access them on mobile devices (for example, I can use an app)	-	702 44% FN	-	28 39%	-	7 22%	-	30 59% BDFNRT	-	13 52%	-	14 38%	-	6 20%	-	12 39%	-	11 33%	-	12 30%	-	22 42% N
Easier to communicate to interested people-they can "follow me" or I can invite my contacts	-	676 42% RT	-	26 37% T	-	12 38%	-	22 43% T	-	9 36%	-	12 32%	-	9 30%	-	8 26%	-	8 24%	-	7 18%	-	16 31%
Integrate more easily with other tools (e.g., show my Twitter feed)	-	562 35% PT	-	20 28%	-	10 31%	-	23 45% NPT	-	4 16%	-	13 35%	-	6 20%	-	5 16%	-	8 24%	-	8 20%	-	16 31%
Lower cost	-	846 53%	-	42 59%	-	17 53%	-	31 61%	-	7 28%	-	21 57%	-	17 57%	-	13 42%	-	14 42%	-	16 40%	-	29 56%
They are more credible	-	539 34% R	-	17 24%	-	8 25%	-	20 39% R	-	5 20%	-	23 62% BDFHNPRTV	-	10 33%	-	6 19%	-	5 15%	-	8 20%	-	18 35%
No registration process to go through	-	437 27%	-	22 31%	-	8 25%	-	11 22%	-	6 24%	-	11 30%	-	8 27%	-	7 23%	-	6 18%	-	11 28%	-	20 38%
Other	-	14 1%	-	5 7% B	-	4 13% BHLT	-	-	-	-	-	-	-	-	1 3%	-	1 3%	-	-	-	2 4% B	
Sigma	-	4525 284%	-	184 259%	-	85 266%	-	158 310%	-	52 208%	-	110 297%	-	67 223%	-	59 190%	-	63 191%	-	70 175%	-	147 283%

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

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

Base: Registration Decision Not Affected

	Country																					
	North America								Europe													
	2015 Total Regist rants	2016 Total Regist rants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	**	1357	**	138	**	47*	**	44*	**	21**	**	11**	**	15**	**	17**	**	45*	**	39*	**	33*
More likely to come up in search results	-	311 23%	-	28 20%	-	9 19%	-	11 25%	-	5 24%	-	3 27%	-	5 33%	-	2 12%	-	15 33%	-	7 18%	-	6 18%
The gTLD or domain name communicates the topic better e.g. pet.photography	-	307 23%	-	24 17%	-	10 21%	-	16 36%	-	2 10%	-	2 18%	-	4 27%	-	5 29%	-	5 11%	-	6 15%	-	7 21%
It's more legitimate	-	304 22%	-	32 23%	-	9 19%	-	6 14%	-	6 29%	-	2 18%	-	1 7%	-	-	-	13 29%	-	15 38%	-	4 12%
I have more control over the design	-	210 15%	-	28 20%	-	11 23%	-	7 16%	-	4 19%	-	3 27%	-	3 20%	-	5 29%	-	5 11%	-	4 10%	-	5 15%
It's expected by customers	-	205 15%	-	19 14%	-	7 15%	-	4 9%	-	3 14%	-	1 9%	-	2 13%	-	5 29%	-	5 11%	-	6 15%	-	10 30%
Other	-	20 1%	-	7 5%	-	1 2%	-	-	-	1 5%	-	-	-	-	-	-	-	2 4%	-	1 3%	-	1 3%
Sigma	-	1357 100%	-	138 100%	-	47 100%	-	44 100%	-	21 100%	-	11 100%	-	15 100%	-	17 100%	-	45 100%	-	39 100%	-	33 100%

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

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

SUMMARY TABLE OF STRICT/SOME RESTRICTIONS

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
.email	2074 62% CIO	2246 67% AD	141 53%	149 58%	59 57%	62 59%	60 59%	74 74% GDFJPV	19 35%	28 56%	30 60%	33 66%	28 56%	35 70%	24 45%	29 55%	54 54%	71% QDP	54 53%	72 68%	80 64% CIO	74 59%
.photography	2083 62%	2255 67% A	153 57%	178 70% C	68 66%	74 70%	58 57%	69 69%	21 39%	31 62%	31 62%	29 58%	28 56%	36 72%	30 57%	30 57%	55 55%	74 74% QLP	58 57%	73 69% ACGIQS	89 71%	87 70%
.link	1959 58% CEIQGS	2098 63% ADFV	97 36%	128 50% C	48 47%	55 52%	51 50%	70 70% GDFLRV	19 35%	30 60%	33 66% CEIQGS	25 50%	25 50%	35 70% MDFLV	19 36%	31 58%	46 46%	54 54%	49 49% C	64 60%	71 57% CIO	65 52%
.guru	1944 58% CI	2033 61% ADF	114 43%	140 55% C	53 51%	53 50%	54 53%	60 60%	17 31%	30 60%	32 64% CI	28 56%	27 54%	31 62%	25 47%	28 53%	51 51%	63 63%	51 50%	63 59%	70 56% CI	70 56%
.realtor	2119 63% IOS	2308 69% ALTV	195 73% AGIMOSU	226 89% CBHLNPTV	76 74%	86 82%	58 57%	69 69% LV	17 31%	33 66%	35 70% IOS	26 52%	26 52%	34 68%	24 45%	30 57%	68 68% IOS	84 84% QBHLNPTV	52 51%	61 58%	69 55%	70 56%
.club	2082 62% CI	2215 66% AP	141 53%	170 67% C	57 55%	69 66%	58 57%	78 78% GBDLPV	18 33%	29 58%	33 66%	30 60%	27 54%	36 72% P	27 51%	28 53%	58 58%	69 69%	55 54%	72 68% S	78 62% CI	78 62%
.xyz	1810 54% CEIQ	1863 56% DF	80 30%	105 41% C	44 43%	43 41%	52 51%	57 57% DF	16 30%	29 58%	34 68% LACEIOGSU	24 48%	26 52%	35 70% BDFLRV	22 42%	29 55%	44 44% C	52 52%	45 45% C	63 59% SDF	63 50% CI	64 51%
.bank	-	2709 81% L	-	224 88% BJLNPTV	-	89 85% L	-	85 85% L	-	36 72% L	-	35 70% L	-	37 74% L	-	45 85% L	-	87 87% JLN	-	82 77% L	-	99 79% L
.pharmacy	-	2602 78% L	-	228 89% BJLTV	-	88 84% L	-	82 82% L	-	39 78% L	-	32 64% L	-	42 84% L	-	43 81% L	-	87 87% BLT	-	78 74% L	-	97 78% L
.builder	-	2402 72% L	-	207 81% BJLPV	-	82 78% L	-	79 79% LP	-	32 64% L	-	27 54% L	-	38 76% L	-	34 64% L	-	85 85% BJLPV	-	72 68% L	-	89 71% L
.toronto	-	82 78%	-	-	-	82 78%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
quadalajara	-	71 71%	-	-	-	-	-	71 71%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.roma	-	33 66%	-	-	-	-	-	-	-	33 66%	-	-	-	-	-	-	-	-	-	-	-	-
.istanbul	-	33 66%	-	-	-	-	-	-	-	-	-	33 66%	-	-	-	-	-	-	-	-	-	-
.madrid	-	38 76%	-	-	-	-	-	-	-	-	-	-	38 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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
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SUMMARY TABLE OF STRICT/SOME RESTRICTIONS

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	North America								Europe													
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(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
.warszawa	-	35 66%	-	-	-	-	-	-	-	-	-	-	-	-	-	35 66%	-	-	-	-	-	-
.paris	-	77 73%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	77 73%	-	-
Foshan	-	380 69%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.hanoi	-	37 71%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.manilla	-	78 77%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.tokyo	-	124 70%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.seoul	-	77 76%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.MOCKBa	-	89 70%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.delhi	-	234 71%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.jakarta	-	72 72%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.abuja	-	123 62%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.capetown	-	76 75%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.cairo	-	75 75%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.bogota	-	86 69%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.cordoba	-	68 65%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
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(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
.rio	-	111 60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.berlin	89 71%	100 80%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	89 71%	100 80%
.ovh	64 51%	64 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	64 51%	64 51%
.london	342 64% I	78 78% A	-	-	-	-	-	-	27 50%	-	32 64%	-	30 60%	-	30 57%	-	72 72% I	78 78%	62 61%	-	89 71% I	-
.nyc	179 67%	193 76% A	179 67%	193 78% C	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.wang	358 65%	337 61%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-ses554g (Chinese for network address)	370 67%	349 63%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-55qx5d (Chinese for company)	375 68%	352 64%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL RESTRICTIONS (NET)	2572 77% IOS	3027 90% AT	202 75% J	233 91% CT	79 77% I	95 90% E	73 72% I	92 92% GT	33 61% I	42 84% I	38 76% I	46 92% K	33 66% M	46 92% M	33 62% M	47 89% O	81 81% IMOS	93 93% QT	68 67% S	87 82% S	100 80% IOS	111 89% IOS
TOTAL RESTRICTIONS CONSISTENT (NET)	2572 77% IOS	2929 87% AJ	202 75% I	232 91% CJPT	79 77% I	92 88% E	73 72% I	90 90% GJ	33 61% I	39 78% I	38 76% I	43 86% K	33 66% M	42 84% M	33 62% M	42 79% M	81 81% IMOS	93 93% QT	68 67% S	87 82% S	100 80% IOS	108 86% IOS
TOTAL RESTRICTIONS ADDED (NET)	-	2977 89% AT	-	233 91% CJLT	-	94 90% E	-	89 89% G	-	41 82% I	-	41 82% K	-	46 92% M	-	47 89% O	-	91 91% QT	-	86 81% S	-	109 87% U
RESTRICTIONS GLOBAL (NET)	2553 76% IOS	3014 90% AT	200 75% I	233 91% CT	79 77% I	95 90% E	73 72% I	92 92% GT	30 56% I	42 84% I	38 76% I	45 90% K	33 66% M	45 90% M	33 62% M	47 89% O	77 77% I	93 93% QT	67 66% S	87 82% S	96 77% IO	110 88% U
RESTRICTIONS GLOBAL CONSISTENT (NET)	2553 76% IOS	2922 87% AJ	200 75% I	232 91% CJPTV	79 77% I	92 88% E	73 72% I	90 90% GJ	30 56% I	39 78% I	38 76% I	43 86% K	33 66% M	42 84% M	33 62% M	42 79% M	77 77% I	93 93% QT	67 66% S	87 82% S	96 77% IO	105 84% U
RESTRICTIONS GLOBAL ADDED (NET)	-	2935 88% AT	-	233 91% CJLT	-	92 88% E	-	89 89% G	-	41 82% I	-	40 80% K	-	45 90% M	-	47 89% O	-	91 91% QT	-	86 81% S	-	109 87% U
RESTRICTIONS GEO-SPECIFIC (NET)	972 29% EG	2455 73% A	179 67% AEGI	193 76% C	-	82 78% E	-	71 71% G	27 50% AEG	33 66% I	32 64% AEG	33 66% K	30 60% AEG	38 76% M	30 57% AEG	35 66% O	72 72% AEGI	78 78% S	62 61% AEG	77 73% AEGIMOS	94 75% BHJLPT	105 84% 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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
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Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Regist rants	2016 Total Regist rants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
RESTRICTIONS GEO-SPECIFIC CONSISTENT (NET)	972 29%	804 24%	179 67%	193 76%	-	-	-	-	27 50%	-	32 64%	-	30 60%	-	30 57%	-	72 72%	78 78%	62 61%	-	94 75%	105 84%
RESTRICTIONS GEO-SPECIFIC ADDED (NET)	-	1999 60%	-	-	-	82 78%	-	71 71%	-	33 66%	-	33 66%	-	38 76%	-	35 66%	-	-	-	77 73%	-	-
		ADRV				EBDRV		GBDRV		IDRV		KDRV		MDRV		ODRV					SBDRV	

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	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
.email	700 21% IMS	748 22% J	47 18%	50 20%	20 19%	19 18%	23 23% IM	25 25% J	4 7%	5 10%	12 24% IM	13 26% J	4 8%	11 22%	6 11%	7 13%	17 17%	24 24% J	13 13%	18 17%	28 22% IM	19 15%
.photography	620 18% S	618 18% S	50 19% S	57 22%	22 21% MS	23 22%	16 16%	21 21%	5 9%	6 12%	10 20%	8 16%	4 8%	13 26% M	5 9%	7 13%	12 12%	16 16%	10 10%	19 18%	29 23% IMOQS	19 15%
.link	584 17% CIM	542 16% D	28 10%	30 12%	16 16%	12 11%	19 19% CIM	12 12%	3 6%	4 8%	12 24% CIMOS	6 12%	3 6%	11 22% MRV	4 8%	5 9%	14 14%	10 10%	11 11%	14 13%	22 18% CIM	13 10%
.guru	587 17% CI	531 16%	29 11%	37 15%	15 15%	12 11%	19 19% C	19 19%	4 7%	5 10%	11 22% CI	7 14%	5 10%	7 13%	7 13%	7 13%	17 17%	15 15%	16 16%	14 13%	24 19% CI	17 14%
.realtor	664 20% IM	745 22% AJLNPTV	93 35% AGKMOGSU	124 49% CBJLNPRTV	31 30% AGIMOSU	54 51% EBJLNPRTV	15 15%	20 20% L	4 7%	5 10%	10 20% LM	3 6%	3 6%	5 10%	5 9%	5 9%	23 23% IMO	33 33% BJLNPTV	14 14%	13 12%	18 14%	14 11%
.club	587 17% CIS	590 18% JT	34 13%	40 16% J	16 16%	19 18% J	18 18%	16 16% J	4 7%	2 4%	12 24% CIMS	5 10%	4 8%	9 18% J	7 13%	8 15%	14 14%	17 17% J	9 9%	11 10%	21 17% J	21 17% J
.xyz	558 17% BCO	485 14% L	21 8%	34 13% C	12 12%	20 19% LV	17 17% CO	22 22% BDLV	5 9%	5 10% LACEIMOOS	15 30%	2 4%	5 10%	7 14% O	2 4%	8 15% O	14 14%	15 15% L	14 14%	14 13%	22 18% VCO	11 9%
.bank	-	1432 43% JT	-	154 60% BJLNPTV	-	66 63% BJLNPTV	-	49 49% JLT	-	11 22% L	-	15 30% L	-	18 36% J	-	24 45% JT	-	55 55% BJLNTV	-	26 25% L	-	45 36% L
.pharmacy	-	1250 37% L	-	149 58% BHJLNPTV	-	70 67% BHJLNPTV	-	42 42% L	-	14 28% L	-	9 18% L	-	17 34% L	-	40 40% L	-	51 51% BJLT	-	31 29% L	-	49 39% L
.builder	-	732 22% JLP	-	85 33% BJLPTV	-	32 30% BJLPTV	-	24 24% JLP	-	5 10% L	-	3 6% L	-	11 22% LP	-	4 8% L	-	34 34% BJLPTV	-	19 18% L	-	24 19% L
.toronto	-	30 29%	-	-	-	30 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
quadalajara	-	20 20%	-	-	-	-	-	20 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.roma	-	7 14%	-	-	-	-	-	-	-	7 14%	-	-	-	-	-	-	-	-	-	-	-	-
.istanbul	-	11 22%	-	-	-	-	-	-	-	-	-	11 22%	-	-	-	-	-	-	-	-	-	-
.madrid	-	14 28%	-	-	-	-	-	-	-	-	-	-	-	14 28%	-	-	-	-	-	-	-	-

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

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(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
.warszawa	-	11 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	11 21%	-	-	-	-	-	-
.paris	-	22 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22 21%	-	-	-
Foshan	-	118 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.hanoi	-	13 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.manilla	-	23 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.tokyo	-	34 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.seoul	-	27 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.MOCKBa	-	32 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.delhi	-	79 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.jakarta	-	26 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.abuja	-	43 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.capetown	-	31 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.cairo	-	24 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.bogota	-	26 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.cordoba	-	22 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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
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(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
.rio	-	35 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.berlin	35 28%	32 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	35 28%	32 26%
.ovh	17 14%	15 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17 14%	15 12%
.london	110 21%	23 23%	-	-	-	-	-	-	9 17%	-	12 24%	-	7 14%	-	7 13%	-	23 23%	23 23%	19 19%	-	33 26%	-
.nyc	62 23%	63 25%	62 23%	63 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.wang	102 19%	86 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-ses554g (Chinese for network address)	123 22%	103 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-55qx5d (Chinese for company)	122 22%	97 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL RESTRICTIONS (NET)	1331 40%	2114 63%	112 42%	183 72%	43 42%	80 76%	36 35%	64 64%	12 22%	20 40%	22 44%	30 60%	10 20%	27 54%	14 26%	31 58%	38 38%	68 68%	32 32%	48 45%	55 44%	69 55%
TOTAL RESTRICTIONS CONSISTENT (NET)	1331 40%	1644 49%	112 42%	153 60%	43 42%	67 64%	36 35%	45 45%	12 22%	15 30%	22 44%	22 44%	10 20%	21 42%	14 26%	18 34%	38 38%	50 50%	32 32%	35 33%	55 44%	51 41%
TOTAL RESTRICTIONS ADDED (NET)	-	1860 56%	-	170 67%	-	76 72%	-	61 61%	-	15 30%	-	42 84%	-	24 48%	-	30 57%	-	61 61%	-	40 38%	-	60 48%
RESTRICTIONS GLOBAL (NET)	1265 38%	2068 62%	105 39%	181 71%	43 42%	79 75%	36 35%	64 64%	8 15%	20 40%	21 42%	29 58%	8 16%	27 54%	13 25%	31 58%	32 32%	67 67%	29 29%	48 45%	51 41%	68 54%
RESTRICTIONS GLOBAL CONSISTENT (NET)	1265 38%	1596 48%	105 39%	144 56%	43 42%	67 64%	36 35%	45 45%	8 15%	15 30%	21 42%	22 44%	8 16%	21 42%	13 25%	18 34%	32 32%	48 48%	29 29%	35 33%	51 41%	43 34%
RESTRICTIONS GLOBAL ADDED (NET)	-	1766 53%	-	170 67%	-	74 70%	-	60 60%	-	15 30%	-	17 34%	-	22 44%	-	28 53%	-	61 61%	-	40 38%	-	60 48%
RESTRICTIONS GEO-SPECIFIC (NET)	371 11%	873 26%	62 23%	63 25%	-	30 29%	-	20 20%	9 17%	7 14%	12 24%	11 22%	7 14%	14 28%	7 13%	11 21%	23 23%	23 23%	19 19%	22 21%	42 34%	38 30%

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

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

SUMMARY TABLE OF STRICT RESTRICTIONS

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125	
RESTRICTIONS GEO-SPECIFIC CONSISTENT (NET)	371 11%	299 9%	62 23%	63 25%	-	-	-	-	9 17%	-	12 24%	-	7 14%	-	7 13%	-	23 23%	23 23%	19 19%	-	42 34%	38 30%
	BEG	FHJLNPT	AEG	BFHJLNPT				JEG		LAEG		NEG		PEG		AEG	BFHJLNPT	TAEG		ACEGIMOS	BFHJLNPT	
RESTRICTIONS GEO-SPECIFIC ADDED (NET)	-	648 19%	-	-	-	30 29%	-	20 20%	-	7 14%	-	11 22%	-	14 28%	-	11 21%	-	-	-	22 21%	-	-
		ADRV				EBDJRV		GDRV		IDRV		KDRV		MDRV		ODRV				SDRV		

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

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

SUMMARY TABLE OF SOME RESTRICTIONS

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
.email	1374 41% CI	1498 45% AD	94 35%	99 39%	39 38%	43 41%	37 36%	49 49%	15 28%	23 46%	18 36%	20 40%	24 48%	24 48%	18 34%	22 42%	37 37%	47 47%	41 41%	54 51% D	52 42%	55 44%
.photography	1463 44% I	1637 49% A	103 38%	121 47% C	46 45%	51 49%	42 41%	48 48%	16 30%	25 50%	21 42%	21 42%	24 48%	23 46%	25 47%	23 43%	43 43%	58 58% Q	48 48%	54 51%	60 48% I	68 54%
.link	1375 41% CEG	1556 46% AD	69 26%	98 38% C	32 31%	43 41%	32 31%	58 58% GBDFLRV	16 30%	26 52%	21 42% C	19 38%	22 44% C	24 48%	15 28%	26 49% O	32 32%	44 44%	38 38% C	50 47%	49 39% C	52 42%
.guru	1357 40% CI	1502 45% A	85 32%	103 40% C	38 37%	41 39%	35 34%	41 41%	13 24%	25 50%	21 42%	21 42%	22 44%	24 48%	18 34%	21 40%	34 34%	48 48% Q	35 35%	49 46%	46 37%	53 42%
.realtor	1455 43% I	1563 47% ADF	102 38%	102 40%	45 44% I	32 30%	43 42% I	49 49% F	13 24%	28 56% IDF	25 50% I	23 46%	23 46% I	29 58% DF	19 36%	25 47% F	45 45% I	51 51% F	38 38%	48 45% F	51 41% I	56 45% F
.club	1495 45% I	1625 49% A	107 40%	130 51% C	41 40%	50 48%	40 39%	62 62% GBFPV	14 26%	27 54% I	21 42%	25 50%	23 46% I	27 54%	20 38%	20 38% I	44 44% I	52 52% I	46 46% I	61 58% P	57 46% I	57 46%
.xyz	1252 37% CI	1378 41% ADF	59 22%	71 28%	32 31%	23 22%	35 34% C	35 35% F	11 20%	24 48% IDF	19 38% C	22 44% DF	21 42% CI	28 56% BDFHR	20 38% C	21 40% F	30 30%	37 37% F	31 31%	49 46% SDF	41 33% C	53 42% DF
.bank	-	1277 38% DF	-	70 27%	-	23 22%	-	36 36% F	-	25 50% DFR	-	20 40% F	-	19 38% F	-	21 40% F	-	32 32%	-	56 53% BDFHR	-	54 43% DF
.pharmacy	-	1352 40% DF	-	79 31% F	-	18 17%	-	40 40% F	-	25 50% DF	-	23 46% DF	-	25 50% DF	-	22 42% F	-	36 36% F	-	47 44% DF	-	48 38% F
.builder	-	1670 50%	-	122 48%	-	50 48%	-	55 55%	-	27 54%	-	24 48%	-	27 54%	-	30 57%	-	51 51%	-	53 50%	-	65 52%
.toronto	-	52 50%	-	-	-	52 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
quadalajara	-	51 51%	-	-	-	-	-	51 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.roma	-	26 52%	-	-	-	-	-	-	-	26 52%	-	-	-	-	-	-	-	-	-	-	-	-
.istanbul	-	22 44%	-	-	-	-	-	-	-	-	-	22 44%	-	-	-	-	-	-	-	-	-	-
.madrid	-	24 48%	-	-	-	-	-	-	-	-	-	-	-	24 48%	-	-	-	-	-	-	-	-

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

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

SUMMARY TABLE OF SOME RESTRICTIONS

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
.warszawa	-	24 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	24 45%	-	-	-	-	-	-
.paris	-	55 52%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	55 52%	-	-
Foshan	-	262 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.hanoi	-	24 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.manilla	-	55 54%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.tokyo	-	90 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.seoul	-	50 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.MOCKBa	-	57 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.delhi	-	155 47%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.jakarta	-	46 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.abuja	-	80 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.capetown	-	45 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.cairo	-	51 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.bogota	-	60 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.cordoba	-	46 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

SUMMARY TABLE OF SOME RESTRICTIONS

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
.rio	-	76 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.berlin	54 43%	68 54%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	54 43%	68 54%
.ovh	47 38%	49 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	47 38%	49 39%
.london	232 44%	55 55% A	-	-	-	-	-	-	18 33%	-	20 40%	-	23 46%	-	23 43%	-	49 49%	55 55%	43 43%	-	56 45%	-
.nyc	117 44%	130 51%	117 44%	130 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.wang	256 47%	251 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-ses554g (Chinese for network address)	247 45%	246 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-55qx5d (Chinese for company)	253 46%	255 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL RESTRICTIONS (NET)	2234 67%	2788 83% AT	181 68%	211 83% C	65 63%	82 78% E	62 61%	86 86% GT	30 56%	37 74%	31 62%	43 86% K	30 60%	41 82% M	30 57%	44 83% O	68 68%	85 85% Q	59 58%	79 75% S	87 70%	100 80%
TOTAL RESTRICTIONS CONSISTENT (NET)	2234 67%	2675 80% AJ	181 68%	208 82% CJ	65 63%	76 72% E	62 61%	83 83% GJ	30 56%	34 68%	31 62%	39 78% I	30 60%	35 70% M	30 57%	39 74% OD	68 68%	84 84% QFJN	59 58%	79 75% S	87 70%	99 79%
TOTAL RESTRICTIONS ADDED (NET)	-	2413 72% ADRV	-	150 59% C	-	68 65% E	-	76 76% GDRV	-	34 68% I	-	35 70% K	-	39 78% MDRV	-	40 75% OD	-	61 61% Q	-	72 68% S	-	78 62% U
RESTRICTIONS GLOBAL (NET)	2211 66%	2760 82% AT	178 66%	210 82% C	65 63%	80 76% E	62 61%	86 86% GT	27 50%	37 74% I	30 60%	41 82% K	30 60%	39 78% M	30 57%	43 81% O	66 66%	85 85% Q	58 57%	79 75% S	83 66% I	100 80% U
RESTRICTIONS GLOBAL CONSISTENT (NET)	2211 66%	2665 80% AJ	178 66%	206 81% CJ	65 63%	76 72% E	62 61%	83 83% GJ	27 50%	34 68% I	30 60%	39 78% K	30 60%	35 70% M	30 57%	39 74% OD	66 66%	84 84% QFJN	58 57%	79 75% S	83 66% I	97 78%
RESTRICTIONS GLOBAL ADDED (NET)	-	2201 66% ADF	-	150 59% C	-	58 55% E	-	68 68% G	-	33 66% I	-	31 62% K	-	34 68% M	-	38 72% OF	-	61 61% Q	-	70 66% S	-	78 62% U
RESTRICTIONS GEO-SPECIFIC (NET)	746 22%	1768 53% A	117 44% AEG	130 51%	-	52 50% E	-	51 51% G	18 33% AEG	26 52% AEG	20 40% AEG	22 44% AEG	23 46% AEG	24 48% AEG	23 43% AEG	24 45% AEG	49 49% AEG	55 55% AEG	43 43% AEG	55 52% ACEGIKS	71 57% L	76 61% L

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

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

2 Aug 2016
Table 260

SUMMARY TABLE OF SOME RESTRICTIONS

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
RESTRICTIONS GEO-SPECIFIC CONSISTENT (NET)	746 22%	641 19%	117 44%	130 51%	-	-	-	-	18 33%	-	20 40%	-	23 46%	-	23 43%	-	49 49%	55 55%	43 43%	-	71 57%	76 61%
RESTRICTIONS GEO-SPECIFIC ADDED (NET)	-	1351 40%	-	-	-	52 50%	-	51 51%	-	26 52%	-	22 44%	-	24 48%	-	24 45%	-	-	-	-	55 52%	-
		ADRV				EDRV		GBDRV		IDRV		KDRV		MDRV		ODRV					SBDRV	

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

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

SUMMARY TABLE OF NO RESTRICTIONS

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
.email	1229 37% B	1103 33% AU	122 46% AU	106 42% BHR	42 41% H	43 41% H	41 40% H	26 26% ACEGKMSU	34 63% H	22 44% H	18 36% H	17 34% H	19 38% H	15 30% AU	28 53% HR	24 45% R	45 45% R	29 29% R	44 44% U	34 32% U	42 34% U	51 41% H
.photography	1222 36% BU	1094 33% DU	111 41% DU	77 30% DU	33 32% U	31 30% U	43 42% U	31 31% JACEGKMSU	32 59% U	19 38% U	17 34% U	21 42% R	19 38% U	14 28% U	22 42% R	23 43% RU	44 44% RU	26 26% U	40 40% U	33 31% U	34 27% U	38 30% U
.link	1341 40% B	1251 37% DAGKMSU	165 62% DU	127 50% BHN	52 50% U	50 48% BHN	50 49% HK	30 30% JACEGKMSU	34 63% U	20 40% U	15 30% U	25 50% KHN	23 46% U	15 30% U	31 58% AKU	22 42% U	52 52% AK	46 46% H	48 48% K	42 40% U	51 41% U	60 48% BHN
.guru	1353 40% B	1316 39% DAKMU	148 55% DU	115 45% B	47 46% U	52 50% U	46 45% U	40 40% JAEKMSU	36 67% U	20 40% U	16 32% U	22 44% U	20 40% U	19 38% U	26 49% U	25 47% U	48 48% U	37 37% U	46 46% U	43 41% U	52 42% U	55 44% U
.realtor	1181 35% BCE	1041 31% DFR	69 26% D	29 11% D	24 23% U	19 18% U	42 41% CE	31 31% DFR	36 67% JACEGKMSU	17 34% U	13 26% KBDFHR	24 48% U	22 44% CE	16 32% DR	27 51% ACEKQ	23 43% DFR	31 31% R	16 16% U	44 44% CEK	45 42% BDFR	52 42% CE	55 44% BDFHR
.club	1223 36% B	1134 34% H	123 46% DAKU	85 33% H	44 43% U	36 34% U	43 42% H	22 22% JACEGKMSU	35 65% U	21 42% H	15 30% U	20 40% H	20 40% U	14 28% U	25 47% U	25 47% BHN	41 41% U	31 31% U	42 42% U	34 32% U	43 34% U	47 38% H
.xyz	1484 44% K	1486 44% N	181 68% DAEGKMSU	150 59% BHJNT	56 54% AK	62 59% BHJNT	48 47% K	43 43% JAGKMSU	37 69% U	21 42% U	14 28% U	26 52% KN	22 44% U	15 30% U	29 55% K	24 45% U	54 54% AK	48 48% N	52 51% K	43 41% U	58 46% K	61 49% N
.bank	-	640 19% D	-	31 12% U	-	16 15% U	-	15 15% U	-	14 28% DR	-	15 30% BDFHR	-	13 26% DR	-	8 15% U	-	13 13% U	-	24 23% D	-	26 21% D
.pharmacy	-	747 22% DR	-	27 11% U	-	17 16% U	-	18 18% U	-	11 22% D	-	18 36% BDFHNR	-	8 16% U	-	10 19% U	-	13 13% U	-	28 26% DR	-	28 22% D
.builder	-	947 28% DR	-	48 19% U	-	23 22% U	-	21 21% U	-	18 36% DR	-	23 46% BDFHNRV	-	12 24% U	-	19 36% DHR	-	15 15% U	-	34 32% DR	-	36 29% DR
.toronto	-	23 22% U	-	-	-	23 22% U	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.quadalajara	-	29 29% U	-	-	-	-	-	29 29% U	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.roma	-	17 34% U	-	-	-	-	-	-	-	17 34% U	-	-	-	-	-	-	-	-	-	-	-	-
.istanbul	-	17 34% U	-	-	-	-	-	-	-	-	-	17 34% U	-	-	-	-	-	-	-	-	-	-
.madrid	-	12 24% U	-	-	-	-	-	-	-	-	-	-	-	12 24% 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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

SUMMARY TABLE OF NO RESTRICTIONS

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
.warszawa	-	18 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	18 34%	-	-	-	-	-	-
.paris	-	29 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	29 27%	-	-
Foshan	-	171 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.hanoi	-	15 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.manilla	-	23 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.tokyo	-	52 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.seoul	-	24 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.MOCKBa	-	39 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.delhi	-	96 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.jakarta	-	28 28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.abuja	-	77 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.capetown	-	25 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.cairo	-	25 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.bogota	-	39 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.cordoba	-	36 35%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

SUMMARY TABLE OF NO RESTRICTIONS

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
.rio	-	75 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.berlin	34 27%	25 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	34 27%	25 20%
.ovh	58 46%	61 49%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	58 46%	61 49%
.london	178 33% B	22 22%	-	-	-	-	-	-	26 48% AQU	-	16 32%	-	18 36%	-	22 42%	-	26 26%	22 22%	36 36%	-	34 27%	-
.nyc	83 31%	62 24%	83 31%	62 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.wang	183 33%	214 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-ses554g (Chinese for network address)	169 31%	202 37% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-55qx5d (Chinese for company)	165 30%	199 36% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL RESTRICTIONS (NET)	1952 58%	2244 67% AKMQSU	192 72%	170 67%	67 65% K	76 72% N	64 63%	65 65%	44 81% JAEQKMSU	31 62%	24 48%	38 76% KN	25 50%	27 54%	36 68% K	39 74% N	59 59%	60 60%	60 59%	67 63%	76 61%	90 72% N
TOTAL RESTRICTIONS CONSISTENT (NET)	1952 58%	2176 65% AKMQSU	192 72%	169 66%	67 65% K	75 71% N	64 63%	63 63%	44 81% JAEQKMSU	31 62%	24 48%	38 76% KNR	25 50%	25 50%	36 68% K	37 70% N	59 59%	59 59%	60 59%	65 61%	76 61%	89 71% N
TOTAL RESTRICTIONS ADDED (NET)	-	1467 44% ADFR	-	57 22% C	-	31 30% E	-	37 37% GDR	-	22 44% IDR	-	30 60% KBDFHRTV	-	20 40% MDR	-	27 51% ODFR	-	21 21% Q	-	45 42% SDR	-	49 39% UDR
RESTRICTIONS GLOBAL (NET)	1935 58%	2212 66% AKMQSU	192 72%	170 67%	67 65% K	76 72% NR	64 63%	64 64%	44 81% JAEQKMSU	31 62%	24 48%	38 76% KNR	25 50%	27 54%	36 68% K	39 74% N	59 59%	58 58%	60 59%	66 62%	76 61%	89 71% NR
RESTRICTIONS GLOBAL CONSISTENT (NET)	1935 58%	2152 64% AKMQSU	192 72%	169 66% N	67 65% K	75 71% NR	64 63%	63 63%	44 81% JAEQKMSU	31 62%	24 48%	38 76% KNR	25 50%	25 50%	36 68% K	37 70% N	59 59%	57 57%	60 59%	65 61%	76 61%	88 70% NR
RESTRICTIONS GLOBAL ADDED (NET)	-	1227 37% ADFH	-	57 22% C	-	26 25% E	-	26 26% G	-	21 42% IDFH	-	27 54% KBDFH	-	19 38% MDR	-	23 43% ODFH	-	21 21% Q	-	41 39% SDFH	-	49 39% UDFH
RESTRICTIONS GEO-SPECIFIC (NET)	556 17%	1174 35% ADFR	83 31% AEG	62 24%	-	23 22% E	-	29 29%	26 48% ACEGQ	17 34%	16 32% AEG	17 34%	18 36% AEG	12 24%	22 42% AEG	18 34%	26 26% AEG	22 22%	36 36% AEG	29 27%	63 50% ACEGQS	66 53% BDFHLPRT

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

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

SUMMARY TABLE OF NO RESTRICTIONS

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Regist rants	2016 Total Regist rants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125	
RESTRICTIONS GEO-SPECIFIC CONSISTENT (NET)	556 17%	452 13%	83 31%	62 24%	-	-	-	-	26 48%	-	16 32%	-	18 36%	-	22 42%	-	26 26%	22 22%	36 36%	-	63 50%	66 53%
RESTRICTIONS GEO-SPECIFIC ADDED (NET)	-	870 26%	-	-	-	23 22%	-	29 29%	-	17 34%	-	17 34%	-	12 24%	-	18 34%	-	-	-	-	29 27%	-
		ADRV				EDRV		GDRV		IDRV		KDRV		MDRV		ODRV					SDRV	

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

Q865_1. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

2 Aug 2016
Table 262

1. .email

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
STRICT/SOME RESTRICTIONS (NET)	2074 62%	2246 67%	141 53%	149 58%	59 57%	62 59%	60 59%	74 74%	19 35%	28 56%	30 60%	33 66%	28 56%	35 70%	24 45%	29 55%	54 54%	71 71%	54 53%	72 68%	80 64%	74 59%
Strict purchase restrictions should be required	700 21%	748 22%	47 18%	50 20%	20 19%	19 18%	23 23%	25 25%	4 7%	5 10%	12 24%	13 26%	4 8%	11 22%	6 11%	7 13%	17 17%	24 24%	13 13%	18 17%	28 22%	19 15%
Some purchase restrictions should be required	1374 41%	1498 45%	94 35%	99 39%	39 38%	43 41%	37 36%	49 49%	15 28%	23 46%	18 36%	20 40%	24 48%	24 48%	18 34%	22 42%	37 37%	47 47%	41 41%	54 51%	52 42%	55 44%
No purchase restrictions should be required	1229 37%	1103 33%	122 46%	106 42%	42 41%	43 41%	41 40%	26 26%	34 63%	22 44%	18 36%	17 34%	19 38%	15 30%	28 53%	24 45%	45 45%	29 29%	44 44%	34 32%	42 34%	51 41%
Not Sure	48 1%	-	5 2%	-	2 2%	-	1 1%	-	2 2%	-	1 2%	-	2 4%	-	1 2%	-	1 1%	-	3 3%	-	2 2%	-
Decline to Answer	6 B	-	-	-	-	-	-	-	-	-	1 AC	-	1 AC	-	-	-	-	-	-	-	1 1%	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

Q865_2. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

2. .photography

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
STRICT/SOME RESTRICTIONS (NET)	2083 62%	2255 67% A	153 57%	178 70% C	68 66% I	74 70%	58 57% I	69 69%	21 39%	31 62% I	31 62% I	29 58%	28 56%	36 72%	30 57%	30 57%	55 55%	74 74% QLP	58 57% I	73 69%	89 71% ACGIQS	87 70%
Strict purchase restrictions should be required	620 18% S	618 18% A	50 19% S	57 22% C	22 21% MS	23 22%	16 16%	21 21%	5 9%	6 12%	10 20%	8 16%	4 8%	13 26% M	5 9%	7 13%	12 12%	16 16%	10 10%	19 18%	29 23% IMOQS	19 15%
Some purchase restrictions should be required	1463 44% I	1637 49% A	103 38%	121 47% C	46 45%	51 49%	42 41%	48 48%	16 30%	25 50% I	21 42%	21 42%	24 48%	23 46%	25 47%	23 43%	43 43%	58 58% Q	48 48% I	54 51%	60 48% I	68 54%
No purchase restrictions should be required	1222 36% BU	1094 33% A	111 41% DU	77 30%	33 32%	31 30%	43 42% U	31 31%	32 59% JACEGRMSU	19 38%	17 34%	21 42% R	19 38%	14 28%	22 42%	23 43% R	44 44% RU	26 26%	40 40% U	33 31%	34 27%	38 30%
Not Sure	48 1% B	-	4 1%	-	2 2%	-	1 1%	-	2% I	-	1 2% I	-	3 6% ACU	-	1 2% I	-	1% I	-	3% I	-	1% I	-
Decline to Answer	4 1% B	-	-	-	-	-	-	-	-	-	1 2% AC	-	-	-	-	-	-	-	-	-	1 1% A	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

Q865_3. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

2 Aug 2016
Table 264

3. .link

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
STRICT/SOME RESTRICTIONS (NET)	1959 58%	2098 63%	97 36%	128 50% C	48 47%	55 52%	51 50% C	70 70%	19 35%	30 60%	33 66% I	25 50%	25 50%	35 70% MDFLV	19 36%	31 58% O	46 46%	54 54%	49 49% C	64 60%	71 57% CIO	65 52%
Strict purchase restrictions should be required	584 17% CIM	542 16% D	28 10%	30 12%	16 16%	12 11%	19 19% CIM	12 12%	3 6%	4 8%	12 24% CIMOS	6 12%	3 6%	11 22% MRV	4 8%	5 9%	14 14%	10 10%	11 11%	14 13%	22 18% CIM	13 10%
Some purchase restrictions should be required	1375 41% CEG	1556 46% AD	69 26%	98 38% C	32 31%	43 41%	32 31% GBDFLRV	58 58%	16 30%	26 52% I	21 42% C	19 38%	22 44% C	24 48%	15 28%	26 49% O	32 32%	44 44%	38 38% C	50 47%	49 39% C	52 42%
No purchase restrictions should be required	1341 40% B	1251 37% DAGKMSU	165 62% BHN	127 50% BHN	52 50% AK	50 48% BHN	50 49% HK	30 30%	34 63% JAKU	20 40%	15 30%	25 50% KHN	23 46%	15 30%	31 58% AKU	22 42%	52 52% AK	46 46% H	48 48% K	42 40%	51 41%	60 48% BHN
Not Sure	52 2% B	-	6 2% D	-	3 3%	-	1 1%	-	2 2%	-	1 2% AC	-	2 4%	-	3 6% A	-	2 2%	-	4 4% T	-	2 2%	-
Decline to Answer	5 *	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	1 1%	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

Q865_4. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

4. .guru

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
STRICT/SOME RESTRICTIONS (NET)	1944 58% CI	2033 61% ADF	114 43%	140 55% C	53 51% I	53 50%	54 53% I	60 60%	17 31%	30 60% I	32 64% CI	28 56%	27 54% I	31 62%	25 47%	28 53%	51 51% I	63 63%	51 50% I	63 59%	70 56% CI	70 56%
Strict purchase restrictions should be required	587 17% CI	531 16%	29 11%	37 15%	15 15%	12 11%	19 19% C	19 19%	4 7%	5 10%	11 22% CI	7 14%	5 10%	7 14%	7 13%	7 13%	17 17%	15 15%	16 16%	14 13%	24 19% CI	17 14%
Some purchase restrictions should be required	1357 40% CI	1502 45% A	85 32%	103 40% C	38 37%	41 39%	35 34%	41 41%	13 24%	25 50% I	21 42%	21 42%	22 44% I	24 48%	18 34%	21 40%	34 34%	48 48% Q	35 35%	49 46%	46 37%	53 42%
No purchase restrictions should be required	1353 40%	1316 39% DAKMU	148 55%	115 45% B	47 46%	52 50% B	46 45%	40 40%	36 67% JAEGRKMSU	20 40%	16 32%	22 44%	20 40%	19 38%	26 49%	25 47%	48 48%	37 37%	46 46%	43 41%	52 42%	55 44%
Not Sure	55 2% B	-	6 2% D	-	3 3%	-	2 2%	-	1 2%	-	1 2%	-	2 4%	-	2 4%	-	1 1%	-	4 4% T	-	2 2%	-
Decline to Answer	5 0% B	-	-	-	-	-	-	-	-	-	1 0% AC	-	1 0% AC	-	-	-	-	-	-	-	1 0%	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

Q865_5. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

5. .realtor

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
STRICT/SOME RESTRICTIONS (NET)	2119	2308	195	226	76	86	58	69	17	33	35	26	26	34	24	30	68	84	52	61	69	70
	63%	69%	73%	89%	74%	82%	57%	69%	31%	66%	70%	52%	52%	68%	45%	57%	68%	84%	51%	58%	55%	56%
Strict purchase restrictions should be required	664	745	93	124	31	54	15	20	4	5	10	3	3	5	5	5	23	33	14	13	18	14
	20%	22%	35%	49%	30%	51%	15%	20%	7%	10%	20%	6%	6%	10%	9%	9%	23%	33%	14%	12%	14%	11%
Some purchase restrictions should be required	1455	1563	102	102	45	32	43	49	13	28	25	23	23	29	19	25	45	51	38	48	51	56
	43%	47%	38%	40%	44%	30%	42%	49%	24%	56%	50%	46%	46%	58%	36%	47%	45%	51%	38%	45%	41%	45%
No purchase restrictions should be required	1181	1041	69	29	24	19	42	31	36	17	13	24	22	16	27	23	31	16	44	45	52	55
	35%	31%	26%	11%	23%	18%	41%	31%	67%	34%	26%	48%	44%	32%	51%	43%	31%	16%	44%	42%	42%	44%
Not Sure	53	-	4	-	3	-	2	-	1	-	1	-	2	-	2	-	1	-	5	-	3	-
	2%	-	1%	-	3%	-	2%	-	2%	-	2%	-	4%	-	4%	-	1%	-	5%	-	2%	-
Decline to Answer	4	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-
	B	-	-	-	-	-	-	-	-	-	AC	-	-	-	-	-	-	-	-	-	A	-
Sigma	3357	3349	268	255	103	105	102	100	54	50	50	50	50	50	53	53	100	100	101	106	125	125
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

Q865_6. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

6. .club

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
STRICT/SOME RESTRICTIONS (NET)	2082 62% CI	2215 66% AP	141 53% I	170 67% C	57 55% I	69 66% I	58 57% I	78 78% GBDJLPV	18 33% I	29 58% I	33 66% I	30 60% I	27 54% I	36 72% P	27 51% I	28 53% I	58 58% I	69 69% I	55 54% I	72 68% S	78 62% I	78 62% I
Strict purchase restrictions should be required	587 17% CIS	590 18% JT	34 13% I	40 16% J	16 16% I	19 18% J	18 18% I	16 16% J	4 7% I	2 4% I	12 24% CIMS	5 10% I	4 8% I	9 18% J	7 13% I	8 15% I	14 14% I	17 17% J	9 9% I	11 10% I	21 17% J	21 17% J
Some purchase restrictions should be required	1495 45% I	1625 49% A	107 40% I	130 51% C	41 40% I	50 48% I	40 39% I	62 62% GBFPV	14 26% I	27 54% I	21 42% I	25 50% I	23 46% I	27 54% I	20 38% I	20 38% I	44 44% I	52 52% I	46 46% I	61 58% P	57 46% I	57 46% I
No purchase restrictions should be required	1223 36% B	1134 34% H	123 46% DAKU	85 33% H	44 43% I	36 34% I	43 42% H	22 22% JACEGRMOBU	35 65% I	21 42% H	15 30% I	20 40% H	20 40% I	14 28% I	25 47% I	25 47% BHN	41 41% I	31 31% I	42 42% I	34 32% I	43 34% I	47 38% H
Not Sure	48 1% B	-	4 1% I	-	2 2% I	-	1 1% I	-	2 2% I	-	1 2% I	-	3 6% AC	-	1 2% I	-	1 1% I	-	4 4% TA	-	3 2% I	-
Decline to Answer	4 1% B	-	-	-	-	-	-	-	-	-	1 2% AC	-	-	-	-	-	-	-	-	-	1 1% A	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

Q865_7. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

7. .xyz

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
STRICT/SOME RESTRICTIONS (NET)	1810 54%	1863 56%	80 30%	105 41%	44 43%	43 41%	52 51%	57 57%	16 30%	29 58%	34 68%	24 48%	26 52%	35 70%	22 42%	29 55%	44 44%	52 52%	45 45%	63 59%	63 50%	64 51%
CEIQ																						
Strict purchase restrictions should be required	558 17%	485 14%	21 8%	34 13%	12 12%	20 19%	17 17%	22 22%	5 9%	5 10%	15 30%	2 4%	5 10%	7 14%	2 4%	8 15%	14 14%	15 15%	14 14%	14 13%	22 18%	11 9%
BCO																						
Some purchase restrictions should be required	1252 37%	1378 41%	59 22%	71 28%	32 31%	23 22%	35 34%	35 35%	11 20%	24 48%	19 38%	22 44%	21 42%	28 56%	20 38%	21 40%	30 30%	37 37%	31 31%	49 46%	41 33%	53 42%
CI																						
No purchase restrictions should be required	1484 44%	1486 44%	181 68%	150 59%	56 54%	62 59%	48 47%	43 43%	37 69%	21 42%	14 28%	26 52%	22 44%	15 30%	29 55%	24 45%	54 54%	48 48%	52 51%	43 41%	58 46%	61 49%
K																						
Not Sure	58 2%	7 -	3 D	-	3 3%	-	2 2%	-	1 2%	-	2 4%	-	2 4%	-	2 4%	-	2 2%	-	4 4%	-	3 2%	-
D																						
Decline to Answer	5 B	-	-	-	-	-	-	-	-	-	1 AC	-	-	-	-	-	-	-	-	-	1 1%	-
B																						
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

Q865_44. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

44. .bank

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	-**	3349	-**	255	-**	105	-**	100	-**	50*	-**	50*	-**	50*	-**	53*	-**	100	-**	106	-**	125
STRICT/SOME RESTRICTIONS (NET)	-	2709	-	224	-	89	-	85	-	36	-	35	-	37	-	45	-	87	-	82	-	99
		81%		88%		85%		85%		72%		70%		74%		85%		87%		77%		79%
		L		BJLN TV		L		L										JLN				
Strict purchase restrictions should be required	-	1432	-	154	-	66	-	49	-	11	-	15	-	18	-	24	-	55	-	26	-	45
		43%		60%		63%		49%		22%		30%		36%		45%		55%		25%		36%
		JT		BJLN PTV		BJLN PTV		JLT								JT		BJLN TV				
Some purchase restrictions should be required	-	1277	-	70	-	23	-	36	-	25	-	20	-	19	-	21	-	32	-	56	-	54
		38%		27%		22%		36%		50%		40%		38%		40%		32%		53%		43%
		DF				F		F		DFR		F		F		F				BDFHR		DF
No purchase restrictions should be required	-	640	-	31	-	16	-	15	-	14	-	15	-	13	-	8	-	13	-	24	-	26
		19%		12%		15%		15%		28%		30%		26%		15%		13%		23%		21%
		D						DR		DR		BDFHR		DR					D		D	D
Sigma	-	3349	-	255	-	105	-	100	-	50	-	50	-	50	-	53	-	100	-	106	-	125
		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%

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

Q865_45. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

45. .pharmacy

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	-**	3349	-**	255	-**	105	-**	100	-**	50*	-**	50*	-**	50*	-**	53*	-**	100	-**	106	-**	125
STRICT/SOME RESTRICTIONS (NET)	-	2602 78% L	-	228 89% BJLTV	-	88 84% L	-	82 82% L	-	39 78% L	-	32 64% L	-	42 84% L	-	43 81% L	-	87 87% BLT	-	78 74% L	-	97 78% L
Strict purchase restrictions should be required	-	1250 37% L	-	149 58% BHJLNPTV	-	70 67% BHJLNPTV	-	42 42% L	-	14 28% L	-	9 18% L	-	17 34% L	-	21 40% L	-	51 51% BJLT	-	31 29% L	-	49 39% L
Some purchase restrictions should be required	-	1352 40% DF	-	79 31% F	-	18 17% F	-	40 40% F	-	25 50% DF	-	23 46% DF	-	25 50% DF	-	22 42% F	-	36 36% F	-	47 44% DF	-	48 38% F
No purchase restrictions should be required	-	747 22% DR	-	27 11% L	-	17 16% L	-	18 18% L	-	11 22% D	-	18 36% BDFHNR	-	8 16% L	-	10 19% L	-	13 13% L	-	28 26% DR	-	28 22% D
Sigma	-	3349 100%	-	255 100%	-	105 100%	-	100 100%	-	50 100%	-	50 100%	-	50 100%	-	53 100%	-	100 100%	-	106 100%	-	125 100%

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

Q865_46. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

46. .builder

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	-**	3349	-**	255	-**	105	-**	100	-**	50*	-**	50*	-**	50*	-**	53*	-**	100	-**	106	-**	125
STRICT/SOME RESTRICTIONS (NET)	-	2402 72% L	-	207 81% BJLPTV	-	82 78% L	-	79 79% LP	-	32 64%	-	27 54%	-	38 76% L	-	34 64%	-	85 85% BJLPTV	-	72 68%	-	89 71% L
Strict purchase restrictions should be required	-	732 22% JLP	-	85 33% BJLPTV	-	32 30% BJLPTV	-	24 24% JLP	-	5 10%	-	3 6%	-	11 22% LP	-	4 8%	-	34 34% BJLPTV	-	19 18% L	-	24 19% L
Some purchase restrictions should be required	-	1670 50%	-	122 48%	-	50 48%	-	55 55%	-	27 54%	-	24 48%	-	27 54%	-	30 57%	-	51 51%	-	53 50%	-	65 52%
No purchase restrictions should be required	-	947 28% DR	-	48 19%	-	23 22%	-	21 21%	-	18 36% DR	-	23 46% BDFHNRV	-	12 24%	-	19 36% DHR	-	15 15%	-	34 32% DR	-	36 29% DR
Sigma	-	3349 100%	-	255 100%	-	105 100%	-	100 100%	-	50 100%	-	50 100%	-	50 100%	-	53 100%	-	100 100%	-	106 100%	-	125 100%

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

Q865_23. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

23. .toronto

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	-.**	105	-.**	-.**	-.**	105	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
STRICT/SOME RESTRICTIONS (NET)	-	82 78%	-	-	-	82 78%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	-	30 29%	-	-	-	30 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	52 50%	-	-	-	52 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	23 22%	-	-	-	23 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	105 100%	-	-	-	105 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q865_24. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

24. quadalajara

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
STRICT/SOME RESTRICTIONS (NET)	-	71 71%	-	-	-	-	-	71 71%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	-	20 20%	-	-	-	-	-	20 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	51 51%	-	-	-	-	-	51 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	29 29%	-	-	-	-	-	29 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	100 100%	-	-	-	-	-	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q865_25. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

2 Aug 2016
Table 274

25. .roma

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Regist rants	2016 Total Regist rants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
STRICT/SOME RESTRICTIONS (NET)	-	33 66%	-	-	-	-	-	-	33 66%	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	-	7 14%	-	-	-	-	-	-	7 14%	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	26 52%	-	-	-	-	-	-	26 52%	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	17 34%	-	-	-	-	-	-	17 34%	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	50 100%	-	-	-	-	-	-	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q865_26. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

26. .istanbul

Base: All Qualified Respondents

	Country																				
	North America								Europe												
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany
(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*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
STRICT/SOME RESTRICTIONS (NET)	-	33 66%	-	-	-	-	-	-	-	-	33 66%	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	-	11 22%	-	-	-	-	-	-	-	-	11 22%	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	22 44%	-	-	-	-	-	-	-	-	22 44%	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	17 34%	-	-	-	-	-	-	-	-	17 34%	-	-	-	-	-	-	-	-	-	-
Sigma	-	50 100%	-	-	-	-	-	-	-	-	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q865_27. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

2 Aug 2016
Table 276

27. .madrid

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
STRICT/SOME RESTRICTIONS (NET)	-	38 76%	-	-	-	-	-	-	-	-	-	-	38 76%	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	-	14 28%	-	-	-	-	-	-	-	-	-	-	14 28%	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	24 48%	-	-	-	-	-	-	-	-	-	-	24 48%	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	12 24%	-	-	-	-	-	-	-	-	-	-	12 24%	-	-	-	-	-	-	-	-	-
Sigma	-	50 100%	-	-	-	-	-	-	-	-	-	-	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q865_28. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

28. .warszawa

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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*	-.**	-.**	-.**	-.**	-.**	-.**	-.**
STRICT/SOME RESTRICTIONS (NET)	-	35 66%	-	-	-	-	-	-	-	-	-	-	-	-	-	35 66%	-	-	-	-	-	-
Strict purchase restrictions should be required	-	11 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	11 21%	-	-	-	-	-	-
Some purchase restrictions should be required	-	24 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	24 45%	-	-	-	-	-	-
No purchase restrictions should be required	-	18 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	18 34%	-	-	-	-	-	-
Sigma	-	53 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	53 100%	-	-	-	-	-	-

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

Q865_29. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

2 Aug 2016
Table 278

29. .paris

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	-.**	-.**
STRICT/SOME RESTRICTIONS (NET)	-	77 73%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	77 73%	-	-
Strict purchase restrictions should be required	-	22 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22 21%	-	-
Some purchase restrictions should be required	-	55 52%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	55 52%	-	-
No purchase restrictions should be required	-	29 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	29 27%	-	-
Sigma	-	106 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	106 100%	-	-

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

Q865_30. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

2 Aug 2016
Table 279

30. Foshan

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	-.**	551	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
STRICT/SOME RESTRICTIONS (NET)	-	380 69%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	-	118 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	262 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	171 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	551 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q865_31. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

2 Aug 2016
Table 280

31. .hanoi

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
STRICT/SOME RESTRICTIONS (NET)	-	37 71%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	-	13 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	24 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	15 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q865_32. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

2 Aug 2016
Table 281

32. .manilla

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
STRICT/SOME RESTRICTIONS (NET)	-	78 77%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	-	23 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	55 54%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	23 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q865_33. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

33. .tokyo

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
STRICT/SOME RESTRICTIONS (NET)	-	124 70%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	-	34 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	90 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	52 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	176 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q865_34. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

34. .seoul

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
STRICT/SOME RESTRICTIONS (NET)	-	77 76%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	-	27 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	50 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	24 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q865_35. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

35. .MOCKBa

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	-.**	128	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
STRICT/SOME RESTRICTIONS (NET)	-	89 70%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	-	32 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	57 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	39 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	128 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q865_36. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

2 Aug 2016
Table 285

36. .delhi

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	-.**	330	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
STRICT/SOME RESTRICTIONS (NET)	-	234 71%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	-	79 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	155 47%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	96 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	330 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q865_37. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

37. .jakarta

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
STRICT/SOME RESTRICTIONS (NET)	-	72 72%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	-	26 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	46 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	28 28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q865_38. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

2 Aug 2016
Table 287

38. .abuja

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	-.**	200	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
STRICT/SOME RESTRICTIONS (NET)	-	123 62%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	-	43 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	80 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	77 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	200 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q865_39. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

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Table 288

39. .capetown

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
STRICT/SOME RESTRICTIONS (NET)	-	76 75%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	-	31 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	45 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	25 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q865_40. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

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Table 289

40. .cairo

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
STRICT/SOME RESTRICTIONS (NET)	-	75 75%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	-	24 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	51 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	25 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q865_41. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

41. .bogota

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
STRICT/SOME RESTRICTIONS (NET)	-	86 69%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	-	26 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	60 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	39 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	125 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q865_42. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

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Table 291

42. .cordoba

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
STRICT/SOME RESTRICTIONS (NET)	-	68 65%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	-	22 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	46 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	36 35%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	104 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q865_43. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

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Table 292

43. .rio

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	-.**	186	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
STRICT/SOME RESTRICTIONS (NET)	-	111 60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	-	35 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	76 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	75 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	186 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q865_8. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

2 Aug 2016
Table 293

8. .berlin

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	125	125
STRICT/SOME RESTRICTIONS (NET)	89 71%	100 80%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	89 71%	100 80%
Strict purchase restrictions should be required	35 28%	32 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	35 28%	32 26%
Some purchase restrictions should be required	54 43%	68 54%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	54 43%	68 54%
No purchase restrictions should be required	34 27%	25 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	34 27%	25 20%
Not Sure	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-
Decline to Answer	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-
Sigma	125 100%	125 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	125 100%	125 100%

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

Q865_9. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

9. .ovh

Base: All Qualified Respondents

	Country																							
	North America								Europe															
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany		
(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	125	125
STRICT/SOME RESTRICTIONS (NET)	64	64	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	64	64
Strict purchase restrictions should be required	17	15	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17	15
Some purchase restrictions should be required	47	49	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	47	49
No purchase restrictions should be required	58	61	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	58	61
Not Sure	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-
Decline to Answer	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-
Sigma	125	125	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	125	125
	100%	100%																					100%	100%

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

Q865_10. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

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Table 295

10. .london

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	100	-**	-**	-**	-**	-**	-**	54*	-**	50*	-**	50*	-**	53*	-**	100	100	101	-**	125	-**
STRICT/SOME RESTRICTIONS (NET)	342 64%	78 78% A	-	-	-	-	-	-	27 50%	-	32 64%	-	30 60%	-	30 57%	-	72 72% I	78 78%	62 61%	-	89 71% I	-
Strict purchase restrictions should be required	110 21%	23 23%	-	-	-	-	-	-	9 17%	-	12 24%	-	7 14%	-	7 13%	-	23 23%	23 23%	19 19%	-	33 26%	-
Some purchase restrictions should be required	232 44%	55 55% A	-	-	-	-	-	-	18 33%	-	20 40%	-	23 46%	-	23 43%	-	49 49%	55 55%	43 43%	-	56 45%	-
No purchase restrictions should be required	178 33% B	22 22%	-	-	-	-	-	-	26 48% AQU	-	16 32%	-	18 36%	-	22 42%	-	26 26%	22 22%	36 36%	-	34 27%	-
Not Sure	11 2%	-	-	-	-	-	-	-	1 2%	-	1 2%	-	2 4%	-	1 2%	-	2 2%	-	3 3%	-	1 1%	-
Decline to Answer	2	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	1 1%	-
Sigma	533 100%	100 100%	-	-	-	-	-	-	54 100%	-	50 100%	-	50 100%	-	53 100%	-	100 100%	100 100%	101 100%	-	125 100%	-

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

Q865_11. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

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Table 296

11. .nyc

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	255	268	255	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
STRICT/SOME RESTRICTIONS (NET)	179 67%	193 76% A	179 67%	193 76% C	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	62 23%	63 25%	62 23%	63 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	117 44%	130 51%	117 44%	130 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	83 31%	62 24%	83 31%	62 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	6 2% B	-	6 2% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	268 100%	255 100%	268 100%	255 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q865_12. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

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Table 297

12. .wang

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	551	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
STRICT/SOME RESTRICTIONS (NET)	358 65%	337 61%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	102 19%	86 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	256 47%	251 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	183 33%	214 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	9 2% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	550 100%	551 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q865_13. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

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

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	551	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
STRICT/SOME RESTRICTIONS (NET)	370 67%	349 63%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	123 22%	103 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	247 45%	246 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	169 31%	202 37% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	11 2% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	550 100%	551 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q865_14. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

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

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	551	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
STRICT/SOME RESTRICTIONS (NET)	375 68%	352 64%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	122 22%	97 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	253 46%	255 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	165 30%	199 36% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	10 2% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	550 100%	551 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Base: All Qualified Respondents

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

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	**	3349	**	255	**	105	**	100	**	50*	**	50*	**	50*	**	53*	**	100	**	106	**	125
TOP 2 BOX (NET)	-	2313 69%	-	101 40%	-	47 45%	-	84 84%	-	36 72%	-	27 54%	-	39 78%	-	31 58%	-	43 43%	-	63 59%	-	66 53%
High level of trust	-	577 17%	-	14 5%	-	11 10%	-	22 22%	-	5 10%	-	2 4%	-	5 10%	-	2 4%	-	5 5%	-	15 14%	-	11 9%
Moderate level of trust	-	1736 52%	-	87 34%	-	36 34%	-	62 62%	-	31 62%	-	25 50%	-	34 68%	-	29 55%	-	38 38%	-	48 45%	-	55 44%
BOTTOM 2 BOX (NET)	-	1036 31%	-	154 60%	-	58 55%	-	16 16%	-	14 28%	-	23 46%	-	11 22%	-	22 42%	-	57 57%	-	43 41%	-	59 47%
Low level of trust	-	774 23%	-	102 40%	-	32 30%	-	12 12%	-	13 26%	-	17 34%	-	10 20%	-	16 30%	-	46 46%	-	35 33%	-	47 38%
Very low level of trust	-	262 8%	-	52 20%	-	26 25%	-	4 4%	-	1 2%	-	6 12%	-	1 2%	-	6 11%	-	11 11%	-	8 8%	-	12 10%
Sigma	-	3349 100%	-	255 100%	-	105 100%	-	100 100%	-	50 100%	-	50 100%	-	50 100%	-	53 100%	-	100 100%	-	106 100%	-	125 100%

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

Base: All Qualified Respondents

Q900. How would you describe the processing of registering a domain?

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOP 2 BOX (NET)	2032 61% BK	1754 52% DAEKMOSU	220 82% BL	177 69% BL	65 63% K	74 70% BL	75 74% AKO	63 63% BL	40 74% AKO	32 64% L	22 44% L	22 44% L	32 64% K	28 56% K	29 55% K	33 62% RAKO	74 74% RAKO	60 60% K	68 67% K	67 63% BL	88 70% AKO	87 70% BL
Very easy	773 23% B	426 13% N	130 49% DAEKGMSU	62 24% BHJNT	31 30% MOS	20 19% BN	23 23% BN	14 14% N	13 24% J	4 8% N	9 18% N	9 18% N	6 12% N	1 2% N	8 15% N	7 13% N	40 40% RAGKMSU	22 22% BJNT	17 17% BJNT	11 10% BJNT	24 19% BJNT	21 17% N
Somewhat easy	1259 38% L	1328 40% L	90 34% CL	115 45% CL	34 33% EBL	54 51% ACEKQ	52 51% L	49 49% L	27 50% CEK	28 56% BLR	13 26% BLR	13 26% BLR	26 54% ACEKQ	27 54% BL	21 40% BL	26 49% L	34 34% L	38 38% ACEKQ	51 50% ACEKQ	56 53% BLR	64 51% ACEKQ	66 53% BLR
BOTTOM 2 BOX (NET)	1306 39% CGIQU	1595 48% ADFHTV	48 18% C	78 31% C	37 36% C	31 30% C	27 26% C	37 37% C	14 26% C	18 36% ACEGMSU	27 54% DFHJTV	28 56% DFHJTV	17 34% C	22 44% CGQU	23 43% CGQU	20 38% C	26 26% C	40 40% Q	32 32% C	39 37% C	35 28% C	38 30% C
Somewhat difficult	1124 33% CGU	1381 41% ADVF	39 15% C	67 26% C	28 27% C	27 26% C	22 22% C	33 33% C	13 24% C	18 36% CEGMSU	22 44% DFV	24 48% DFV	15 30% C	22 44% DFV	23 43% CEGIQU	16 30% C	25 25% C	33 33% C	28 28% C	35 33% C	28 22% C	32 26% C
Very difficult	182 5% Q	214 6% Q	9 3% Q	11 4% COQ	9 9% COQ	4 4% COQ	5 5% COQ	4 4% COQ	1 2% COQ	- - COQ	5 10% AC	4 8% JN	2 4% C	- - C	- - C	4 8% O	1 1% Q	7 7% Q	4 4% Q	4 4% Q	7 6% Q	6 5% Q
Decline to Answer	1	-	-	-	-	-	-	-	-	-	1 2% AC	-	-	-	-	-	-	-	-	-	-	-
Not Sure	18 1% B	-	-	-	1 1% C	-	-	-	-	-	-	-	1 2% C	-	1 2% C	-	-	-	1 1% C	-	2 2% C	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

Base: All Qualified Respondents

Q905. What, if anything, would you change about the domain name purchase process?

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
Price	1815 54% CQ	1825 54% D	129 48%	108 42%	53 51%	49 47%	52 51%	49 49%	30 56%	35 70%	25 50%	32 64% BDFHRTV	32 64% CQS	35 70% BDFHRTV	32 60% Q	39 74% BDFHRTV	41 41%	49 49%	45 45%	53 50%	62 50%	67 54% D
Make it less complicated	1412 42% CEIMQSU	1502 45% ADFJNRTV	59 22%	78 31% C	32 31%	32 30%	38 37% CIQU	40 40% V	10 19%	15 30%	24 48% CEIMQU	21 42% V	14 28%	14 28%	23 43% CIQU	19 36%	23 23%	31 31%	32 32%	31 29%	29 23%	29 23%
Make it quicker	1360 41% CEIMQSU	1470 44% ADFFRV	39 15%	55 22% C	20 19%	17 16%	26 25% C	38 38% DFRV	14 26% C	24 48% IDFRV	24 48% CEIMQSU	20 40% DFRV	10 20%	20 40% MDFRV	18 34% CEQ	16 30% F	19 19%	23 23%	29 29% C	37 35% DFV	29 23% C	27 22%
Make it easier to register in multiple TLDs	1118 33% BCOQ	1033 31% DFRV	63 24% D	40 16% F	26 25% F	13 12% CEOQS	43 42% DFPRV	36 36% DFPRV	15 28%	12 24%	13 26% DFPRV	21 42% DFPRV	15 30%	15 30% DF	10 19%	10 19%	21 21%	19 19%	29 29% F	25 24% F	40 32% V	25 20%
Other	66 2% B	29 1% AEKMOU	21 8% BT	12 5% BT	2 2%	5 5% BT	3 3% H	1 1%	1 2%	-	-	-	-	-	-	-	4 4%	3 3% B	3 3%	-	3 2%	1 1%
Nothing	399 12% B	258 8% L	84 31% AGKMOS	69 27% BHJLNPT	24 23% AK	28 27% BHJLNPT	15 15% H	6 6%	10 19% J	1 2%	3 6%	-	5 10%	2 4%	6 11%	2 4% AGKMOS	33 33% BHJLNPT	21 21% BHJLNPT	13 13% BHJLNPT	16 15% BHJLNPT	33 26% AGKMOS	28 22% BHJLNPT
Not Sure	11 B	-	-	-	-	-	-	-	-	-	-	-	1 2% AC	-	1 2% C	-	-	-	-	-	-	-
Decline to Answer	1	-	-	-	-	-	-	-	-	-	1 2% AC	-	-	-	-	-	-	-	-	-	-	-
Sigma	6182 184%	6117 183%	395 147%	362 142%	157 152%	144 137%	177 174%	170 170%	80 148%	87 174%	90 180%	94 188%	77 154%	86 172%	90 170%	86 162%	141 141%	146 146%	151 150%	162 153%	196 157%	177 142%

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

Q913. How strongly do you agree or disagree with the following statements about the registration process?
SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	-**	3349	-**	255	-**	105	-**	100	-**	50*	-**	50*	-**	50*	-**	53*	-**	100	-**	106	-**	125
It was easy to find a domain name and extension that worked for my needs	-	2002 60%	-	192 75% BFHNPTV	-	61 58%	-	62 62%	-	33 66%	-	32 64%	-	26 52%	-	32 60%	-	66 66%	-	58 55%	-	72 58%
There were plenty of choices between gTLDs that met my needs-for example, .photography and .photo, or .auto and .cars	-	1684 50% DFPRTV	-	107 42% TV	-	40 38%	-	52 52% FPRTV	-	19 38%	-	29 58% DFJPRTV	-	24 48% TV	-	17 32%	-	36 36%	-	30 28%	-	33 26%
If I had known more about the new gTLDs, choosing a domain to register would have been a lot easier	-	1837 55% DFRTV	-	89 35%	-	30 29%	-	63 63% DFJRTV	-	22 44%	-	33 66% DFJRTV	-	31 62% DFRTV	-	31 58% DFRTV	-	29 29%	-	38 36%	-	37 30%
I did not feel like I had many alternatives that were available for registration	-	1331 40% FTV	-	87 34%	-	30 29%	-	48 48% DFTV	-	18 36%	-	27 54% BDFTV	-	22 44% T	-	20 38%	-	41 41% T	-	29 27%	-	36 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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q913. How strongly do you agree or disagree with the following statements about the registration process?
SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	-**	3349	-**	255	-**	105	-**	100	-**	50*	-**	50*	-**	50*	-**	53*	-**	100	-**	106	-**	125
It was easy to find a domain name and extension that worked for my needs	-	631 19% D	-	22 9%	-	18 17% D	-	21 21% D	-	9 18% D	-	12 24% D	-	10 20% D	-	10 19% D	-	14 14%	-	20 19% D	-	17 14%
There were plenty of choices between gTLDs that met my needs-for example, .photography and .photo, or .auto and .cars	-	638 19%	-	42 16%	-	21 20%	-	22 22%	-	14 28% R	-	10 20%	-	8 16%	-	14 26% R	-	12 12%	-	36 34% BDFNR	-	37 30% BDR
If I had known more about the new gTLDs, choosing a domain to register would have been a lot easier	-	530 16%	-	78 31% BHJLNP	-	31 30% BHLNP	-	14 14%	-	8 16%	-	6 12%	-	5 10%	-	6 11%	-	22 22%	-	25 24% BN	-	42 34% BHJLNP
I did not feel like I had many alternatives that were available for registration	-	875 26%	-	90 35% BP	-	38 36% B	-	27 27%	-	13 26%	-	14 28%	-	12 24%	-	11 21%	-	27 27%	-	28 26%	-	34 27%

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

Q913_1. How strongly do you agree or disagree with the following statements about the registration process?
1. It was easy to find a domain name and extension that worked for my needs

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	**	3349	**	255	**	105	**	100	**	50*	**	50*	**	50*	**	53*	**	100	**	106	**	125
TOP 2 BOX (NET)	-	2002 60%	-	192 75%	-	61 58%	-	62 62%	-	33 66%	-	32 64%	-	26 52%	-	32 60%	-	66 66%	-	58 55%	-	72 58%
Strongly agree	-	702 21% NT	-	89 35% BFHNPTV	-	15 14%	-	25 25% NT	-	6 12%	-	12 24% N	-	3 6%	-	10 19%	-	24 24% NT	-	13 12%	-	29 23% NT
Somewhat agree	-	1300 39%	-	103 40%	-	46 44%	-	37 37%	-	27 54% BHV	-	20 40%	-	23 46%	-	22 42%	-	42 42%	-	45 42%	-	43 34%
Neither agree nor disagree	-	716 21% D	-	41 16%	-	26 25%	-	17 17%	-	8 16%	-	6 12%	-	14 28% DL	-	11 21%	-	20 20%	-	28 26% DL	-	36 29% BDHL
BOTTOM 2 BOX (NET)	-	631 19% D	-	22 9%	-	18 17% D	-	21 21% D	-	9 18% D	-	12 24% D	-	10 20% D	-	10 19% D	-	14 14%	-	20 19% D	-	17 14%
Somewhat disagree	-	407 12% D	-	17 7%	-	12 11%	-	10 10%	-	5 10%	-	6 12%	-	10 20% D	-	6 11%	-	12 12%	-	14 13% D	-	12 10%
Strongly disagree	-	224 7% D	-	5 2%	-	6 6%	-	11 11% DNRV	-	4 8% DN	-	6 12% DNR	-	-	-	4 8% D	-	2 2%	-	6 6%	-	5 4%
Sigma	-	3349 100%	-	255 100%	-	105 100%	-	100 100%	-	50 100%	-	50 100%	-	50 100%	-	53 100%	-	100 100%	-	106 100%	-	125 100%

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

Q913_2. How strongly do you agree or disagree with the following statements about the registration process?

2. There were plenty of choices between gTLDs that met my needs-for example, .photography and .photo, or .auto and .cars

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	**	3349	**	255	**	105	**	100	**	50*	**	50*	**	50*	**	53*	**	100	**	106	**	125
TOP 2 BOX (NET)	-	1684 50% DFPRTV	-	107 42% TV	-	40 38%	-	52 52% FPRTV	-	19 38%	-	29 58% DFJPRTV	-	24 48% TV	-	17 32%	-	36 36%	-	30 28%	-	33 26%
Strongly agree	-	572 17% FJNTV	-	33 13%	-	9 9%	-	17 17% JNT	-	2 4%	-	11 22% FJNTV	-	2 4%	-	7 13%	-	11 11%	-	8 8%	-	11 9%
Somewhat agree	-	1112 33% PTV	-	74 29% V	-	31 30% V	-	35 35% PTV	-	17 34% V	-	18 36% TV	-	22 44% DPRTV	-	10 19%	-	25 25%	-	22 21%	-	22 18%
Neither agree nor disagree	-	1027 31%	-	106 42% BHL	-	44 42% BHL	-	26 26%	-	17 34%	-	11 22%	-	18 36%	-	22 42% L	-	52 52% BHJLT	-	40 38%	-	55 44% BHL
BOTTOM 2 BOX (NET)	-	638 19%	-	42 16%	-	21 20%	-	22 22%	-	14 28% R	-	10 20%	-	8 16%	-	14 26% R	-	12 12%	-	36 34% BDFNR	-	37 30% BDR
Somewhat disagree	-	432 13% R	-	26 10%	-	17 16% R	-	16 16% R	-	9 18% R	-	8 16% R	-	6 12%	-	9 17% R	-	6 6%	-	23 22% BDR	-	22 18% DR
Strongly disagree	-	206 6%	-	16 6%	-	4 4%	-	6 6%	-	5 10%	-	2 4%	-	2 4%	-	5 9%	-	6 6%	-	13 12% BF	-	15 12% BF
Sigma	-	3349 100%	-	255 100%	-	105 100%	-	100 100%	-	50 100%	-	50 100%	-	50 100%	-	53 100%	-	100 100%	-	106 100%	-	125 100%

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

Q913_3. How strongly do you agree or disagree with the following statements about the registration process?
3. If I had known more about the new gTLDs, choosing a domain to register would have been a lot easier

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	-**	3349	-**	255	-**	105	-**	100	-**	50*	-**	50*	-**	50*	-**	53*	-**	100	-**	106	-**	125
TOP 2 BOX (NET)	-	1837 55%	-	89 35%	-	30 29%	-	63 63%	-	22 44%	-	33 66%	-	31 62%	-	31 58%	-	29 29%	-	38 36%	-	37 30%
Strongly agree	-	667 20%	-	28 11%	-	10 10%	-	26 26%	-	4 8%	-	9 18%	-	11 22%	-	7 13%	-	6 6%	-	8 8%	-	9 7%
Somewhat agree	-	1170 35%	-	61 24%	-	20 19%	-	37 37%	-	18 36%	-	24 48%	-	20 40%	-	24 45%	-	23 23%	-	30 28%	-	28 22%
Neither agree nor disagree	-	982 29%	-	88 35%	-	44 42%	-	23 23%	-	20 40%	-	11 22%	-	14 28%	-	16 30%	-	49 49%	-	43 41%	-	46 37%
BOTTOM 2 BOX (NET)	-	530 16%	-	78 31%	-	31 30%	-	14 14%	-	8 16%	-	6 12%	-	5 10%	-	6 11%	-	22 22%	-	25 24%	-	42 34%
Somewhat disagree	-	321 10%	-	42 16%	-	20 19%	-	8 8%	-	3 6%	-	5 10%	-	3 6%	-	3 6%	-	13 13%	-	10 9%	-	19 15%
Strongly disagree	-	209 6%	-	36 14%	-	11 10%	-	6 6%	-	5 10%	-	1 2%	-	2 4%	-	3 6%	-	9 9%	-	15 14%	-	23 18%
Sigma	-	3349 100%	-	255 100%	-	105 100%	-	100 100%	-	50 100%	-	50 100%	-	50 100%	-	53 100%	-	100 100%	-	106 100%	-	125 100%

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

Q913_4. How strongly do you agree or disagree with the following statements about the registration process?
4. I did not feel like I had many alternatives that were available for registration

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	**	3349	**	255	**	105	**	100	**	50*	**	50*	**	50*	**	53*	**	100	**	106	**	125
TOP 2 BOX (NET)	-	1331 40% FTV	-	87 34%	-	30 29%	-	48 48% DFTV	-	18 36%	-	27 54% BDFTV	-	22 44% T	-	20 38%	-	41 41% T	-	29 27%	-	36 29%
Strongly agree	-	359 11% TV	-	28 11% TV	-	8 8%	-	17 17% BFJTV	-	2 4%	-	5 10%	-	4 8%	-	3 6%	-	9 9%	-	4 4%	-	6 5%
Somewhat agree	-	972 29% D	-	59 23%	-	22 21%	-	31 31%	-	16 32%	-	22 44% BDFTV	-	18 36% F	-	17 32%	-	32 32%	-	25 24%	-	30 24%
Neither agree nor disagree	-	1143 34% L	-	78 31%	-	37 35% L	-	25 25%	-	19 38% L	-	9 18%	-	16 32% HL	-	22 42% HL	-	32 32%	-	49 46% BDHLR	-	55 44% BDHL
BOTTOM 2 BOX (NET)	-	875 26%	-	90 35% BP	-	38 36% B	-	27 27%	-	13 26%	-	14 28%	-	12 24%	-	11 21%	-	27 27%	-	28 26%	-	34 27%
Somewhat disagree	-	545 16%	-	44 17%	-	25 24% BPT	-	19 19%	-	7 14%	-	10 20%	-	9 18%	-	5 9%	-	19 19%	-	14 13%	-	21 17%
Strongly disagree	-	330 10%	-	46 18% BHNR	-	13 12%	-	8 8%	-	6 12%	-	4 8%	-	3 6%	-	6 11%	-	8 8%	-	14 13%	-	13 10%
Sigma	-	3349 100%	-	255 100%	-	105 100%	-	100 100%	-	50 100%	-	50 100%	-	50 100%	-	53 100%	-	100 100%	-	106 100%	-	125 100%

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

Q915. How much do you trust the domain name industry compared to these other industries?
SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
Internet service providers/the agency that provides my internet access	1496 45% CEIMGSU	1566 47% DFRV	58 22% R	71 28% R	25 24% R	24 23% R	43 42% CEIQ	55 55% DFNRV	14 26% R	19 38% R	20 40% CEQ	22 44% DFR	14 28% R	18 36% R	19 36% CQ	22 42% DFR	18 18% R	17 17% R	34 34% CQ	47 44% DFR	41 33% CQ	44 35% FR
Web based marketing companies	1283 38% EIMS	1255 37% DFNPRTV	90 34% DI	61 24% DI	25 24% DI	25 24% DI	33 32% I	55 55% GBDFJNPRTV	8 15% IR	17 34% IR	16 32% I	13 26% I	11 22% I	12 24% I	19 36% I	12 23% I	30 30% I	19 19% I	28 28% I	25 24% I	42 34% I	31 25% I
E-commerce companies	1260 38% CEIMGSU	1302 39% DFRT	43 16% R	54 21% R	17 17% R	18 17% R	36 35% CEMQ	45 45% DFJNRTV	12 22% R	14 28% R	19 38% CEMQ	17 34% F	8 16% R	13 26% R	15 28% C	16 30% R	21 21% R	22 22% R	28 28% C	31 29% F	35 28% CE	40 32% DF
Software companies	1404 42% CEIMGSU	1510 45% ADFPRTV	43 16% R	57 22% R	16 16% R	15 14% R	49 48% CEIMGSU	59 59% BDFJNPRTV	13 24% R	19 38% DFR	18 36% CEQ	25 50% DFPRTV	14 28% C	18 36% DFR	20 38% CEQ	15 28% F	20 20% R	19 19% R	30 30% CE	33 31% FR	38 30% CE	37 30% F
Computer hardware companies	1314 39% CEIMGSU	1487 44% ADFPRTV	53 20% R	67 26% F	18 17% R	17 16% R	38 37% CEQ	56 56% GBDFJNPRTV	12 22% R	16 32% F	15 30% R	18 36% F	12 24% R	16 32% F	18 34% CE	20 38% FR	20 20% R	22 22% R	28 28% R	36 34% F	37 30% CE	40 32% F

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

Q915. How much do you trust the domain name industry compared to these other industries?
SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
Internet service providers/the agency that provides my internet access	524 16%	490 15% N	61 23% AG	41 16% N	27 26% AGKO	29 28% BDHJNT	13 13%	9 9%	8 15%	3 6%	6 12%	9 18% N	10 20% N	2 4%	6 11%	8 15% RAGIKOU	30 30%	18 18% JN	20 20%	17 16% N	23 18%	22 18% JN
Web based marketing companies	757 23% B	688 21% HJN	59 22%	64 25% HJN	25 24% AGKO	32 30% BDHJNT	22 22% H	4 4%	18 33% JQ	4 8%	14 28% HJN	13 26% HJN	12 24% N	4 8%	9 17% BHJN	17 32% HJN	17 17%	19 19% H	26 26%	29 27% HJN	33 26%	30 24% HJN
E-commerce companies	685 20% B	599 18%	66 25%	55 22% J	23 22% AGKO	29 28% BDHJNT	19 19%	13 13%	12 22% J	4 8%	8 16% HJN	14 28% HJN	12 24% N	7 14%	16 30% BHJN	10 19% AGKO	28 28% AGKO	21 21% J	26 26% GO	21 20% HJN	32 26%	26 21% J
Software companies	597 18% BG	489 15% DAGKO	84 31% DAGKO	51 20% BH	32 31% AGKO	28 27% BDHJNT	10 10%	9 9%	12 22% G	6 12%	8 16% HJN	10 20% HJN	13 26% NGO	5 10%	5 9% BHJN	9 17% AGKO	28 28% AGKO	18 18% GO	23 23% GO	19 18% HJN	33 26% AGO	26 21% BH
Computer hardware companies	685 20% BO	513 15% HN	81 30% DAGOS	52 20% BHN	31 30% AGO	29 28% BDHJNT	13 13%	6 6%	13 24% O	6 12%	10 20% HJN	8 16% HJN	12 24% NO	2 4%	4 8% BHJN	8 15% AGOS	32 32% AGOS	22 22% HN	19 19%	14 13% HJN	36 29% AGO	27 22% BHN

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

Q915_1. How much do you trust the domain name industry compared to these other industries?
1. Internet service providers/the agency that provides my internet access

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOP 2 BOX (NET)	1496 45% CEMGSU	1566 47% DFRV	58 22% R	71 28% R	25 24% A	24 23% A	43 42% CEIQ	55 55% DFNRV	14 26% R	19 38% R	20 40% CEQ	22 44% DFR	14 28% R	18 36% R	19 36% CQ	22 42% DFR	18 18% R	17 17% R	34 34% CQ	47 44% DFR	41 33% CQ	44 35% FR
Trust much more	588 18% BCEIMG	520 16% DFLR	19 7% R	16 6% R	9 9% A	4 4% A	19 19% CEMQ	14 14% DFR	4 7% R	4 8% R	9 18% LC	2 4% R	3 6% R	4 8% R	8 15% R	5 9% R	8 8% R	3 3% R	14 14% C	12 11% FR	22 18% CMQ	17 14% DFR
Trust somewhat more	908 27% CEQU	1046 31% ADFRV	39 15% A	55 22% C	16 16% A	20 19% B	24 24% CQ	41 41% GBDFRV	10 19% R	15 30% R	11 22% Q	20 40% DFRV	11 22% Q	14 28% R	11 21% R	17 32% R	10 10% R	14 14% R	20 20% SDFR	35 33% R	19 15% R	27 22% R
Trust the same	1310 39% A	1293 39% A	146 54% A	143 56% BHLT	51 50% A	52 50% B	45 44% A	36 36% B	32 59% A	28 56% BH	23 46% R	19 38% R	24 48% R	30 60% BHLT	27 51% R	23 43% R	50 50% A	65 65% QBHLPTV	44 44% R	42 40% R	61 49% A	59 47% B
BOTTOM 2 BOX (NET)	524 16% N	490 15% N	61 23% AG	41 16% N	27 26% AGKO	29 28% BDHJNT	13 13% R	9 9% R	8 15% R	3 6% R	6 12% N	9 18% N	10 20% N	2 4% R	6 11% R	8 15% RAGIKOU	30 30% JN	18 18% JN	20 20% R	17 16% N	23 18% R	22 18% JN
Trust somewhat less	381 11% DA	362 11% DA	45 17% DA	27 11% DA	22 21% AK	20 19% BDHJN	12 12% R	9 9% R	6 11% R	2 4% R	4 8% R	5 10% R	5 10% R	2 4% R	5 9% R	6 11% R	25 25% AGIKMOSU	14 14% R	12 12% R	13 12% R	16 13% R	17 14% R
Trust much less	143 4% H	128 4% H	16 6% G	14 5% H	5 5% BHN	9 9% R	1 1% R	- - R	2 4% R	1 2% R	2 4% R	4 8% HN	5 10% NAG	- - R	1 2% R	2 4% R	5 5% R	4 4% H	8 8% G	4 4% R	7 6% R	5 4% H
Decline to Answer	1 - B	- - B	- - B	- - B	- - B	- - B	- - B	- - B	- - B	- - B	1 2% AC	- - B	- - B	- - B	- - B	- - B	- - B	- - B	- - B	- - B	- - B	- - B
Not Sure	26 1% B	- - B	3 1% B	- - B	- - B	- - B	1 1% B	- - B	- - B	- - B	- - B	- - B	2 4% AEU	- - B	1 2% B	- - B	2 2% B	- - B	3 3% A	- - B	- - B	- - B
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

Q915_2. How much do you trust the domain name industry compared to these other industries?
2. Web based marketing companies

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOP 2 BOX (NET)	1283 38% EIMS	1255 37% DFNPRTV	90 34% DI	61 24% DI	25 24% DI	25 24% DI	33 32% I	55 55% GBDFLNPRTV	8 15% IR	17 34% IR	16 32% I	13 26% I	11 22% I	12 24% I	19 36% I	12 23% I	30 30% I	19 19% I	28 28% I	25 24% I	42 34% I	31 25% I
Trust much more	464 14% BC	391 12% DFJ	23 9% DI	16 6% DI	8 8% DI	4 4% DI	8 8% DFJNPTV	17 17% DFJNPTV	4 7% IDRTV	1 2% IDRTV	6 12% IDRTV	4 8% IDRTV	4 8% IDRTV	2 4% IDRTV	7 13% IDRTV	2 4% IDRTV	14 14% IDRTV	8 8% IDRTV	11 11% IDRTV	7 7% IDRTV	16 13% IDRTV	9 7% IDRTV
Trust somewhat more	819 24% IQ	864 26% DRTV	67 25% DI	45 18% DI	17 17% DI	21 20% DI	25 25% I	38 38% GBDFLNPRTV	4 7% IDRTV	16 32% IDRTV	10 20% IDRTV	9 18% IDRTV	7 14% IDRTV	10 20% IDRTV	12 23% IDRTV	10 19% IDRTV	16 16% IDRTV	11 11% IDRTV	17 17% IDRTV	18 17% IDRTV	26 21% IDRTV	22 18% IDRTV
Trust the same	1287 38% A	1406 42% A	116 43% B	130 51% B	53 51% A	48 46% A	46 45% A	41 41% A	28 52% A	29 58% B	19 38% B	24 48% B	25 50% BDFHLPTV	34 68% BDFHLPTV	24 45% BDFHLPTV	24 45% BDFHLPTV	51 51% A	62 62% BFHP	43 43% BFHP	52 49% BFHP	50 40% BFHP	64 51% B
BOTTOM 2 BOX (NET)	757 23% B	688 21% HJN	59 22% HJN	64 25% HJN	25 24% BHJN	32 30% BHJN	22 22% H	4 4% H	18 33% JQ	4 8% JQ	14 28% HJN	13 26% HJN	12 24% N	4 8% N	9 17% BHJN	17 32% BHJN	17 17% H	19 19% H	26 26% HJN	29 27% HJN	33 26% HJN	30 24% HJN
Trust somewhat less	544 16% H	521 16% H	40 15% H	47 18% HJ	18 17% HJN	22 21% HJN	20 20% H	1 1% H	12 22% JQ	3 6% JQ	12 24% H	9 18% H	11 22% Q	4 8% H	6 11% BHJN	14 26% BHJN	10 10% H	17 17% H	17 17% HJN	22 21% HJN	22 18% HJ	24 19% HJ
Trust much less	213 6% B	167 5% H	19 7% H	17 7% H	7 7% BNR	10 10% BNR	2 2% BNR	3 3% BNR	6 11% G	1 2% G	2 4% G	4 8% N	1 2% N	- - N	3 6% N	3 6% N	7 7% N	2 2% N	9 9% G	7 7% G	11 9% G	6 5% G
Decline to Answer	1	-	-	-	-	-	-	-	-	-	1 2% AC	-	-	-	-	-	-	-	-	-	-	-
Not Sure	29 1% B	-	3 1% B	-	-	-	1 1% B	-	-	-	-	-	2 4% AEU	-	1 2% AEU	-	2 2% AEU	-	4 4% TAEU	-	-	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

Q915_3. How much do you trust the domain name industry compared to these other industries?

3. E-commerce companies

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOP 2 BOX (NET)	1260 38% CEMGSU	1302 39% DFRT	43 16%	54 21%	17 17%	18 17%	36 35% CEMQ	45 45% DFJNRTV	12 22%	14 28%	19 38% CEMQ	17 34% F	8 16%	13 26%	15 30% C	16 30%	21 21%	22 22%	28 28% C	31 29% F	35 28% CE	40 32% DF
Trust much more	484 14% BCEGM	408 12% DF	13 5%	12 5%	3 3%	5 5%	7 7% DFJLR	15 15% DFJLR	5 9%	2 4%	11 22% LCEGMS	2 4%	2 4%	4 8%	7 13% CE	4 8%	10 10% E	6 6%	9 9%	7 7% CE	14 11% CE	9 7% CE
Trust somewhat more	776 23% CEQ	894 27% ADFR	30 11%	42 16%	14 14%	13 12%	29 28% CEIMQU	30 30% DFR	7 13%	12 24%	8 16% DFR	15 30% DFR	6 12%	9 18%	8 15%	12 23%	11 11%	16 16%	19 19%	24 23%	21 17% F	31 25% F
Trust the same	1380 41% AGOSU	1448 43% AGOSU	154 57% AGOSU	146 57% BHL AGOSU	62 60% AGOSU	58 55% BL	46 45% BL	42 42% BL	30 56% A	32 64% BHLV	22 44%	19 38%	28 56% A	30 60% BHL	21 40%	27 51%	49 49%	57 57% BHL	44 44%	54 51%	58 46%	59 47%
BOTTOM 2 BOX (NET)	685 20% B	599 18% B	66 25%	55 22% J	23 22% BHJ	29 28% BHJ	19 19%	13 13%	12 22% J	4 8%	8 16%	14 28% HJ	12 24%	7 14%	16 30%	10 19%	28 28%	21 21% J	26 26%	21 20%	32 26% J	26 21% J
Trust somewhat less	507 15%	463 14%	48 18%	41 16%	15 15%	20 19%	17 17%	11 11%	8 15%	4 8%	8 16%	10 20%	8 16%	7 14%	15 28% AE	8 15%	22 22%	16 16%	19 19%	16 15%	23 18%	22 18%
Trust much less	178 5% B	136 4% B	18 7%	14 5%	8 8% K	9 9% BHJN	2 2%	2 2%	4 7%	-	-	4 8% KJN	4 8% NK	-	1 2%	2 4%	6 6%	5 5%	7 7%	5 5%	9 7%	4 3% B
Decline to Answer	2 0%	-	-	-	-	-	-	-	-	-	1 2% AC	-	1 2% AC	-	-	-	-	-	-	-	-	-
Not Sure	30 1% B	-	5 2% D	-	1 1%	-	1 1%	-	-	-	-	-	1 2%	-	1 2%	-	2 2%	-	3 3% A	-	-	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

Q915_4. How much do you trust the domain name industry compared to these other industries?
4. Software companies

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOP 2 BOX (NET)	1404 42%	1510 45%	43 16%	57 22%	16 16%	15 14%	49 48%	59 59%	13 24%	19 38%	18 36%	25 50%	14 28%	18 36%	20 38%	15 28%	20 20%	19 19%	30 30%	33 31%	38 30%	37 30%
Trust much more	496 15%	504 15%	14 5%	13 5%	4 4%	4 4%	15 15%	18 18%	2 4%	3 6%	6 12%	2 4%	4 8%	2 4%	4 8%	3 6%	10 10%	4 4%	8 8%	8 8%	13 10%	13 10%
Trust somewhat more	908 27%	1006 30%	29 11%	44 17%	12 12%	11 10%	34 33%	41 41%	11 20%	16 32%	12 24%	23 46%	10 20%	16 32%	16 30%	12 23%	10 10%	15 15%	22 22%	25 24%	25 20%	24 19%
Trust the same	1327 40%	1350 40%	138 51%	147 58%	55 53%	62 59%	42 41%	32 32%	29 54%	25 50%	23 46%	15 30%	22 44%	27 54%	15 30%	29 55%	50 50%	63 63%	45 45%	54 51%	54 43%	62 50%
BOTTOM 2 BOX (NET)	597 18%	489 15%	84 31%	51 20%	32 31%	28 27%	10 10%	9 9%	12 22%	6 12%	8 16%	10 20%	13 26%	5 10%	5 9%	9 17%	28 28%	18 18%	23 23%	19 18%	33 26%	26 21%
Trust somewhat less	429 13%	355 11%	60 22%	38 15%	24 23%	19 18%	8 8%	8 8%	6 11%	6 12%	6 12%	7 14%	5 10%	5 10%	5 9%	6 11%	23 23%	16 16%	18 18%	13 12%	23 18%	19 15%
Trust much less	168 5%	134 4%	24 9%	13 5%	8 8%	9 9%	2 2%	1 1%	6 11%	-	2 4%	3 6%	8 16%	-	-	3 6%	5 5%	2 2%	5 5%	6 6%	10 8%	7 6%
Decline to Answer	1	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-
Not Sure	28 1%	-	3 1%	-	-	-	1 1%	-	-	-	-	-	1 2%	-	1 2%	-	2 2%	-	3 3%	-	-	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

Q915_5. How much do you trust the domain name industry compared to these other industries?

5. Computer hardware companies

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3357	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
TOP 2 BOX (NET)	1314 39% CEIMGSU	1487 44% ADFRTV	53 20%	67 26% F	18 17%	17 16%	38 37% CEQ	56 56% GBDFLNPRTV	12 22%	16 32% F	15 30%	18 36% F	12 24%	16 32% F	18 34% CE	20 38% FR	20 20%	22 22%	28 28%	36 34% F	37 30% CE	40 32% F
Trust much more	498 15% CEMS	469 14% DFR	18 7%	17 7%	4 4%	4 4%	14 14% CE	20 20% DFPRTV	3 6%	4 8%	6 12%	6 12%	2 4%	4 8%	7 13% E	4 8%	11 11%	7 7%	7 7%	8 8%	16 13% CE	12 10%
Trust somewhat more	816 24% CEQU	1018 30% ADFRV	35 13%	50 20% C	14 14%	13 12%	24 24% CQ	36 36% DFRV	9 17%	12 24%	9 18%	12 24%	10 20%	12 24%	11 21% Q	16 30% FR	9 9%	15 15%	21 21% Q	28 26% FR	21 17%	28 22% F
Trust the same	1328 40%	1349 40%	131 49% A	136 53% BH	54 52% A	59 56% BH	50 49% A	38 38%	29 54% A	28 56% BH	24 48%	24 48%	25 50%	32 64% BHV	30 57% A	25 47%	46 46%	56 56% BH	51 50% A	56 53% BH	52 42%	58 46%
BOTTOM 2 BOX (NET)	685 20% BO	513 15% HN	81 30% DAGOS	52 20% BHN	31 30% AGO	29 28% BHJNT	13 13%	6 6%	13 24% O	6 12%	10 20%	8 16% HN	12 24% NO	2 4%	4 8%	8 15% AGOS	32 32% HN	22 22%	19 19%	14 13%	36 29% AGO	27 22% BHN
Trust somewhat less	467 14% B	395 12% DAGIOS	57 21% GO	35 14% BHR	19 18% AGO	21 20% BHJNR	10 10%	6 6%	5 9% JAGO	6 12%	8 16%	5 10%	6 12%	2 4%	4 8%	6 11% AGO	21 21% BHNT	11 11%	11 10%	11 18%	22 18% HN	19 15% HN
Trust much less	218 6% B	118 4% GO	24 9% GO	17 7% BHR	12 12% AGO	8 8% BHJNR	3 3%	-	8 15% JAGO	-	2 4%	3 6% H	6 12% NGO	-	-	2 4% RGO	11 11% RGO	1 1%	8 8% O	3 3% AGO	14 11% AGO	8 6% HR
Decline to Answer	1	-	-	-	-	-	-	-	-	-	2% AC	-	-	-	-	-	-	-	-	-	-	-
Not Sure	29 1% B	-	3 1%	-	-	-	1 1%	-	-	-	-	-	1 2%	-	1 2%	-	2 2%	-	3 3% A	-	-	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

Q917. Why do you trust the domain name industry more than these other industries?

Base: Trust Other Industries Much/Somewhat More

	Country																						
	North America								Europe														
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)	
Unweighted Base	**	2265	**	121	**	43*	**	82*	**	29**	**	32*	**	26**	**	30*	**	41*	**	57*	**	70*	
Weighted Base	**	2265	**	121	**	43*	**	82*	**	29**	**	32*	**	26**	**	30*	**	41*	**	57*	**	70*	
REPUTATION (NET)	-	988 44% RV	-	55 45% RV	-	19 44% R	-	46 56% BLRV	-	10 34%	-	11 34%	-	14 54%	-	16 53% RV	-	9 22%	-	26 46% RV	-	19 27%	
Trustworthy	-	278 12% HTV	-	18 15% HTV	-	6 14% HV	-	3 4%	-	1 3%	-	5 16% HTV	-	1 4%	-	1 3%	-	6 15% HV	-	2 4%	-	2 3%	
Knowledgeable/Area of expertise/It's their business	-	160 7%	-	9 7%	-	1 2%	-	20 24% BDFLRV	-	3 10%	-	1 3%	-	6 23%	-	7 23% BDFLRV	-	1 2%	-	7 12%	-	4 6%	
Dependable/Reliable	-	100 4%	-	6 5%	-	1 2%	-	4 5%	-	4 14%	-	-	-	3 12%	-	2 7% V	-	-	-	5 9% V	-	-	
Legitimate/Genuine/Authentic	-	91 4%	-	4 3%	-	2 5%	-	2 2%	-	-	-	1 3%	-	1 4%	-	1 3%	-	-	-	2 4%	-	4 6%	
Good experience/Never had a problem	-	80 4%	-	9 7% B	-	2 5%	-	6 7%	-	-	-	1 3%	-	2 8%	-	1 3%	-	1 2%	-	1 2%	-	4 6%	
Well known/Most commonly used	-	79 3% D	-	-	-	-	-	5 6% D	-	-	-	1 3%	-	1 4%	-	1 3% D	-	1 2%	-	4 7% D	-	1 1%	
Good company/reputation/track record	-	52 2%	-	3 2%	-	-	-	3 4%	-	-	-	-	-	1 4%	-	-	-	-	-	1 2%	-	1 1%	
No scams/fraud	-	41 2%	-	6 5% B	-	-	-	1 1%	-	2 7%	-	1 3%	-	-	-	1 3%	-	-	-	1 2%	-	-	
Tested/Proven/Verified	-	35 2%	-	-	-	-	-	-	-	-	-	1 3%	-	-	-	2 7% BDHV	-	-	-	-	3 5% BDH	-	-
Established/Been around for long time	-	33 1%	-	-	-	-	-	4 5% BD	-	-	-	1 3%	-	-	-	1 3% D	-	-	-	-	-	1 1%	
Good management/Operation of site	-	32 1%	-	1 1%	-	2 5%	-	-	-	-	-	1 3%	-	-	-	-	-	-	-	-	-	-	
Depends on company/website behind the name	-	14 1%	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	
Big/Larger company	-	12 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Top level/High ranking	-	9 *	-	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q917. Why do you trust the domain name industry more than these other industries?

Base: Trust Other Industries Much/Somewhat More

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Weighted Base	**	2265	**	121	**	43*	**	82*	**	29**	**	32*	**	26**	**	30*	**	41*	**	57*	**	70*
Other reputation mentions	-	70	-	7	-	6	-	1	-	-	-	1	-	-	1	-	2	-	2	-	1	
		3%		6%		14%		1%				3%			3%		5%		4%		1%	
						BHV																
EXTENSION APPEAL (NET)	-	341	-	14	-	6	-	10	-	8	-	1	-	3	-	2	-	6	-	5	-	17
		15%		12%		14%		12%		28%		3%		12%		7%		15%		9%		24%
																						BDLPT
Professional	-	75	-	-	-	-	-	2	-	3	-	-	-	3	-	-	-	-	2	-	3	
		3%						2%		10%				12%					4%		4%	
		D																	D		D	
Gut feeling/My opinion	-	63	-	1	-	1	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	9
		3%		1%		2%										3%		2%				13%
																						BDHLT
Good/Like domain	-	56	-	6	-	2	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	3
		2%		5%		5%		1%										2%				4%
Relevant to topic/Specific to the domain	-	28	-	2	-	2	-	1	-	2	-	-	-	-	-	-	-	-	-	-	-	-
		1%		2%		5%		1%		7%												
						B																
Believable/Confidence/Convincing	-	27	-	-	-	-	-	2	-	-	-	1	-	-	-	-	-	1	-	2	-	1
		1%						2%				3%						2%		4%		
																			D			
Ordinary/Traditional/Conventional	-	7	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		*		2%																		
				B																		
Better/Best	-	6	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
		*						1%		3%												
Curiosity/Interesting	-	4	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
		*				2%										3%						
						B										BD						
All/Everything	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-
		*																2%				
																		B				
I don't pay attention/Wouldn't notice	-	3	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		*		1%																		
Nothing looks/sounds suspicious	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		*																				
Same/Similar to others	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		*																				
Wording makes sense	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		*																				
Short wording	-	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
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	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Weighted Base	**	2265	**	121	**	43*	**	82*	**	29**	**	32*	**	26**	**	30*	**	41*	**	57*	**	70*
Accurate	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's meaning/Meaningful	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Depends on language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other extension appeal mentions	-	60 3%	-	3 2%	-	-	-	3 4%	-	2 7%	-	-	-	-	-	-	-	2 5%	-	1 2%	-	2 3%
USAGE (NET)	-	192 8% V	-	7 6%	-	4 9%	-	6 7%	-	2 7%	-	5 16% V	-	1 4%	-	4 13% V	-	3 7%	-	4 7%	-	1 1%
More familiar/I use extension	-	62 3%	-	2 2%	-	1 2%	-	1 1%	-	2 7%	-	1 3%	-	-	-	3 10% BDHV	-	1 2%	-	2 4%	-	1 1%
Efficient/Work well	-	25 1%	-	1 1%	-	-	-	3 4% B	-	-	-	1 3%	-	-	-	-	-	1 2%	-	-	-	-
Necessary/Needed to access internet	-	23 1%	-	1 1%	-	1 2%	-	-	-	-	-	1 3%	-	-	-	-	-	-	-	-	-	-
Helpful/Useful	-	19 1%	-	1 1%	-	-	-	1 1%	-	-	-	1 3%	-	-	-	-	-	-	-	1 2%	-	-
I have control over domain	-	9	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	1 3% BD	-	-	-	-	-	-
Business/Company use	-	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% B	-	-	-	-
Depends on use (Unspec.)	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government use	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Public use	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I would try it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
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(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Weighted Base	**	2265	**	121	**	43*	**	82*	**	29**	**	32*	**	26**	**	30*	**	41*	**	57*	**	70*
Non profit use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used by organizations	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	-	49 2%	-	2 2%	-	1 2%	-	1 1%	-	-	-	1 3%	-	1 4%	-	-	-	1 2%	-	1 2%	-	-
SAFETY/SECURITY (NET)	-	189 8%	-	13 11%	-	2 5%	-	9 11%	-	3 10%	-	4 13%	-	6 23%	-	1 3%	-	1 2%	-	4 7%	-	5 7%
Safety/Security/Padlock	-	148 7%	-	8 7%	-	-	-	6 7%	-	3 10%	-	3 9%	-	5 19%	-	-	-	1 2%	-	2 4%	-	4 6%
Ensures privacy of personal information	-	32 1%	-	4 3%	-	2 5%	-	2 2%	-	-	-	2 6%	-	-	-	-	-	-	-	3 5%	-	-
Not being exposed to virus	-	4 *	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Check with anti virus software	-	1 *	-	-	-	-	-	1 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety/security mentions	-	11 *	-	-	-	-	-	1 1%	-	-	-	-	-	1 4%	-	1 3% BD	-	-	-	-	-	1 1%
CONVENIENCE (NET)	-	140 6%	-	3 2%	-	2 5%	-	8 10% DR	-	-	-	2 6%	-	-	-	1 3%	-	-	-	1 2%	-	2 3%
Easy to use/access	-	52 2%	-	-	-	1 2%	-	4 5% D	-	-	-	2 6% D	-	-	-	-	-	-	-	1 2%	-	1 1%
Clear/Easy to understand/differentiate	-	31 1%	-	2 2%	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Harder to obtain/Requires certain criteria	-	22 1%	-	-	-	1 2%	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%
Faster/Quicker service	-	19 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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
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	Country																					
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	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Weighted Base	**	2265	**	121	**	43*	**	82*	**	29**	**	32*	**	26**	**	30*	**	41*	**	57*	**	70*
Convenient/More convenience	-	17%	-	-	-	-	-	-	-	-	-	1%	-	-	-	1%	-	-	-	-	-	-
Other convenience mentions	-	9*	-	1%	-	-	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
INFORMATION (NET)	-	58%	-	1%	-	1%	-	1%	-	-	-	2%	-	-	-	1%	-	-	-	-	-	2%
Content/Information provided	-	45%	-	1%	-	1%	-	1%	-	-	-	1%	-	-	-	-	-	-	-	-	-	2%
Has what I am looking for	-	12%	-	-	-	-	-	-	-	-	-	1%	-	-	-	1%	-	-	-	-	-	-
Other information mentions	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ECONOMY (NET)	-	46%	-	3%	-	3%	-	4%	-	1%	-	-	-	-	-	-	-	-	-	1%	-	1%
Good/Better price	-	20%	-	2%	-	1%	-	4%	-	-	-	-	-	-	-	-	-	-	-	-	-	1%
It's paid for/Fee based	-	5*	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other economy mentions	-	22%	-	1%	-	2%	-	-	-	1%	-	-	-	-	-	-	-	-	-	1%	-	-
SEARCH (NET)	-	18%	-	1%	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	1%
Search engine/Found through searching	-	9*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%
Researched it/Check out source first	-	6*	-	1%	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-
Google search	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other search mentions	-	3*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
WEBSITE ORIGIN (NET)	-	14%	-	-	-	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
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Q917. Why do you trust the domain name industry more than these other industries?

2 Aug 2016
Table 316

Base: Trust Other Industries Much/Somewhat More

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Weighted Base	**	2265	**	121	**	43*	**	82*	**	29**	**	32*	**	26**	**	30*	**	41*	**	57*	**	70*
Worldwide/International usage	-	7*	-	-	-	1 2% B	-	1%	-	1 3%	-	-	-	-	-	-	-	-	-	-	-	-
Represents my country	-	3*	-	-	-	-	-	-	-	1 3%	-	-	-	-	-	-	-	-	-	-	-	-
Russian origin	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country/State of origin (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other website origin mentions	-	5*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
EXTENSION (NET)	-	11*	-	1%	-	-	-	-	-	-	-	1 3% B	-	-	-	-	-	-	-	-	-	-
.com	-	5*	-	-	-	-	-	-	-	-	-	1 3% B	-	-	-	-	-	-	-	-	-	-
.net	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.org	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Domain name/extension (Unspec.)	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.gov	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.in	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.info	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.co	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.cn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
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(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Weighted Base	**	2265	**	121	**	43*	**	82*	**	29**	**	32*	**	26**	**	30*	**	41*	**	57*	**	70*
Https	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.fr	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other extension mentions	-	5	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
WEBSITE (NET)	-	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Web based use/Used by major websites	-	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Linked from a trusted site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other website mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
WEBSITE APPEAL (NET)	-	4	-	-	-	-	-	1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Design/Layout/Way it looks	-	4	-	-	-	-	-	1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Few/No pop-ups/advertisements	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	276 12%	-	17 14%	-	3 7%	-	10 12%	-	3 10%	-	5 16%	-	3 12%	-	4 13%	-	5 12%	-	4 7%	-	6 9%
Authorized/Regulated	-	114 5%	-	10 8%	-	2 5%	-	5 6%	-	1 3%	-	1 3%	-	-	-	1 3%	-	5 12% B	-	3 5%	-	3 4%
Provide good services	-	40 2%	-	1 1%	-	-	-	2 2%	-	-	-	1 3%	-	-	-	-	-	-	-	-	-	1 1%
Good technology/innovation	-	31 1%	-	-	-	-	-	-	-	-	-	1 3%	-	1 4%	-	-	-	-	-	-	-	1 1%
Good/Better customer service	-	22 1%	-	-	-	-	-	-	-	-	-	1 3%	-	3 12%	-	-	-	-	-	1 2%	-	-
Recommended by others	-	16 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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
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	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Weighted Base	**	2265	**	121	**	43*	**	82*	**	29**	**	32*	**	26**	**	30*	**	41*	**	57*	**	70*
Good quality	-	15 1%	-	2 2%	-	-	-	-	-	-	-	1 3%	-	-	-	1 3%	-	-	-	-	-	-
Advertised/Promoted	-	12 1%	-	2 2%	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	36 2%	-	2 2%	-	-	-	2 2%	-	2 7%	-	-	-	-	-	2 7%	-	-	-	-	-	1 1%
EXCLUSIVE (NET)	-	310 14% H	-	18 15% H	-	9 21% H	-	3 4%	-	4 14%	-	8 25% H	-	2 8%	-	5 17% H	-	18 44% BDFHP	-	16 28% BDH	-	22 31% BDH
Illegible data	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	92 4%	-	9 7% H	-	3 7%	-	1 1%	-	-	-	2 6%	-	1 4%	-	-	-	3 7%	-	4 7%	-	4 6%
Don't know	-	82 4%	-	5 4%	-	-	-	1 1%	-	4 14%	-	-	-	1 4%	-	1 3%	-	9 22% BDFHLPV	-	5 9% BH	-	5 7%
Declined to answer	-	136 6%	-	4 3%	-	6 14% BDH	-	1 1%	-	-	-	6 19% BDH	-	-	-	4 13% DH	-	6 15% BDH	-	7 12% BDH	-	13 19% BDH
Sigma	-	2738 121%	-	144 119%	-	51 119%	-	105 128%	-	33 114%	-	45 141%	-	31 119%	-	36 120%	-	45 110%	-	64 112%	-	77 110%

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

q919. Why do you trust the domain name industry less than these other industries?

Base: Trust Other Industries Much/Somewhat Less

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	**	1242	**	110	**	53*	**	25**	**	10**	**	22**	**	12**	**	22**	**	36*	**	40*	**	50*
Weighted Base	**	1242	**	110	**	53*	**	25**	**	10**	**	22**	**	12**	**	22**	**	36*	**	40*	**	50*
REPUTATION (NET)	-	540 43%	-	48 44%	-	22 42%	-	18 72%	-	4 40%	-	9 41%	-	5 42%	-	7 32%	-	17 47%	-	17 43%	-	22 44%
Untrustworthy/Less transparent/honest	-	124 10%	-	15 14%	-	8 15%	-	1 4%	-	1 10%	-	1 5%	-	-	-	2 9%	-	6 17%	-	4 10%	-	4 8%
Fraud/Scams	-	76 6%	-	8 7%	-	2 4%	-	1 4%	-	-	-	2 9%	-	-	-	3 14%	-	1 3%	-	2 5%	-	1 2%
Not legitimate/genuine	-	62 5%	-	4 4%	-	2 4%	-	2 8%	-	-	-	-	-	-	-	-	-	1 3%	-	4 10%	-	4 8%
Greed/Only in it for the money	-	30 2%	-	5 5%	-	-	-	2 8%	-	-	-	1 5%	-	-	-	1 5%	-	6 17% BDFV	-	3 8% BF	-	1 2%
Previous poor experience	-	27 2%	-	3 3%	-	-	-	4 16%	-	-	-	1 5%	-	1 8%	-	-	-	-	-	1 3%	-	5 10% BF
Not well known/Less popular	-	27 2%	-	1 1%	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	1 3%	-	-	-	1 2%
Less reputable	-	25 2%	-	5 5%	-	-	-	-	-	-	-	-	-	-	-	2 9%	-	1 3%	-	-	-	1 2%
Less reliable/dependable	-	23 2%	-	-	-	-	-	1 4%	-	1 10%	-	-	-	1 8%	-	-	-	-	-	-	-	2 4% D
Poor customer service/support	-	22 2%	-	1 1%	-	-	-	2 8%	-	-	-	1 5%	-	-	-	-	-	-	-	-	-	-
Less knowledgeable/Lacks expertise	-	20 2%	-	1 1%	-	-	-	-	-	-	-	-	-	1 8%	-	-	-	-	-	1 3%	-	-
Low credibility/Not believable	-	16 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not established/Hasn't been around a long time	-	15 1%	-	1 1%	-	3 6% B	-	-	-	-	-	-	-	-	-	-	-	3 8% BDV	-	-	-	-
Less business oriented/professional	-	15 1%	-	-	-	1 2%	-	1 4%	-	-	-	-	-	1 8%	-	-	-	-	-	1 3%	-	1 2%
Poor quality/Sub-standard products	-	13 1%	-	1 1%	-	1 2%	-	2 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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

q919. Why do you trust the domain name industry less than these other industries?

Base: Trust Other Industries Much/Somewhat Less

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Weighted Base	**	1242	**	110	**	53*	**	25**	**	10**	**	22**	**	12**	**	22**	**	36*	**	40*	**	50*
Less/Not accountable/responsible	-	9	-	1%	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of confidence	-	7	-	-	-	-	-	-	-	-	-	4	-	-	-	-	-	-	-	-	-	-
Based on size of company	-	7	-	1%	-	1	-	4%	-	-	-	-	-	-	-	-	-	-	-	-	-	1
Poor performance/Better performance from others	-	6	-	-	-	-	-	4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Always trying to up-sell/Pushing products	-	4	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not developed enough	-	2	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Markets their customers/Vetting names to other companies	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure rules are followed	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
Other reputation mentions	-	80	-	3	-	5	-	4	-	2	-	-	1	-	-	-	-	-	-	1	-	1
SAFETY/SECURITY (NET)	-	157	-	26	-	14	-	1	-	-	2	-	4	-	1	-	5	-	5	-	-	4
Poor safety/security	-	80	-	3	-	1	-	4%	-	-	2	-	17%	-	5%	-	14%	-	13%	-	-	8%
Not regulated/No background checks	-	61	-	19	-	11	-	-	-	-	-	-	2	-	-	-	4	-	1	-	-	2
Risk of viruses	-	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety/security mentions	-	13	-	5	-	2	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
DOMAIN APPEAL (NET)	-	149	-	8	-	6	-	2	-	-	2	-	-	-	4	-	4	-	5	-	-	13
Just my opinion/Gut instinct	-	49	-	2	-	1	-	-	-	-	-	-	-	-	2	-	2	-	3	-	-	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
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	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Weighted Base	**	1242	**	110	**	53*	**	25**	**	10**	**	22**	**	12**	**	22**	**	36*	**	40*	**	50*
Not clear/Hard to understand	-	26 2%	-	2 2%	-	3 6%	-	1 4%	-	-	-	-	-	-	-	-	-	1 3%	-	-	-	-
Not as specific	-	18 1%	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	2 5% D	-	-
Uncertainty/Hard to judge	-	12 1%	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 4% B
Names are not meaningful/relevant	-	6	-	2 2%	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Too new	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% B
Accuracy	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other domain appeal mentions	-	37 3%	-	1 1%	-	1 2%	-	1 4%	-	-	-	2 9%	-	-	-	2 9%	-	1 3%	-	-	-	3 6%
USAGE (NET)	-	149 12% V	-	24 22% BTV	-	9 17% V	-	1 4%	-	1 10%	-	-	-	-	-	2 9%	-	4 11%	-	3 8%	-	1 2%
Not familiar/Have not used	-	60 5%	-	10 9% B	-	5 9%	-	-	-	-	-	-	-	-	-	1 5%	-	1 3%	-	1 3%	-	1 2%
Dislike online/web based marketing	-	30 2%	-	8 7% B	-	3 6%	-	-	-	1 10%	-	-	-	-	-	-	-	-	-	-	-	-
Anyone can access/register	-	25 2%	-	4 4%	-	1 2%	-	1 4%	-	-	-	-	-	-	-	-	-	3 8% BV	-	1 3%	-	-
Useless/Not helpful	-	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial use	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	1 5%	-	-	-	-	-	-
Other usage mentions	-	27 2%	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 3%	-	-
MISCELLANEOUS (NET)	-	158 13%	-	15 14%	-	5 9%	-	4 16%	-	-	-	3 14%	-	-	-	1 5%	-	4 11%	-	5 13%	-	6 12%
Cost/Payment issues	-	27 2%	-	2 2%	-	-	-	2 8%	-	-	-	1 5%	-	-	-	-	-	1 3%	-	-	-	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

q919. Why do you trust the domain name industry less than these other industries?

Base: Trust Other Industries Much/Somewhat Less

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Weighted Base	-**	1242	-**	110	-**	53*	-**	25**	-**	10**	-**	22**	-**	12**	-**	22**	-**	36*	-**	40*	-**	50*
Less information about domain	-	27 2%	-	6 5% B	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	1 3%	-	-	-	-
Too many websites/companies/options	-	18 1%	-	3 3%	-	1 2%	-	-	-	-	1 5%	-	-	-	-	-	-	1 3%	-	1 3%	-	-
Marketing issues	-	16 1%	-	-	-	-	-	-	-	-	-	-	-	-	1 5%	-	-	-	-	1 3%	-	1 2%
Hard to contact a real person/No personal touch	-	13 1%	-	2 2%	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	1 3%	-	1 3%	-	-
Cannot physically test product/No physical store	-	11 1%	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	1 3%	-	-	-	-
Poor advertisements	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% B
Other	-	50 4%	-	2 2%	-	2 4%	-	1 4%	-	-	-	1 5%	-	-	-	-	-	-	-	2 5%	-	2 4%
EXCLUSIVE (NET)	-	220 18%	-	16 15%	-	7 13%	-	3 12%	-	5 50%	-	6 27%	-	3 25%	-	8 36%	-	6 17%	-	9 23%	-	7 14%
Illegible data	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	45 4%	-	5 5%	-	1 2%	-	1 4%	-	-	1 5%	-	-	-	-	-	-	1 3%	-	1 3%	-	-
Don't know	-	83 7%	-	4 4%	-	1 2%	-	1 4%	-	4 40%	-	3 14%	-	1 8%	-	3 14%	-	4 11%	-	6 15% BDF	-	2 4%
Declined to answer	-	92 7%	-	7 6%	-	5 9%	-	1 4%	-	1 10%	-	2 9%	-	2 17%	-	5 23%	-	1 3%	-	2 5%	-	5 10%
Sigma	-	1460 118%	-	144 131%	-	68 128%	-	33 132%	-	10 100%	-	23 105%	-	13 108%	-	24 109%	-	43 119%	-	44 110%	-	54 108%

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

Base: All Qualified Respondents

Q1000. Which devices do you use to access the Internet?

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
DESKTOP/LAPTOP (NET)	3283 98%	3241 97%	267 100%	247 97%	97 94%	103 98%	100 98%	94 94%	53 98%	49 98%	48 96%	49 98%	48 96%	49 98%	53 100%	52 98%	96 96%	96 96%	100 99%	103 97%	121 97%	124 99%
Laptop computer	2723 81% B	2576 77% DJ	235 88% DAEIU	180 71%	82 80%	80 76%	90 88%	83 83% DJR	40 74%	31 62%	41 82%	46 92% BDFJRV	42 84%	42 84%	48 91%	45 85% DJR	80 80%	70 70%	82 81%	88 83% DJR	99 79%	92 74%
Desktop computer	2503 75% BO	2366 71% R	221 82% DAEQOU	175 69%	69 67%	74 70%	76 75%	69 69%	43 80%	43 86%	36 72%	34 68%	36 72%	33 66%	33 62%	32 60%	72 72%	59 59%	78 77%	69 65%	92 74%	87 70%
TABLET/SMARTPHONE (NET)	2763 82% BKO	2661 79% DPRTV	250 93% DAEKQOSU	189 74% T	81 79%	76 72%	90 88%	89 89% BDFJLNPRTV	48 89% KO	38 76%	35 70%	38 76%	47 94% NAEKQOS	37 74%	37 70%	35 66%	81 81% R	68 68%	80 79% T	67 63% T	107 86% VKO	84 67%
Smartphone	2589 77% BKO	2479 74% DFRTV	235 88% DAEKQOSU	167 65% O	75 73% O	67 64% AEKQO	87 85% BDFPRTV	84 84% EKOQ	47 87% EKOQ	36 72%	32 64%	36 72%	44 88% NEKQO	30 72%	30 57%	34 64%	70 70%	57 57%	77 76% TO	61 58% VKO	100 80% VKO	73 58%
Tablet	1807 54% B	1649 49% DAEGKOSU	198 74% A	134 53% B	55 53%	57 54%	62 61%	58 58% P	33 61%	27 54%	28 56%	30 60% P	32 64%	25 50%	27 51%	20 38%	65 65% RA	51 51%	59 58%	50 47%	69 55%	60 48%
Other	48 1% B	20 1%	9 3% A	6 2% B	4 4% AS	1 1%	5 5% AS	1 1%	4 7% ASU	2 4% BT	-	1 2% NAKSU	4 8%	-	1 2%	2 2%	1 1%	-	-	-	1 1%	1 1%
Not Sure	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	9672 288%	9090 271%	898 335%	662 260%	285 277%	279 266%	320 314%	295 295%	167 309%	139 278%	137 274%	147 294%	158 316%	136 272%	139 262%	131 247%	289 289%	238 238%	296 293%	268 253%	361 289%	313 250%

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

Base: All Qualified Respondents

Q1005. What is your experience with URL shorteners?

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
USE THEM (NET)	1824	1391	169	81	54	49	62	53	23	20	25	23	24	13	14	14	64	25	54	31	32	25
	54%	42%	63%	32%	52%	47%	61%	53%	43%	40%	50%	46%	48%	26%	26%	26%	64%	25%	53%	29%	26%	20%
	BOU	DNPRTV	DAIMOU	V	OU	DNPRTV	IOU	BDNPRTV	U	V	OU	NPRTV	NOU			RAIOU		TOU				
I use them frequently	592	424	51	20	14	11	27	16	7	6	6	6	8	3	2	1	15	6	16	11	8	5
	18%	13%	19%	8%	14%	10%	26%	16%	13%	12%	12%	12%	16%	6%	4%	2%	15%	6%	16%	10%	6%	4%
	BOU	DPRV	DOU				AEKOOU	DPRV		P	P	P	OU				ROU		OU			
I use them, but not frequently	1232	967	118	61	40	38	35	37	16	14	19	17	16	10	12	13	49	19	38	20	24	20
	37%	29%	44%	24%	39%	36%	34%	37%	30%	28%	38%	34%	32%	20%	23%	25%	49%	19%	38%	19%	19%	16%
	BOU	RTV	DAOU		OU	DNRTV	U	DNRTV		U	RTV						RAGIOU		TU			
NEVER USES THEM (NET)	1519	1958	97	174	49	56	40	47	31	30	25	27	26	37	38	39	36	75	46	75	92	100
	45%	58%	36%	68%	48%	53%	39%	47%	57%	60%	50%	54%	52%	74%	72%	74%	36%	75%	46%	71%	74%	80%
	C	AH	CBFH	C	C	C	CGQ						C	MBFHL	ACEGKMOS	BFHL	QBFHL	SBFHL	ACEGKMOS	BDFHJL		
I have heard of them but never used them	1017	1298	55	90	30	26	31	29	18	16	19	18	17	27	28	29	21	38	26	37	55	55
	30%	39%	21%	35%	29%	25%	30%	29%	33%	32%	38%	36%	34%	54%	53%	55%	21%	38%	26%	35%	44%	44%
	CQ	AFH		C	C	C	C	C	C	CQ			C	MBDFHJT	ACEGIOS	BDFHJRT	QF	QF	ACEGQS			
I have never heard of them or used them	502	660	42	84	19	30	9	18	13	14	6	9	9	10	10	10	15	37	20	38	37	45
	15%	20%	16%	33%	18%	29%	9%	18%	24%	28%	12%	18%	18%	20%	19%	19%	15%	37%	20%	36%	30%	36%
	A		CBHLP	G	B				G								QBHLNP	G	SBHLNP	ACGKQ	BHLNP	
Not Sure	14	-	2	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	1	-
	0.4%	0%	0.6%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0.3%	0%	0%	0.3%	0%	0.3%	0%
	B																					
Sigma	3357	3349	268	255	103	105	102	100	54	50	50	50	50	50	53	53	100	100	101	106	125	125
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

Q1010. Why haven't you used URL shorteners?

Base: Have Not Used URL Shorteners

	Country																					
	North America								Europe													
	2015 Total Regist rants	2016 Total Regist rants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	1958	97*	174	49*	56*	40*	47*	31*	30*	25**	27**	26**	37*	38*	39*	36*	75*	46*	75*	92*	100
Never needed to	710 47% B	826 42%	51 53%	82 47%	20 41%	25 45%	17 43%	16 34%	13 42%	12 40%	9 36%	11 41%	14 54%	19 51%	22 58%	18 46%	17 47%	29 39%	19 41%	30 40%	48 52%	46 46%
Confused about which website I'm going to	361 24% ADFJRTV	601 31%	16 16%	38 22%	6 12%	10 18%	8 20%	16 34%	4 13%	3 10%	3 12%	10 37%	10 38%	8 22%	4 11%	13 33%	4 11%	12 16%	11 24%	15 20%	19 21%	21 21%
I have never heard of them	393 26% B	423 22%	34 35% A	57 33% BNP	14 29%	20 36% BNP	14 35%	10 21%	14 45% AO	13 43% BHNP	4 16%	3 11%	7 27%	4 11%	7 18%	4 10%	14 39%	21 28% NP	13 28%	24 32% BNP	26 28%	27 27% NP
Don't trust them	166 11%	253 13%	6 8%	19 11%	5 10%	6 11%	5 13%	6 13%	3 10%	3 10%	3 12%	6 22%	3 12%	5 14%	9 24% ACQU	6 15%	2 6%	13 17%	5 11%	11 15%	7 8%	9 9%
Don't like them	133 9%	214 11% AD	5 5%	10 6%	4 8%	2 4%	1 3%	5 11%	2 6%	-	7 28%	4 15%	-	2 5%	3 8%	8 21% DFJ	1 3%	8 11%	1 2%	8 11%	12 13% S	9 9%
Other	26 2%	29 1%	5 5% DA	1 1%	3 6% A	3 5% BDT	1 3%	1 2%	1 3%	1 3%	-	-	-	-	-	1 3%	3 4%	1 2%	-	2 2%	1 1%	
Not Sure	6 B	-	1 1%	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1795 118%	2346 120%	118 122%	207 119%	53 108%	66 118%	46 115%	54 115%	37 119%	32 107%	26 104%	34 126%	34 131%	38 103%	45 118%	50 128%	39 108%	86 115%	50 109%	88 117%	114 124%	113 113%

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

Base: Have Used URL Shorteners

Q1015. Why do you use URL shorteners?

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	1391	169	81*	54*	49*	62*	53*	23**	20**	25**	23**	24**	13**	14**	14**	64*	25**	54*	31*	32*	25**
They are convenient	1207 66%	891 64%	112 66%	50 62%	34 63%	30 61%	45 73%	32 60%	17 74%	12 60%	16 64%	14 61%	14 58%	10 77%	8 57%	12 86%	50 78% A	16 64%	34 63%	17 55%	22 69%	13 52%
They save me time	944 52% CQ	752 54% DF	61 36%	32 40%	21 39%	18 37%	29 47% Q	34 64% DF	11 48%	10 50%	17 68%	19 83%	9 38%	6 46%	7 50%	6 43%	17 27%	12 48%	25 46% Q	20 65% DF	15 47%	15 60%
It's the latest thing	404 22% CEGQ	409 29% ADFH	10 6%	7 9%	6 11%	5 10%	7 11%	9 17%	-	6 30%	10 40%	7 30%	1 4%	2 15%	2 14%	2 14%	6 9%	2 8%	7 13%	5 16%	7 22% C	1 4%
Other	176 10% B	85 6% AGU	43 25% BT	18 22% BT	10 19% AU	9 18% BT	7 11%	5 9%	2 9%	-	2 8%	1 4%	6 25%	1 8%	2 14%	1 7%	14 22% AU	3 12%	7 13% TU	-	-	2 8%
Not Sure	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 3% AC	-
Decline to Answer	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2735 150%	2137 154%	226 134%	107 132%	71 131%	62 127%	88 142%	80 151%	30 130%	28 140%	45 180%	41 178%	30 125%	19 146%	19 136%	21 150%	87 136%	33 132%	73 135%	42 135%	45 141%	31 124%

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

Q1020. What is your experience with QR codes?

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
USE THEM (NET)	1915 57% KO	1838 55% DFRT	159 59% DKO	103 40% FKO	61 59% FKO	45 43% FKO	63 62% KO	64 64% DFRTV	32 59% O	29 58% DRT	21 42% KO	25 50% KO	28 56% O	28 56% DR	16 30% O	27 51% O	53 53% RO	35 35% TO	57 56% TO	42 40% TO	68 54% O	63 50% R
I use them frequently	500 15% COSU	476 14% DFRV	14 5% DKO	13 5% CBH	9 9% FKO	5 5% FKO	14 14% KO	14 14% DFRV	7 13% C	6 12% DRT	6 12% KO	3 6% DRT	3 6% KO	7 14% DFR	2 4% KO	5 9% RC	14 14% RC	4 4% TKO	7 7% TKO	10 9% TKO	11 9% TKO	10 8% TKO
I use them, but not frequently	1415 42% O	1362 41% RT	145 54% DAKOQ	90 35% CBHJN	52 50% KO	40 38% KO	49 48% KO	50 50% DRT	25 46% O	23 46% ACEG	15 30% ACEG	22 44% KO	25 50% KO	21 42% ACEG	14 26% ACEG	22 42% ACEG	39 39% QBHJNV	31 31% QBHJNV	50 50% TKO	32 30% TKO	57 46% O	53 42% O
NEVER USES THEM (NET)	1431 43% A	1511 45% A	109 41% CBHJN	152 60% CBHJN	41 40% EBH	60 57% EBH	39 38% EBH	36 36% EBH	22 41% ACEG	21 42% ACEG	29 58% ACEG	25 50% ACEG	22 44% ACEG	22 44% ACEG	36 68% ACEG	26 49% ACEG	47 47% QBHJNV	65 65% QBHJNV	43 43% SBHJ	64 60% SBHJ	57 46% H	62 50% H
I have heard of them but never used them	1017 30% A	1263 38% A	92 34% CBH	133 52% CBH	32 31% EBH	52 50% EBH	30 29% EBH	33 33% EBH	17 31% ACEG	19 38% ACEG	19 38% ACEG	20 40% ACEG	16 32% ACEG	19 38% ACEG	30 57% ACEG	22 42% ACEG	36 36% QBH	54 54% QBH	32 32% SBH	52 49% SBH	46 37% H	56 45% H
I have never heard of them or used them	414 12% BC	248 7% BC	17 6% BC	19 7% BC	9 9% BC	8 8% BC	9 9% BC	3 3% BC	5 9% CU	2 4% CU	10 20% CU	5 10% CU	6 12% CU	3 6% CU	6 11% CU	4 8% CU	11 11% H	11 11% H	11 11% H	12 11% H	11 9% H	6 5% H
Not Sure	11 B	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	1 1%	-	-	-
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

Q1025. Why haven't you used QR codes?

Base: Have Not Used QR Codes

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	1511	109	152	41*	60*	39*	36*	22**	21**	29**	25**	22**	22**	36*	26**	47*	65*	43*	64*	57*	62*
Never needed to	806 56%	969 64% A	60 55%	105 69% C	26 63%	36 60%	20 51%	24 67%	15 68%	11 52%	17 59%	13 52%	13 59%	14 64%	23 64%	19 73%	25 53%	49 75% Q	23 53%	38 59% ACGQS	44 77%	45 73%
Don't like them	201 14%	231 15%	24 22% AU	24 16%	4 10%	10 17%	5 13%	7 19%	2 9%	4 19%	2 7%	6 24%	2 9%	6 27%	3 8%	4 15%	9 19%	12 18%	5 12%	10 16%	4 7%	5 8%
I have never heard of them or seen them	322 23% BCU	217 14% DR	16 15% D	9 6%	7 17%	6 10%	12 31% HCU	2 6%	4 18%	4 19%	8 28%	4 16%	7 32%	1 5%	5 14%	2 8%	10 21% RU	2 3%	6 14%	8 13% R	3 5%	6 10%
Don't trust them	160 11% G	180 12%	7 6%	11 7%	4 10%	6 10%	-	3 8%	3 14%	1 5%	6 21%	6 24%	-	4 18%	5 14% G	4 15%	2 4%	6 9%	7 16% G	15 23% BDFR	8 14% G	8 13%
Other	81 6%	83 5% AGOU	19 17% BRTV	21 14% BRTV	4 10%	11 18% BRTV	1 3%	3 8%	1 5%	3 14%	1 3%	-	1 5%	1 5%	1 3%	-	9 19% RAGOU	2 3%	3 7%	2 3%	3 5%	2 3%
Not Sure	4 B	-	-	-	-	-	1 3% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% A	-
Sigma	1575 110%	1680 111%	126 116%	170 112%	45 110%	69 115%	39 100%	39 108%	25 114%	23 110%	34 117%	29 116%	23 105%	26 118%	37 103%	29 112%	55 117%	71 109%	44 102%	73 114%	63 111%	66 106%

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

Base: Have Used QR Codes

Q1030. Why do you use QR codes?

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	1838	159	103	61*	45*	63*	64*	32*	29**	21**	25**	28**	28**	16**	27**	53*	35*	57*	42*	68*	63*
They are convenient	1258 66% E	1173 64% H	101 64% E	58 56%	29 48%	29 64% H	36 57%	26 41%	19 59%	22 76%	14 67%	16 64%	17 61%	21 75%	12 75%	21 78%	33 62%	18 51%	35 61%	32 76% DHR	46 68% E	41 65% H
They save me time	993 52% CEIQS	1028 56% ADFR	68 43% I	40 39%	22 36%	17 38%	33 52% IQ	46 72% GBDFRTV	6 19%	11 38%	16 76%	18 72%	10 36%	15 54%	8 50%	16 34%	18 34%	13 37%	22 39%	21 50%	34 50% I	29 46%
It's the latest thing	646 34% CEGQU	662 36% DFV	29 18%	20 19%	10 16%	9 20%	11 17%	22 34% GD	9 28%	11 38%	8 38%	10 40%	12 43%	4 14%	2 13%	3 11%	7 13%	9 26%	17 30% Q	12 29%	14 21%	13 21%
Other	125 7% B	60 3%	26 16% A	9 9% B	11 18% A	6 13% B	9 14% A	4 6%	5 16% A	1 3%	-	-	2 7%	1 4%	1 6%	-	7 13% A	3 9%	5 9%	1 2%	5 7%	4 6%
Not Sure	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-
Sigma	3024 158%	2923 159%	224 141%	127 123%	72 118%	61 136%	89 141%	98 153%	39 122%	45 155%	38 181%	44 176%	41 146%	41 146%	23 144%	40 148%	66 125%	43 123%	79 139%	66 157%	99 146%	87 138%

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

Base: All Qualified Respondents

Q1050. What is your preferred way of finding websites now?

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
Use a search engine	1976 59%	1977 59%	184 69% AS	177 69% BTV	62 60%	75 71% B	65 64%	59 59%	36 67%	32 64%	32 64%	35 70%	34 68%	34 68%	29 55%	30 57%	65 65%	65 65%	58 57%	62 58%	86 69% A	74 59%
Type the domain name directly into my browser and see if it comes up	764 23%	730 22% L	69 26%	56 22% L	22 21%	16 15% L	23 23%	24 24% L	13 24%	10 20% L	11 22% L	1 2%	7 14%	8 16%	13 25%	15 28% L	27 27%	17 17% L	23 23%	27 25% L	24 19%	26 21% L
Use a QR code	224 7% C	356 11% ADF	- -	7 3% C	5 5% C	5 5%	8 8% C	8 8% D	1 2% C	6 12% ID	4 8% C	7 14% DF	4 8% C	2 4%	3 6% C	5 9% D	4 4% C	9 9% D	8 8% C	9 8% D	7 6% C	15 12% D
Use an app instead of going to websites themselves	362 11% BCQ	279 8%	10 4%	14 5%	11 11% CQ	8 8%	6 6%	8 8%	4 7%	2 4%	3 6%	7 14% D	4 8%	6 12%	8 15% CQ	3 6%	3 3%	9 9%	12 12% CQ	8 8%	8 6%	10 8%
Other	25 1% B	7 *	5 2% A	1 -	3 3% A	1 1%	- -	1 1%	- -	- -	- -	- -	2 2%	- -	- -	1 1%	- -	- -	- -	- -	- -	- -
Not Sure	6 -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sigma	3357 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

Q1036_1. Which of these is the safest, which is the fastest, and which is the easiest way to navigate to a website that may have the information you are looking for?

1. Safest

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	3343	3349	268	255	100	105	102	100	54*	50*	49*	50*	49*	50*	52*	53*	100	100	101	106	125	125
Using an app instead of going to the website itself-for example, an app provided by an airline or a bank	370 11% CQ	647 19% AD	11 4%	36 14% C	9 9%	20 19% E	7 7%	23 23% GD	6 11% CQ	16 32% IBDPRTV	5 10%	11 22%	6 12% CQ	10 20%	13 25% ACEGQSU	6 11%	3 3%	16 16% Q	11 11% CQ	17 16%	13 10% CQ	19 15%
Accessing via a QR code	412 12% CQ	489 15% ADF	10 4%	14 5%	8 8%	4 4%	10 10% C	18 18% DFR	2 4%	5 10%	6 12% C	11 22% DFRV	7 14% C	6 12%	6 12% C	5 9%	6 6%	8 8%	15 15% CIQ	11 10%	11 9% C	13 10%
Typing the domain name into a browser	1224 37% B	892 27% DANGKMOGSU BPFHJLNR	155 58% FAKO	92 36% 47% 40%	47 47% 26% 25%	41 40% H	20 20%	22 41% J	9 18%	14 29%	9 18%	19 39% N	19 39% N	9 18%	14 27% HJLN RAKOS	19 36% 53% 23% 38% 28% 26%	53 53% 23% 38% 28% 26%	23 23% 38% 28% 26%	38 38% 28% 26%	50 40% 38% 30%	38 30%	
Finding via an Internet search engine	834 25% BCQU	603 18% A	44 16%	41 16%	21 21%	21 20% HACEQSU	36 35% 21%	21 21%	16 30% CQ	11 22%	16 33% CQU	12 24%	11 22%	15 30% BDR	12 23%	11 21%	13 13%	16 16%	21 21%	24 23%	21 17%	24 19%
Accessing via a bookmark	338 10% A	431 13% M	31 12% G	31 12% CBHL	6 6%	11 10% G	7 7% EBHLPV	12 12%	5 9% 6%	4 8% 10% L	6 12% 4%	7 14%	1 2% 10% G	4 8% 12% L	4 8% 6% 8%	8 15%	9 9% 16% 14% ACGKS	23 23% 9% 7% 14% 14% L	9 9% 7% G	12 11% 13% L	18 14% EM	17 14%
Not sure	165 5%	287 9% AL	17 6% G	41 16% CBHL	9 9% G	23 22% EBHLPV	1 1%	6 6%	3 6% 6%	5 10% L	2 4%	-	5 10% G	6 12% L	3 6% 8%	4 8% ACGKS	16 16% 14% L	14 14% 7% G	14 13% L	12 10% AG	14 11% L	
Sigma	3343 100%	3349 100%	268 100%	255 100%	100 100%	105 100%	102 100%	100 100%	54 100%	50 100%	49 100%	50 100%	49 100%	50 100%	52 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

Q1036_2. Which of these is the safest, which is the fastest, and which is the easiest way to navigate to a website that may have the information you are looking for?

2 Aug 2016
Table 327

2. Fastest

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	-**	3349	-**	255	-**	105	-**	100	-**	50*	-**	50*	-**	50*	-**	53*	-**	100	-**	106	-**	125
Using an app instead of going to the website itself-for example, an app provided by an airline or a bank	-	502 15% F	-	36 14% F	-	7 7%	-	19 19% F	-	6 12%	-	5 10%	-	6 12%	-	12 23% F	-	17 17% F	-	15 14%	-	14 11%
Accessing via a QR code	-	733 22% D	-	40 16%	-	21 20%	-	16 16%	-	12 24%	-	11 22%	-	10 20%	-	16 30% DHR	-	14 14%	-	19 18%	-	24 19%
Typing the domain name into a browser	-	509 15% V	-	35 14%	-	20 19% V	-	15 15%	-	11 22% V	-	7 14%	-	8 16%	-	11 21% V	-	15 15%	-	18 17% V	-	9 7%
Finding via an Internet search engine	-	672 20%	-	46 18%	-	22 21%	-	21 21%	-	9 18%	-	17 34% BDPR	-	12 24%	-	8 15%	-	19 19%	-	25 24%	-	28 22%
Accessing via a bookmark	-	742 22% P	-	67 26% P	-	24 23% P	-	24 24% P	-	11 22% P	-	10 20%	-	10 20%	-	4 8%	-	23 23% P	-	19 18%	-	38 30% BPT
Not sure	-	191 6%	-	31 12% BHJL	-	11 10% BL	-	5 5%	-	1 2%	-	-	-	4 8% L	-	2 4%	-	12 12% BJL	-	10 9% L	-	12 10% L
Sigma	-	3349 100%	-	255 100%	-	105 100%	-	100 100%	-	50 100%	-	50 100%	-	50 100%	-	53 100%	-	100 100%	-	106 100%	-	125 100%

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

Q1036_3. Which of these is the safest, which is the fastest, and which is the easiest way to navigate to a website that may have the information you are looking for?

3. Easiest

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	-**	3349	-**	255	-**	105	-**	100	-**	50*	-**	50*	-**	50*	-**	53*	-**	100	-**	106	-**	125
Using an app instead of going to the website itself-for example, an app provided by an airline or a bank	-	481 14%	-	37 15%	-	19 18%	-	21 21% V	-	9 18%	-	6 12%	-	7 14%	-	10 19%	-	13 13%	-	15 14%	-	12 10%
Accessing via a QR code	-	552 16% FJR	-	33 13%	-	9 9%	-	18 18% FJ	-	3 6%	-	10 20% FJ	-	8 16%	-	7 13%	-	9 9%	-	18 17%	-	19 15%
Typing the domain name into a browser	-	508 15% D	-	25 10%	-	10 10%	-	13 13%	-	8 16%	-	3 6%	-	13 26% BDFHLR	-	10 19%	-	13 13%	-	23 22% DFL	-	18 14%
Finding via an Internet search engine	-	968 29%	-	80 31%	-	33 31%	-	31 31%	-	20 40% T	-	16 32%	-	15 30%	-	18 34%	-	33 33%	-	23 22%	-	39 31%
Accessing via a bookmark	-	670 20%	-	60 24% HNP	-	24 23% P	-	14 14%	-	6 12%	-	13 26% NP	-	5 10%	-	5 9%	-	23 23% P	-	16 15%	-	27 22%
Not sure	-	170 5%	-	20 8% B	-	10 10% B	-	3 3%	-	4 8%	-	2 4%	-	2 4%	-	3 6%	-	9 9%	-	11 10% BH	-	10 8%
Sigma	-	3349 100%	-	255 100%	-	105 100%	-	100 100%	-	50 100%	-	50 100%	-	50 100%	-	53 100%	-	100 100%	-	106 100%	-	125 100%

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

Q1055_1. Which of these are the fastest, easiest and safest way to get to the website you want to buy from?

1. Safest

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	-**	3349	-**	255	-**	105	-**	100	-**	50*	-**	50*	-**	50*	-**	53*	-**	100	-**	106	-**	125
Using an app instead of going to a website-for example, an app provided by an airline or a bank	-	771 23% DLTV	-	45 18% T	-	17 16% T	-	32 32% BDFLRTV	-	15 30% DFTLV	-	5 10% TV	-	13 26% LTV	-	12 23% TV	-	17 17% T	-	5 5% T	-	13 10% T
Accessing via a QR code	-	448 13% DFR	-	14 5% T	-	7 7% T	-	20 20% BDFNRTV	-	6 12% TV	-	11 22% DFNRTV	-	3 6% TV	-	8 15% DR	-	5 5% TV	-	10 9% TV	-	10 8% TV
Typing the domain name into a browser	-	864 26% TV	-	76 30% TV	-	27 26% TV	-	20 20% TV	-	12 24% TV	-	14 28% TV	-	13 26% TV	-	14 26% TV	-	29 29% TV	-	35 33% H	-	47 38% BH
Finding via an Internet search engine	-	541 16% TV	-	36 14% TV	-	19 18% TV	-	17 17% TV	-	9 18% TV	-	13 26% D	-	7 14% TV	-	9 17% TV	-	14 14% TV	-	27 25% BDRV	-	17 14% TV
Accessing via a bookmark	-	430 13% TV	-	39 15% H	-	13 12% TV	-	7 7% TV	-	5 10% TV	-	5 10% TV	-	5 10% TV	-	4 8% TV	-	18 18% H	-	15 14% TV	-	26 21% BHP
Not sure	-	295 9% TV	-	45 18% BHJLV	-	22 21% BHJLV	-	4 4% TV	-	3 6% TV	-	2 4% TV	-	9 18% BHLV	-	6 11% TV	-	17 17% BHL	-	14 13% H	-	12 10% TV
Sigma	-	3349 100% TV	-	255 100% TV	-	105 100% TV	-	100 100% TV	-	50 100% TV	-	50 100% TV	-	50 100% TV	-	53 100% TV	-	100 100% TV	-	106 100% TV	-	125 100% TV

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

Q1055_2. Which of these are the fastest, easiest and safest way to get to the website you want to buy from?
2. Fastest

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	-**	3349	-**	255	-**	105	-**	100	-**	50*	-**	50*	-**	50*	-**	53*	-**	100	-**	106	-**	125
Using an app instead of going to a website-for example, an app provided by an airline or a bank	-	555 17%	-	36 14%	-	19 18%	-	23 23% D	-	11 22%	-	6 12%	-	5 10%	-	10 19%	-	13 13%	-	15 14%	-	20 16%
Accessing via a QR code	-	677 20% DR	-	30 12%	-	14 13%	-	18 18%	-	8 16%	-	8 16%	-	11 22%	-	13 25% DR	-	11 11%	-	14 13%	-	20 16%
Typing the domain name into a browser	-	538 16%	-	35 14%	-	17 16%	-	21 21%	-	12 24%	-	6 12%	-	7 14%	-	13 25% D	-	17 17%	-	20 19%	-	21 17%
Finding via an Internet search engine	-	672 20%	-	54 21%	-	16 15%	-	22 22%	-	12 24%	-	19 38% BDFHPRV	-	12 24%	-	6 11%	-	16 16%	-	27 25% P	-	21 17%
Accessing via a bookmark	-	718 21% J	-	73 29% BHJPT	-	23 22%	-	14 14%	-	5 10%	-	9 18%	-	12 24%	-	6 11%	-	27 27% HJPT	-	15 14%	-	30 24% J
Not sure	-	189 6%	-	27 11% BH	-	16 15% BHJL	-	2 2%	-	2 4%	-	2 4%	-	3 6%	-	5 9% H	-	16 16% BHJL	-	15 14% BH	-	13 10% BH
Sigma	-	3349 100%	-	255 100%	-	105 100%	-	100 100%	-	50 100%	-	50 100%	-	50 100%	-	53 100%	-	100 100%	-	106 100%	-	125 100%

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

Q1055_3. Which of these are the fastest, easiest and safest way to get to the website you want to buy from?

2 Aug 2016
Table 331

3. Easiest

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	-**	3349	-**	255	-**	105	-**	100	-**	50*	-**	50*	-**	50*	-**	53*	-**	100	-**	106	-**	125
Using an app instead of going to a website-for example, an app provided by an airline or a bank	-	533 16%	-	43 17%	-	15 14%	-	13 13%	-	4 8%	-	7 14%	-	5 10%	-	10 19%	-	13 13%	-	17 16%	-	18 14%
Accessing via a QR code	-	529 16% DR	-	24 9%	-	11 10%	-	17 17% DR	-	5 10%	-	11 22% DR	-	11 22% DR	-	5 9%	-	7 7%	-	16 15%	-	14 11%
Typing the domain name into a browser	-	546 16%	-	41 16%	-	15 14%	-	17 17%	-	8 16%	-	5 10%	-	9 18%	-	11 21%	-	13 13%	-	14 13%	-	13 10%
Finding via an Internet search engine	-	907 27%	-	67 26%	-	22 21%	-	33 33%	-	17 34%	-	16 32%	-	15 30%	-	13 25%	-	28 28%	-	29 27%	-	35 28%
Accessing via a bookmark	-	628 19%	-	55 22%	-	26 25% T	-	14 14%	-	13 26%	-	10 20%	-	7 14%	-	7 13%	-	23 23%	-	14 13%	-	32 26% BHT
Not sure	-	206 6%	-	25 10% B	-	16 15% BHL	-	6 6%	-	3 6%	-	1 2%	-	3 6%	-	7 13% BL	-	16 16% BHL	-	16 15% BHL	-	13 10% B
Sigma	-	3349 100%	-	255 100%	-	105 100%	-	100 100%	-	50 100%	-	50 100%	-	50 100%	-	53 100%	-	100 100%	-	106 100%	-	125 100%

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

Q1060_1. Which of these is the safest, which is the easiest, and which is the fastest method to get to the website to access your personal information?

1. Safest

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	-**	3349	-**	255	-**	105	-**	100	-**	50*	-**	50*	-**	50*	-**	53*	-**	100	-**	106	-**	125
Using an app provided by the website owner-for example, an app provided by an airline or a bank	-	886 26% TV	-	65 25% TV	-	30 29% TV	-	35 35% LPRTV	-	15 30% TV	-	9 18% TV	-	12 24% TV	-	10 19% TV	-	18 18% TV	-	15 14% TV	-	19 15% TV
Accessing via a QR code	-	442 13% DFRV	-	9 4% TV	-	6 6% TV	-	25 25% BDFNPRTV	-	7 14% DV	-	13 26% BDFNPRTV	-	5 10% D	-	5 9% TV	-	6 6% TV	-	12 11% DV	-	4 3% TV
Typing the domain name into a browser	-	770 23% H	-	64 25% H	-	22 21% H	-	12 12% H	-	11 22% H	-	7 14% H	-	14 28% H	-	13 25% H	-	29 29% HL	-	37 35% BFHL	-	37 30% HL
Finding via an Internet search engine	-	462 14% F	-	26 10% TV	-	7 7% TV	-	12 12% TV	-	6 12% TV	-	13 26% BDFHR	-	7 14% TV	-	10 19% F	-	13 13% TV	-	18 17% F	-	17 14% TV
Accessing via a bookmark	-	497 15% TV	-	52 20% BT	-	20 19% T	-	13 13% TV	-	7 14% TV	-	6 12% TV	-	5 10% TV	-	7 13% TV	-	19 19% TV	-	10 9% TV	-	27 22% BT
Not sure	-	292 9% H	-	39 15% BHL	-	20 19% BHL	-	3 3% TV	-	4 8% TV	-	2 4% TV	-	7 14% H	-	8 15% H	-	15 15% BHL	-	14 13% H	-	21 17% BHL
Sigma	-	3349 100%	-	255 100%	-	105 100%	-	100 100%	-	50 100%	-	50 100%	-	50 100%	-	53 100%	-	100 100%	-	106 100%	-	125 100%

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

Q1060_2. Which of these is the safest, which is the easiest, and which is the fastest method to get to the website to access your personal information?

2 Aug 2016
Table 333

2. Fastest

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	-**	3349	-**	255	-**	105	-**	100	-**	50*	-**	50*	-**	50*	-**	53*	-**	100	-**	106	-**	125
Using an app provided by the website owner-for example, an app provided by an airline or a bank	-	578 17%	-	52 20%	-	13 12%	-	19 19%	-	13 26% FR	-	9 18%	-	10 20%	-	15 28% BFRV	-	13 13%	-	17 16%	-	19 15%
Accessing via a QR code	-	618 18% DF	-	17 7%	-	9 9%	-	14 14% D	-	9 18% D	-	8 16% D	-	7 14%	-	13 25% DFR	-	12 12%	-	13 12%	-	20 16% D
Typing the domain name into a browser	-	572 17% V	-	43 17%	-	15 14%	-	20 20% V	-	7 14%	-	9 18%	-	11 22% V	-	12 23% V	-	19 19% V	-	19 18%	-	12 10%
Finding via an Internet search engine	-	591 18% D	-	29 11%	-	17 16%	-	24 24% DP	-	11 22% DP	-	13 26% DP	-	12 24% DP	-	4 8%	-	15 15%	-	25 24% DP	-	25 20% DP
Accessing via a bookmark	-	772 23% P	-	87 34% BHJLNPT	-	34 32% BJNPT	-	21 21% P	-	7 14%	-	9 18%	-	7 14%	-	3 6%	-	26 26% P	-	19 18% P	-	34 27% P
Not sure	-	218 7%	-	27 11% BH	-	17 16% BHL	-	2 2%	-	3 6%	-	2 4%	-	3 6%	-	6 11% H	-	15 15% BHL	-	13 12% BH	-	15 12% BH
Sigma	-	3349 100%	-	255 100%	-	105 100%	-	100 100%	-	50 100%	-	50 100%	-	50 100%	-	53 100%	-	100 100%	-	106 100%	-	125 100%

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

Q1060_3. Which of these is the safest, which is the easiest, and which is the fastest method to get to the website to access your personal information?

2 Aug 2016
Table 334

3. Easiest

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	-**	3349	-**	255	-**	105	-**	100	-**	50*	-**	50*	-**	50*	-**	53*	-**	100	-**	106	-**	125
Using an app provided by the website owner-for example, an app provided by an airline or a bank	-	587 18%	-	47 18%	-	13 12%	-	20 20%	-	11 22%	-	9 18%	-	4 8%	-	8 15%	-	16 16%	-	15 14%	-	15 12%
Accessing via a QR code	-	503 15% D	-	23 9%	-	11 10%	-	16 16%	-	6 12%	-	11 22% D	-	12 24% DFR	-	7 13%	-	11 11%	-	13 12%	-	16 13%
Typing the domain name into a browser	-	561 17%	-	32 13%	-	14 13%	-	18 18%	-	10 20%	-	7 14%	-	8 16%	-	9 17%	-	13 13%	-	18 17%	-	16 13%
Finding via an Internet search engine	-	767 23% D	-	44 17%	-	17 16%	-	27 27% DR	-	10 20%	-	15 30% DFR	-	13 26%	-	17 32% DFR	-	15 15%	-	25 24%	-	34 27% DFR
Accessing via a bookmark	-	673 20% P	-	80 31% BHLNPT	-	31 30% BHLP	-	15 15%	-	9 18%	-	5 10%	-	8 16%	-	4 8%	-	27 27% HLP	-	20 19%	-	28 22% P
Not sure	-	258 8%	-	29 11% BH	-	19 18% BHL	-	4 4%	-	4 8%	-	3 6%	-	5 10%	-	8 15% BH	-	18 18% BHL	-	15 14% BH	-	16 13% BH
Sigma	-	3349 100%	-	255 100%	-	105 100%	-	100 100%	-	50 100%	-	50 100%	-	50 100%	-	53 100%	-	100 100%	-	106 100%	-	125 100%

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

Q1100a. How would you describe your familiarity with each of the following abusive internet behaviors?
SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	-**	3349	-**	255	-**	105	-**	100	-**	50*	-**	50*	-**	50*	-**	53*	-**	100	-**	106	-**	125
Phishing - The attempt to acquire sensitive information such as usernames, passwords, and credit card details by masquerading as a trustworthy entity in electronic communication.	-	1561 47% N	-	138 54% BJLNPT	-	51 49% N	-	46 46% N	-	19 38%	-	18 36%	-	13 26%	-	18 34%	-	52 52% NP	-	43 41%	-	56 45% N
Spamming - The use of electronic messaging systems to send unsolicited messages.	-	2066 62% JT	-	177 69% BJTV	-	65 62% T	-	74 74% BJLNNTV	-	24 48%	-	28 56% T	-	28 56% T	-	31 58% T	-	65 65% JT	-	40 38%	-	70 56% T
Cyber squatting - Registering or using a domain name with bad faith intent to profit from the goodwill of a trademark belonging to someone else.	-	1087 32% NV	-	69 27%	-	28 27%	-	36 36% JNV	-	10 20%	-	13 26%	-	9 18%	-	11 21%	-	32 32%	-	30 28%	-	28 22%
Stolen credentials - When hackers steal personal information stored online such as usernames, passwords, social security numbers, credit cards numbers, etc.	-	1515 45% NPT	-	129 51% NPT	-	42 40%	-	43 43%	-	20 40%	-	25 50% NP	-	14 28%	-	16 30%	-	43 43%	-	38 36%	-	51 41%
Malware - Short for "malicious software", used to disrupt computer operations, gather sensitive information or gain access to private computer systems.	-	1764 53% NTV	-	152 60% BFJNTV	-	49 47%	-	65 65% BFJLNTV	-	22 44%	-	23 46%	-	16 32%	-	26 49%	-	52 52% NT	-	38 36%	-	55 44%

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

Q1100a. How would you describe your familiarity with each of the following abusive internet behaviors?
SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	-**	3349	-**	255	-**	105	-**	100	-**	50*	-**	50*	-**	50*	-**	53*	-**	100	-**	106	-**	125
Phishing - The attempt to acquire sensitive information such as usernames, passwords, and credit card details by masquerading as a trustworthy entity in electronic communication.	-	705 21% DF	-	35 14%	-	11 10%	-	32 32% BDFR	-	12 24% F	-	15 30% DFR	-	17 34% BDFR	-	16 30% DFR	-	15 15%	-	28 26% DFR	-	26 21% F
Spamming - The use of electronic messaging systems to send unsolicited messages.	-	423 13% D	-	21 8%	-	8 8%	-	8 8%	-	6 12%	-	7 14%	-	4 8%	-	6 11%	-	11 11%	-	34 32% BDFHJLNPRV	-	19 15% D
Cyber squatting - Registering or using a domain name with bad faith intent to profit from the goodwill of a trademark belonging to someone else.	-	1194 36%	-	109 43% BH	-	35 33%	-	30 30%	-	24 48% H	-	18 36%	-	18 36%	-	21 40%	-	44 44% H	-	46 43% H	-	60 48% BFH
Stolen credentials - When hackers steal personal information stored online such as usernames, passwords, social security numbers, credit cards numbers, etc.	-	641 19% D	-	35 14%	-	18 17%	-	25 25% D	-	8 16%	-	9 18%	-	15 30% DR	-	13 25% D	-	15 15%	-	29 27% BDR	-	29 23% D
Malware - Short for "malicious software", used to disrupt computer operations, gather sensitive information or gain access to private computer systems.	-	545 16% DF	-	20 8%	-	9 9%	-	14 14%	-	9 18% D	-	9 18% D	-	11 22% DF	-	9 17% D	-	19 19% DF	-	27 25% BDFH	-	23 18% DF

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

Q1100a_1. How would you describe your familiarity with each of the following abusive internet behaviors?

1. Phishing - The attempt to acquire sensitive information such as usernames, passwords, and credit card details by masquerading as a trustworthy entity in electronic communication.

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	**	3349	**	255	**	105	**	100	**	50*	**	50*	**	50*	**	53*	**	100	**	106	**	125
TOP 2 BOX (NET)	-	1561 47% N	-	138 54% BJLNPT	-	51 49% N	-	46 46% N	-	19 38% N	-	18 36% N	-	13 26% N	-	18 34% N	-	52 52% NP	-	43 41% N	-	56 45% N
Extremely familiar	-	577 17% N	-	61 24% BNPT	-	18 17% N	-	16 16% N	-	11 22% N	-	10 20% N	-	2 4% N	-	6 11% N	-	22 22% NT	-	11 10% N	-	23 18% N
Very familiar	-	984 29% JL	-	77 30% JL	-	33 31% JL	-	30 30% JL	-	8 16% H	-	8 16% H	-	11 22% H	-	12 23% H	-	30 30% H	-	32 30% H	-	33 26% H
Somewhat familiar	-	1083 32% H	-	82 32% H	-	43 41% H	-	22 22% H	-	19 38% H	-	17 34% H	-	20 40% H	-	19 36% H	-	33 33% H	-	35 33% H	-	43 34% H
BOTTOM 2 BOX (NET)	-	705 21% DF	-	35 14% DF	-	11 10% DF	-	32 32% BDFR	-	12 24% F	-	15 30% DFR	-	17 34% BDFR	-	16 30% DFR	-	15 15% DFR	-	28 26% DFR	-	26 21% F
Just know the name	-	461 14% D	-	25 10% D	-	8 8% D	-	26 26% BDFRV	-	6 12% DFR	-	13 26% BDFR	-	14 28% BDFJRV	-	14 26% BDFRV	-	12 12% BDFR	-	22 21% BDF	-	17 14% D
Never heard of	-	244 7% D	-	10 4% D	-	3 3% D	-	6 6% D	-	6 12% DFR	-	2 4% DFR	-	3 6% DFR	-	2 4% DFR	-	3 3% DFR	-	6 6% DFR	-	9 7% D
Sigma	-	3349 100%	-	255 100%	-	105 100%	-	100 100%	-	50 100%	-	50 100%	-	50 100%	-	53 100%	-	100 100%	-	106 100%	-	125 100%

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

Q1100a_2. How would you describe your familiarity with each of the following abusive internet behaviors?
2. Spamming - The use of electronic messaging systems to send unsolicited messages.

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	-**	3349	-**	255	-**	105	-**	100	-**	50*	-**	50*	-**	50*	-**	53*	-**	100	-**	106	-**	125
TOP 2 BOX (NET)	-	2066	-	177	-	65	-	74	-	24	-	28	-	28	-	31	-	65	-	40	-	70
		62%		69%		62%		74%		48%		56%		56%		58%		65%		38%		56%
Extremely familiar	-	922	-	93	-	27	-	29	-	10	-	14	-	15	-	14	-	34	-	13	-	29
		28%		36%		26%		29%		20%		28%		30%		26%		34%		12%		23%
Very familiar	-	1144	-	84	-	38	-	45	-	14	-	14	-	13	-	17	-	31	-	27	-	41
		34%		33%		36%		45%		28%		28%		26%		32%		31%		25%		33%
Somewhat familiar	-	860	-	57	-	32	-	18	-	20	-	15	-	18	-	16	-	24	-	32	-	36
		26%		22%		30%		18%		40%		30%		36%		30%		24%		30%		29%
BOTTOM 2 BOX (NET)	-	423	-	21	-	8	-	8	-	6	-	7	-	4	-	6	-	11	-	34	-	19
		13%		8%		8%		8%		12%		14%		8%		11%		11%		32%		15%
Just know the name	-	280	-	17	-	6	-	5	-	5	-	5	-	3	-	3	-	9	-	18	-	13
		8%		7%		6%		5%		10%		10%		6%		6%		9%		17%		10%
Never heard of	-	143	-	4	-	2	-	3	-	1	-	2	-	1	-	3	-	2	-	16	-	6
		4%		2%		2%		3%		2%		4%		2%		6%		2%		15%		5%
Sigma	-	3349	-	255	-	105	-	100	-	50	-	50	-	50	-	53	-	100	-	106	-	125
		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%

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

Q1100a_3. How would you describe your familiarity with each of the following abusive internet behaviors?

3. Cyber squatting - Registering or using a domain name with bad faith intent to profit from the goodwill of a trademark belonging to someone else.

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	**	3349	**	255	**	105	**	100	**	50*	**	50*	**	50*	**	53*	**	100	**	106	**	125
TOP 2 BOX (NET)	-	1087 32% NV	-	69 27%	-	28 27%	-	36 36% JNV	-	10 20%	-	13 26%	-	9 18%	-	11 21%	-	32 32%	-	30 28%	-	28 22%
Extremely familiar	-	371 11%	-	25 10%	-	7 7%	-	10 10%	-	3 6%	-	7 14%	-	3 6%	-	5 9%	-	9 9%	-	8 8%	-	11 9%
Very familiar	-	716 21% V	-	44 17%	-	21 20%	-	26 26% PV	-	7 14%	-	6 12%	-	6 12%	-	6 11%	-	23 23%	-	22 21%	-	17 14%
Somewhat familiar	-	1068 32%	-	77 30%	-	42 40% R	-	34 34%	-	16 32%	-	19 38%	-	23 46% BDRTV	-	21 40% R	-	24 24%	-	30 28%	-	37 30%
BOTTOM 2 BOX (NET)	-	1194 36%	-	109 43% BH	-	35 33%	-	30 30%	-	24 48% H	-	18 36%	-	18 36%	-	21 40%	-	44 44% H	-	46 43% H	-	60 48% BFH
Just know the name	-	606 18% F	-	49 19% F	-	9 9%	-	21 21% F	-	13 26% F	-	13 26% F	-	11 22% F	-	12 23% F	-	15 15%	-	27 25% BF	-	22 18% F
Never heard of	-	588 18% H	-	60 24% BHL	-	26 25% BHL	-	9 9%	-	11 22% H	-	5 10%	-	7 14%	-	9 17%	-	29 29% BHLN	-	19 18%	-	38 30% BHLNT
Sigma	-	3349 100%	-	255 100%	-	105 100%	-	100 100%	-	50 100%	-	50 100%	-	50 100%	-	53 100%	-	100 100%	-	106 100%	-	125 100%

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

Q1100a_4. How would you describe your familiarity with each of the following abusive internet behaviors?

4. Stolen credentials - When hackers steal personal information stored online such as usernames, passwords, social security numbers, credit cards numbers, etc.

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	-**	3349	-**	255	-**	105	-**	100	-**	50*	-**	50*	-**	50*	-**	53*	-**	100	-**	106	-**	125
TOP 2 BOX (NET)	-	1515 45% NPT	-	129 51% NPT	-	42 40%	-	43 43%	-	20 40%	-	25 50% NP	-	14 28%	-	16 30%	-	43 43%	-	38 36%	-	51 41%
Extremely familiar	-	519 15% N	-	60 24% BFHNPRT	-	14 13%	-	13 13%	-	8 16% N	-	11 22% NP	-	2 4%	-	4 8%	-	13 13%	-	11 10%	-	19 15% N
Very familiar	-	996 30%	-	69 27%	-	28 27%	-	30 30%	-	12 24%	-	14 28%	-	12 24%	-	12 23%	-	30 30%	-	27 25%	-	32 26%
Somewhat familiar	-	1193 36%	-	91 36%	-	45 43%	-	32 32%	-	22 44%	-	16 32%	-	21 42%	-	24 45%	-	42 42%	-	39 37%	-	45 36%
BOTTOM 2 BOX (NET)	-	641 19% D	-	35 14%	-	18 17%	-	25 25% D	-	8 16%	-	9 18%	-	15 30% DR	-	13 25% D	-	15 15%	-	29 27% BDR	-	29 23% D
Just know the name	-	466 14%	-	30 12%	-	15 14%	-	19 19% R	-	7 14%	-	6 12%	-	15 30% BDFLR	-	11 21% R	-	8 8%	-	20 19% R	-	25 20% BDR
Never heard of	-	175 5% D	-	5 2%	-	3 3%	-	6 6% D	-	1 2%	-	3 6%	-	-	-	2 4%	-	7 7% D	-	9 8% DN	-	4 3%
Sigma	-	3349 100%	-	255 100%	-	105 100%	-	100 100%	-	50 100%	-	50 100%	-	50 100%	-	53 100%	-	100 100%	-	106 100%	-	125 100%

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

Q1100a_5. How would you describe your familiarity with each of the following abusive internet behaviors?

5. Malware - Short for "malicious software", used to disrupt computer operations, gather sensitive information or gain access to private computer systems.

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	-**	3349	-**	255	-**	105	-**	100	-**	50*	-**	50*	-**	50*	-**	53*	-**	100	-**	106	-**	125
TOP 2 BOX (NET)	-	1764	-	152	-	49	-	65	-	22	-	23	-	16	-	26	-	52	-	38	-	55
		53%		60%		47%		65%		44%		46%		32%		49%		52%		36%		44%
		NTV		BFJNTV				BFJLNTV										NT				
Extremely familiar	-	712	-	75	-	17	-	28	-	9	-	12	-	4	-	7	-	17	-	12	-	25
	-	21%	-	29%	-	16%	-	28%	-	18%	-	24%	-	8%	-	13%	-	17%	-	11%	-	20%
		NT		BFNPRT				FNPT														
Very familiar	-	1052	-	77	-	32	-	37	-	13	-	11	-	12	-	19	-	35	-	26	-	30
	-	31%	-	30%	-	30%	-	37%	-	26%	-	22%	-	24%	-	36%	-	35%	-	25%	-	24%
								V														
Somewhat familiar	-	1040	-	83	-	47	-	21	-	19	-	18	-	23	-	18	-	29	-	41	-	47
	-	31%	-	33%	-	45%	-	21%	-	38%	-	36%	-	46%	-	34%	-	29%	-	39%	-	38%
		H		H		BDHR		H		H				BHR						H		H
BOTTOM 2 BOX (NET)	-	545	-	20	-	9	-	14	-	9	-	9	-	11	-	9	-	19	-	27	-	23
	-	16%	-	8%	-	9%	-	14%	-	18%	-	18%	-	22%	-	17%	-	19%	-	25%	-	18%
		DF						D		D		D		DF		D		DF		BDFH		DF
Just know the name	-	370	-	16	-	6	-	7	-	6	-	7	-	7	-	8	-	13	-	21	-	12
	-	11%	-	6%	-	6%	-	7%	-	12%	-	14%	-	14%	-	15%	-	13%	-	20%	-	10%
		D						D		D		D		D		D		D		BDFHV		D
Never heard of	-	175	-	4	-	3	-	7	-	3	-	2	-	4	-	1	-	6	-	6	-	11
	-	5%	-	2%	-	3%	-	7%	-	6%	-	4%	-	8%	-	2%	-	6%	-	6%	-	9%
		D						D		D		D		D		D		D		D		D
Sigma	-	3349	-	255	-	105	-	100	-	50	-	50	-	50	-	53	-	100	-	106	-	125
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

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

Q1105. What do you think are the source(s) for each type of abusive Internet behavior?
SUMMARY TABLE OF ORGANIZED GROUPS

Base: Familiar With Abusive Internet Behavior (Variable Bases)

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Phishing	1574 64%	1651 62% DAEGIMS	202 79%	144 65% T	54 65%	67 71% LPT	49 60%	40 59%	27 63%	26 68%	21 66%	17 49%	20 57%	18 55%	13 68%	19 51%	66 73%	65 76% BHLNPT	49 64%	41 53%	82 83% AEGIKMS	72 73% BLPT
Spamming	1704 64% O	1809 62% L DAKMOS	208 79%	156 67% L	63 70% O	65 67% L	66 70% O	54 59%	33 72% O	30 68% L	22 61%	19 44%	25 60%	31 67% L	21 47%	27 57%	67 74% AO	67 75% BHLPT	48 66% O	41 57%	82 82% AKMOS	75 71% L
Cyber squatting	1163 64% B	1246 58% P	135 65%	84 58% P	39 61%	40 57% L	47 76% HA	41 59%	19 66%	15 58%	19 66%	16 50%	16 67%	17 53%	13 62%	12 38%	44 68%	29 52%	40 73%	36 60% P	30 73%	38 58%
Stolen credentials	1595 67% B	1659 61% T DAEOS	202 81%	137 62% T	53 64%	57 66% T	52 71%	46 61%	32 70%	23 55%	23 68%	21 51%	25 74%	23 66%	20 63%	23 58%	62 76% S	63 74% BJLT	44 59%	36 47%	77 78% AES	64 67% T
Malware	1764 69% B	1737 62% L DAS	208 79%	148 63% L	60 70%	60 63%	68 75%	58 67% L	33 72%	24 59%	25 69% L	19 46%	25 69%	21 54%	24 71%	23 52%	70 76% BDFJLNPT	62 77%	53 66%	48 61%	80 80% AS	71 70% LP

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

Q1105. What do you think are the source(s) for each type of abusive Internet behavior?
SUMMARY TABLE OF INDIVIDUALS

Base: Familiar With Abusive Internet Behavior (Variable Bases)

	Country																					
	North America								Europe													
	2015 Total Regist rants	2016 Total Regist rants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Phishing	1518 61% BIU	1410 53% J	193 75% DAEIQSU	137 62% BFJPV	53 64% U	47 50% U	55 67% IU	36 53% U	20 47% U	14 37% U	22 69% U	19 54% U	22 63% U	18 55% U	13 68% U	15 41% U	56 62% U	55 65% BFJPV	45 59% U	50 64% JP	40 40% U	49 49% U
Spamming	1603 60% BIU	1614 55% JV	193 73% DAEIQSU	147 63% BJPV	55 61% IU	58 60% JV	56 60% IU	59 64% JV	17 37% U	13 30% U	23 64% IU	28 65% JV	21 50% U	22 48% U	26 58% U	22 47% U	55 61% IU	57 64% JV	36 49% U	38 53% J	39 39% U	41 39% U
Cyber squatting	1090 60% B	1131 52% V	173 83% DAEIQSU	90 62% BNPV	44 69% NPV	44 63% NPV	32 52% U	38 54% U	10 34% U	10 38% U	18 62% U	18 56% U	16 67% U	13 41% U	11 52% U	13 41% U	41 63% NPV	36 64% NPV	36 65% U	34 57% U	22 54% U	26 40% U
Stolen credentials	1413 59% BU	1460 54% DAEIQSU	191 77% DAEIQSU	142 65% BJNPV	53 64% U	52 60% P	42 58% U	42 56% U	23 50% U	20 48% U	24 71% OU	20 49% U	22 65% U	15 43% U	14 44% U	16 40% U	56 68% IOU	61 72% BHJLNPV	43 58% U	48 62% P	46 46% U	46 48% U
Malware	1454 57% BI	1497 53% J	191 73% DAEIQSU	150 64% BJPV	52 60% I	56 58% J	59 65% I	45 52% U	16 35% U	15 37% U	24 67% I	25 61% J	24 67% I	21 54% U	17 50% U	20 45% U	53 58% I	54 67% BJPV	41 51% U	41 52% U	58 58% I	48 47% 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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q1105_1. What do you think are the source(s) for each type of abusive Internet behavior?
1. Phishing

Base: Familiar With Abusive Internet Behavior

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	2473	2644	256	220	83*	94*	82*	68*	43*	38*	32*	35*	35*	33*	19**	37*	91*	85*	76*	78*	99*	99*
ORGANIZED GROUPS (NET)	1574 64%	1651 62%	202 79%	144 65%	54 65%	67 71%	49 60%	40 59%	27 63%	26 68%	21 66%	17 49%	20 57%	18 55%	13 68%	19 51%	66 73%	65 76%	49 64%	41 53%	82 83%	72 73%
Organized groups from outside my country	1316 53%	1202 45%	185 72%	119 54%	49 59%	59 63%	39 48%	26 38%	27 63%	18 47%	16 50%	9 26%	19 54%	14 42%	10 53%	13 35%	62 68%	56 66%	42 55%	28 36%	73 74%	62 63%
Organized groups from within my country	1107 45%	1190 45%	150 59%	114 52%	41 49%	48 51%	34 41%	30 44%	15 35%	19 50%	17 53%	13 37%	15 43%	10 30%	12 63%	16 43%	48 53%	47 55%	33 43%	31 40%	62 63%	50 51%
INDIVIDUALS (NET)	1518 61%	1410 53%	193 75%	137 62%	53 64%	47 50%	55 67%	36 53%	20 47%	14 37%	22 69%	19 54%	22 63%	18 55%	13 68%	15 41%	56 62%	55 65%	45 59%	50 64%	40 40%	49 49%
Individuals from outside my country	1222 49%	1102 42%	182 71%	121 55%	50 60%	43 46%	43 52%	24 35%	17 40%	11 29%	19 59%	11 31%	19 54%	14 42%	9 47%	14 38%	53 58%	50 59%	43 57%	41 53%	35 35%	45 45%
Individuals from my country	1109 45%	960 36%	154 60%	104 47%	40 48%	39 41%	38 46%	23 34%	16 37%	10 26%	16 50%	12 34%	18 51%	14 42%	11 58%	10 27%	41 45%	39 46%	27 36%	30 38%	32 32%	34 34%
Don't know	298 12%	365 14%	17 7%	32 15%	13 16%	16 17%	7 9%	6 9%	8 19%	7 18%	2 6%	4 11%	7 20%	6 18%	1 5%	12 32%	16 18%	11 13%	12 16%	13 17%	8 8%	15 15%
Not Sure	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 A	-	-	-	-	-
Sigma	5054 204%	4819 182%	688 269%	490 223%	193 233%	205 218%	161 196%	109 160%	83 193%	65 171%	70 219%	49 140%	78 223%	58 176%	43 226%	65 176%	221 243%	203 239%	157 207%	143 183%	210 212%	206 208%

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

Q1105_2. What do you think are the source(s) for each type of abusive Internet behavior?
2. Spamming

Base: Familiar With Abusive Internet Behavior

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	2664	2926	263	234	90*	97*	94*	92*	46*	44*	36*	43*	42*	46*	45*	47*	90*	89*	73*	72*	100	106
ORGANIZED GROUPS (NET)	1704 64% O	1809 62% L DAKMOS	208 79% L	156 67% L	63 70% O	65 67% L	66 70% O	54 59% L	33 72% O	30 68% L	22 61% L	19 44% L	25 60% L	31 67% L	21 47% L	27 57% L	67 74% AO	67 75% BHLPT	48 66% O	41 57% AKMOS	82 82% L	75 71% L
Organized groups from outside my country	1334 50% BO	1267 43% L DAGKO	177 67% L	116 50% BLPT	58 64% AKO	57 59% BHLPT	52 55% O	40 43% L	28 61% O	21 48% L	15 42% L	10 23% L	24 57% O	21 46% L	16 36% L	14 30% L	60 67% AKO	55 62% BHLPT	44 60% TO	26 36% L	68 68% AKO	59 56% BLPT
Organized groups from within my country	1314 49% B	1349 46% L DAEGMOOS	183 70% L	129 55% BHL	45 50% L	47 48% L	54 57% H	38 41% L	24 52% L	24 55% L	20 56% L	12 28% L	22 52% L	25 54% L	18 40% L	25 53% L	52 58% BHL	52 58% BHL	39 53% L	32 44% AEOS	69 69% BHL	63 59% BHL
INDIVIDUALS (NET)	1603 60% BIU	1614 55% JV DAEGMOOSU	193 73% L	147 63% BJPV	55 61% IU	58 60% JV	56 60% IU	59 64% JV	17 37% L	13 30% L	23 64% IU	28 65% JV	21 50% L	22 48% L	26 58% U	22 47% L	55 61% IU	57 64% JV	36 49% L	38 53% J	39 39% L	41 39% L
Individuals from outside my country	1254 47% BIU	1211 41% JV DAGIKMOSU	166 63% L	120 51% BJLNPV	49 54% IU	53 55% BHLNPV	43 46% L	37 40% L	15 33% L	11 25% L	15 42% L	11 26% L	19 45% L	16 35% L	18 40% L	16 34% L	51 57% IU	54 61% BHLNPV	32 44% L	30 42% L	35 35% L	36 34% L
Individuals from my country	1227 46% BIU	1142 39% JV DAEGMOOSU	177 67% L	116 50% BJV	45 50% IU	44 45% JV	40 43% L	43 47% JV	13 28% L	9 20% L	20 56% IU	21 49% JV	16 38% L	17 37% L	23 51% IU	19 40% J	42 47% I	39 44% JV	28 38% L	27 38% L	33 33% L	28 26% L
Don't know	303 11% C	374 13% H	19 7% L	31 13% CH	14 16% C	16 16% H	8 9% L	4 4% L	7 15% L	8 18% H	2 6% L	4 9% L	8 19% C	6 13% L	6 13% L	11 23% BH	16 18% C	11 12% ACGKU	17 23% BH	15 21% BH	9 9% L	17 16% H
Not Sure	3	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% AC	-	-	-	-	-	-	-
Sigma	5435 204%	5343 183%	722 275%	512 219%	211 234%	217 224%	197 210%	162 176%	87 189%	73 166%	72 200%	58 135%	89 212%	85 185%	82 182%	85 181%	221 246%	211 237%	160 219%	130 181%	214 214%	203 192%

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

Q1105_3. What do you think are the source(s) for each type of abusive Internet behavior?
3. Cyber squatting

Base: Familiar With Abusive Internet Behavior

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	1820	2155	209	146	64*	70*	62*	70*	29**	26**	29**	32*	24**	32*	21**	32*	65*	56*	55*	60*	41*	65*
ORGANIZED GROUPS (NET)	1163 64% B	1246 58% P	135 65% P	84 58% P	39 61% P	40 57% P	47 76% HA	41 59% P	19 66% P	15 58% P	19 66% P	16 50% P	17 67% P	13 62% P	12 38% P	44 68% P	29 52% P	40 73% P	36 60% P	30 73% P	38 58% P	
Organized groups from outside my country	926 51% B	824 38% D	119 57% D	65 45% LP	33 52% BLP	35 50% BLP	40 65% HA	24 34% P	17 59% P	9 35% P	13 45% P	8 25% P	15 63% P	14 44% P	12 57% P	8 25% P	39 60% P	24 43% P	36 65% TA	25 42% P	27 66% V	27 42% P
Organized groups from within my country	855 47% B	886 41% DA	122 58% DA	65 45% P	30 47% P	30 43% P	32 52% P	30 43% P	12 41% P	11 42% P	16 55% P	10 31% P	15 63% P	10 31% P	10 48% P	35 54% R	18 32% P	29 53% P	28 47% P	27 66% A	32 49% P	
INDIVIDUALS (NET)	1090 60% B	1131 52% V	173 83% DAEGQSU	90 62% BNPV	44 69% P	44 63% NPV	32 52% P	38 54% P	10 34% P	10 38% P	18 62% P	18 56% P	16 67% P	13 41% P	11 52% P	13 41% P	41 63% NPV	36 64% NPV	36 65% P	34 57% P	22 54% P	26 40% P
Individuals from outside my country	891 49% B	857 40% DAG	134 64% DAG	74 51% BHV	38 59% FAG	39 56% BHNVP	29 47% P	22 31% P	8 28% P	10 38% P	12 41% P	13 41% P	14 58% P	11 34% P	9 43% P	12 38% P	40 62% A	31 55% BHV	34 62% P	28 47% P	21 51% P	21 32% P
Individuals from my country	789 43% BG	739 34% DAEGQSU	159 76% DAEGQSU	71 49% BHLNPV	38 59% FAG	27 39% P	19 31% P	24 34% P	9 31% P	6 23% P	13 45% P	9 28% P	12 50% P	6 19% P	7 33% P	7 22% P	35 54% G	24 43% N	27 49% G	23 38% P	21 51% VG	19 29% P
Don't know	219 12% C	333 15% A	16 8% P	28 19% C	7 11% P	12 17% P	5 8% P	9 13% P	6 21% P	7 27% P	3 10% P	2 6% P	3 13% P	6 19% P	2 10% BDFHLRT	13 41% C	12 18% P	10 18% P	8 15% P	11 18% P	5 12% P	15 23% L
Not Sure	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3681 202%	3639 169%	550 263%	303 208%	146 228%	143 204%	125 202%	109 156%	52 179%	43 165%	57 197%	42 131%	59 246%	47 147%	40 190%	50 156%	161 248%	107 191%	134 244%	115 192%	101 246%	114 175%

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

Q1105_4. What do you think are the source(s) for each type of abusive Internet behavior?
4. Stolen credentials

Base: Familiar With Abusive Internet Behavior

	Country																						
	North America								Europe														
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany	
(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	2708	249	220	83*	87*	73*	75*	46*	42*	34*	41*	34*	35*	32*	40*	82*	85*	74*	77*	99*	96*	
ORGANIZED GROUPS (NET)	1595 67% B	1659 61% T	202 81% DAEOS	137 62% T	53 64% T	57 66% T	52 71% T	46 61% T	32 70% T	23 55% T	23 68% T	21 51% T	25 74% T	23 66% T	20 63% T	23 58% S	62 76% S	63 74% BJLT	44 59% T	36 47% T	77 78% AES	64 67% T	
Organized groups from outside my country	1281 54% B	1158 43% L	189 76% DAEGIKOSU	120 55% BHLPT	50 60% BHLPT	51 59% H	40 55% H	27 36% T	27 59% T	18 43% L	18 53% L	8 20% T	24 71% A	20 57% HL	16 50% T	14 35% AGOS	58 71% BDHJLPT	58 68% T	39 53% T	31 40% L	63 64% A	52 54% BHLPT	
Organized groups from within my country	1201 50% B	1225 45% T	161 65% DAES	103 47% T	40 48% T	38 44% T	43 59% S	34 45% T	23 50% T	16 38% T	21 62% T	17 41% T	21 62% T	14 40% T	19 59% T	20 50% T	48 59% S	47 55% T	31 42% T	23 30% T	63 64% VAES	47 49% T	
INDIVIDUALS (NET)	1413 59% BU	1460 54% T	191 77% DAEGIOSU	142 65% BJNPV	53 64% U	52 60% P	42 58% T	42 56% T	23 50% T	20 48% T	24 71% OU	20 49% T	22 65% T	15 43% T	14 44% T	16 40% T	56 68% IOU	61 72% BHJLNPV	43 58% T	48 62% P	46 46% T	46 48% T	
Individuals from outside my country	1152 48% B	1107 41% T	175 70% DAEGIKOSU	121 55% BHLPV	46 55% OU	49 56% BHLPV	35 48% T	25 33% T	21 46% T	17 40% T	18 53% L	12 29% T	21 62% OU	14 40% T	11 34% T	12 30% AGIOSU	55 67% BHJLNPV	55 65% T	35 47% T	40 52% BHLPT	40 40% T	39 41% T	
Individuals from my country	1098 46% B	1023 38% T	166 67% DAGIOSU	116 53% BFJNPVT	46 55% FU	35 40% T	34 47% T	30 40% T	18 39% T	14 33% T	21 62% LU	15 37% T	19 56% N	11 31% T	13 41% T	12 30% AISU	49 60% BNP	44 52% T	31 42% T	30 39% T	38 38% T	37 39% T	
Don't know	267 11% C	371 14% A	15 6% T	33 15% C	12 14% C	13 15% T	6 8% T	6 8% T	6 13% T	8 19% T	2 6% T	4 10% T	4 12% T	8 23% H	3 9% T	10 25% BH	14 17% C	10 12% T	14 19% AC	17 22% BH	10 10% T	17 18% T	
Not Sure	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 3% AC	-	-	-	-	-	-	-
Sigma	5001 210%	4884 180%	706 284%	493 224%	194 234%	186 214%	158 216%	122 163%	95 207%	73 174%	80 235%	56 137%	89 262%	67 191%	63 197%	68 170%	224 273%	214 252%	150 203%	141 183%	214 216%	192 200%	

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

Q1105_5. What do you think are the source(s) for each type of abusive Internet behavior?
5. Malware

Base: Familiar With Abusive Internet Behavior

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	2558	2804	262	235	86*	96*	91*	86*	46*	41*	36*	41*	36*	39*	34*	44*	92*	81*	80*	79*	100	102
ORGANIZED GROUPS (NET)	1764 69% B	1737 62% L	208 79% DAS	148 63% L	60 70%	60 63%	68 75%	58 67% L	33 72%	24 59%	25 69% L	19 46%	25 69%	21 54%	24 71%	23 52%	70 76% BDFJLNPT	62 77%	53 66%	48 61%	80 80% AS	71 70% LP
Organized groups from outside my country	1487 58% B	1315 47% L	195 74% DAEKS	125 53% BL	54 63%	57 59% BL	58 64%	44 51% L	32 70% J	17 41%	18 50%	12 29%	25 69% N	18 46%	21 62%	21 48%	64 70% AK	52 64% IS	50 63%	38 48%	69 69% AK	61 60% B JL
Organized groups from within my country	1240 48% B	1168 42% L	167 64% DAEIS	111 47% L	41 48%	41 43%	48 53% H	31 36%	21 46%	17 41%	23 64% LS	13 32%	23 64% S	16 41%	20 59% P	15 34%	55 60% AS	43 53% BHL P	34 43%	37 47%	65 65% VAEIS	49 48%
INDIVIDUALS (NET)	1454 57% BI	1497 53% J	191 73% DAEIOQSU	150 64% BJPV	52 60% I	56 58% J	59 65% I	45 52%	16 35%	15 37%	24 67% I	25 61% J	24 67% I	21 54%	17 50%	20 45%	53 58% I	54 67% BJPV	41 51%	41 52%	58 58% I	48 47%
Individuals from outside my country	1251 49% BI	1215 43% L	176 67% DAIKOSU	137 58% BHJVP	51 59% AIO	52 54% BJP	53 58% HIO	35 41%	15 33%	12 29%	18 50%	18 44%	23 64% IO	18 46%	13 38%	14 32%	52 57% I	53 65% BHJLNPT	39 49%	37 47%	51 51% I	44 43%
Individuals from my country	1080 42% BI	962 34% J	172 66% DAEIOQSU	107 46% BHJ	40 47% I	39 41% J	40 44% I	27 31%	11 24%	7 17%	18 50% I	16 39% J	18 50% I	13 33%	15 44%	17 39% J	42 46% I	35 43% J	29 36%	28 35% J	53 53% VAIS	38 37% J
Don't know	326 13% C	399 14% L	19 7% C	35 15% C	14 16% C	16 17% C	7 8%	7 8%	8 17% C	9 22% H	2 6%	4 10%	6 17%	8 21%	2 6% OBHR	11 25% CGU	17 18% CGU	8 10% ACGKOU	18 23% HR	17 22% HR	8 8%	16 16%
Not Sure	4 B	-	1 A	-	-	-	-	-	-	-	-	-	-	-	-	1 3% A	-	-	-	-	-	-
Sigma	5388 211%	5059 180%	730 279%	515 219%	200 233%	205 214%	206 226%	144 167%	87 189%	62 151%	79 219%	63 154%	95 264%	73 187%	72 212%	78 177%	230 250%	191 236%	170 213%	157 199%	246 246%	208 204%

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

Q1115. How common do you feel each type of abusive Internet behavior is?
SUMMARY TABLE OF TOP 2 BOX

Base: Familiar With Abusive Internet Behavior (Variable Bases)

	Country																					
	North America								Europe													
	2015 Total Regist rants	2016 Total Regist rants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Phishing	2161 87% BM	2245 85% JNP	245 96% AGIMS	208 95% BHJLNFTV	77 93% M	86 91% JNP	73 89% M	58 85% N	36 84% M	27 71% M	29 91% M	29 83% M	24 69% M	22 67% M	16 84% M	27 73% M	84 92% M	76 89% JNP	65 86% M	65 83% M	93 94% VAM	81 82% M
Spamming	2482 93% B	2647 90% LPTV	254 97% AKMS	224 96% BJLPTV	84 93% P	88 91% P	92 98% KMS	89 97% BJLPTV	43 93% M	38 86% M	32 89% M	35 81% M	37 88% M	42 91% M	41 91% M	37 79% M	88 98% KMS	83 93% LPTV	65 89% M	60 83% M	94 94% V	88 83% M
Cyber squatting	1391 76% Q	1626 75% PV	178 85% AEQS	114 78% PV	45 70% M	48 69% M	51 82% Q	53 76% M	18 62% M	12 46% M	22 76% M	23 72% M	16 67% M	21 66% M	14 67% M	19 59% M	43 66% M	37 66% M	37 67% M	43 72% M	34 83% V	41 63% M
Stolen credentials	1954 82% MS	2174 80% NP	230 92% AEGIMOGS	198 90% BJLNPRTV	70 84% MS	72 83% NP	61 84% MS	65 87% JNP	34 74% M	29 69% M	29 85% MS	32 78% M	20 59% M	23 66% M	23 72% M	24 60% M	61 74% M	66 78% P	46 62% M	58 75% VAIMOQS	89 90% M	75 78% P
Malware	2336 91% BS	2461 88% JT	249 95% AS	216 92% BJPTV	80 93% M	87 91% M	86 95% S	80 93% JTV	42 91% M	31 76% M	32 89% M	37 90% M	32 89% M	35 90% M	30 88% M	36 82% M	85 92% M	70 86% M	67 84% M	62 78% M	91 91% M	85 83% M

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

Q1115. How common do you feel each type of abusive Internet behavior is?
SUMMARY TABLE OF BOTTOM 2 BOX

Base: Familiar With Abusive Internet Behavior (Variable Bases)

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Phishing	238 10% CEQU	273 10% DF	6 2%	6 3%	1 1%	4 4%	8 10% CE	8 12% D	5 12% CEU	8 21% BDFR	3 9% CE	4 11% D	9 26% ACEGGSU	8 24% BDFR	3 16%	4 11% D	3 3%	4 5%	8 11% CEU	8 10% D	3 3%	11 11% UD
Spamming	115 4% CQ	167 6% ADH	3 1%	4 2%	2 2%	3 3%	2 2%	1 1%	1 2%	2 5% ACEGQS	4 11% BDFHNR	7 16%	1 2%	1 2%	2 4% Q	5 11% DHR	-	1 1%	1 1%	6 8% DHR	4 4%	10 9% DHR
Cyber squatting	335 18% C	364 17% C	21 10%	20 14%	12 19%	10 14%	10 16%	15 21%	6 21%	10 38%	6 21%	7 22%	6 25%	9 28% D	5 24%	6 19%	18 28% C	11 20%	13 24% C	10 17%	6 15%	10 15%
Stolen credentials	339 14% CU	401 15% D	13 5%	12 5%	10 12% C	10 11%	10 14% C	9 12%	10 22% CU	9 21% D	5 15% C	6 15% D	13 38% ACEGKQU	9 26% D	7 22% CU	12 30% BDFHRV	15 18% CU	12 14% D	23 31% TACEGU	12 16% D	7 7%	13 14% D
Malware	134 5% C	210 7% A	6 2%	12 5%	1 1%	5 5%	5 5%	5 6%	2 4%	5 12%	4 11% CE	3 7%	2 6%	2 5%	3 9% CE	4 9%	3 3%	6 7%	8 10% CE	10 13% D	6 6%	11 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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q1115_1. How common do you feel each type of abusive Internet behavior is?
1. Phishing

Base: Familiar With Abusive Internet Behavior

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	2473	2644	256	220	83*	94*	82*	68*	43*	38*	32*	35*	35*	33*	19**	37*	91*	85*	76*	78*	99*	99*
TOP 2 BOX (NET)	2161 87% BM	2245 85% JNP	245 96% AGIMS	208 95% BHJLNPTV	77 93% M	86 91% JNP	73 89% M	58 85% N	36 84% M	27 71% M	29 91% M	29 83% M	24 69% M	22 67% M	16 84% M	27 73% M	84 92% M	76 89% JNP	65 86% M	65 83% M	93 94% VAM	81 82% VAM
Very common	1346 54% BM	1313 50% JNP	212 83% DAEGKMS	154 70% BHJLNPTV	56 67% AGKMS	68 72% BHJLNPTV	37 45% M	32 47% NP	27 63% JMS	12 32% M	13 41% JNPT	22 63% M	9 26% M	4 12% M	4 21% M	10 27% M	59 65% AGKMS	52 61% BJNPT	33 43% M	33 42% N	78 79% VAGIKMS	55 56% JNP
Somewhat common	815 33% CU	932 35% DF	33 13% C	54 25% C	21 25% C	18 19% ACEIQU	36 44% DF	26 38% DF	9 21% F	15 39% LACEIQU	16 50% LACEIQU	7 20% LACEIQU	15 43% CIU	18 55% BDFLRV	12 63% DFLV	17 46% DFLV	25 27% CU	24 28% CEIQU	32 42% DFLV	32 41% DFLV	15 15% M	26 26% M
BOTTOM 2 BOX (NET)	238 10% CEQU	273 10% DF	6 2% M	6 3% M	1 1% M	4 4% M	8 10% CE	8 12% D	5 12% CEU	8 21% BDFR	3 9% CE	4 11% D	9 26% ACEGGSU	8 24% BDFR	3 16% M	4 11% D	3 3% M	4 5% M	8 11% CEU	8 10% D	3 3% M	11 11% UD
Not very common	193 8% CEU	223 8% DV	5 2% M	6 3% M	1 1% M	4 4% M	7 9% CEU	7 10% D	5 12% CEU	7 18% BDFRV	1 3% M	3 9% D	8 23% ACEGGSU	8 24% BDFRTV	2 11% M	4 11% D	3 3% M	4 5% M	6 8% CE	6 8% M	2 2% M	3 3% M
Not at all common	45 2% D	50 2% D	1 0% M	- 0% M	- 0% M	- 0% M	1 1% M	1 1% M	- 0% M	1 3% D	2 6% CEQ	1 3% D	1 3% M	1 3% M	- 0% M	1 5% M	- 0% M	- 0% M	- 0% M	2 3% D	1 1% D	8 8% UBDFR
Don't know	71 3% A	126 5% A	4 2% M	6 3% M	5 6% C	4 4% M	1 1% M	2 3% M	2 5% M	3 8% M	- 0% M	2 6% D	2 6% M	3 9% M	- 0% M	6 16% BDFH	4 4% M	5 6% M	3 4% M	5 6% M	3 3% M	7 7% M
Not Sure	3 0% M	- 0% M	1 0% M	- 0% M	- 0% M	- 0% M	- 0% M	- 0% M	- 0% M	- 0% M	- 0% M	- 0% M	- 0% M	- 0% M	- 0% M	- 0% M	- 0% M	- 0% M	- 0% M	- 0% M	- 0% M	- 0% M
Sigma	2473 100%	2644 100%	256 100%	220 100%	83 100%	94 100%	82 100%	68 100%	43 100%	38 100%	32 100%	35 100%	35 100%	33 100%	19 100%	37 100%	91 100%	85 100%	76 100%	78 100%	99 100%	99 100%

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

Q1115_2. How common do you feel each type of abusive Internet behavior is?
2. Spamming

2 Aug 2016
Table 352

Base: Familiar With Abusive Internet Behavior

	Country																						
	North America								Europe														
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)	
Unweighted Base	2664	2926	263	234	90*	97*	94*	92*	46*	44*	36*	43*	42*	46*	45*	47*	90*	89*	73*	72*	100	106	
TOP 2 BOX (NET)	2482 93% B	2647 90% LPTV	254 97% AKMS	224 96% BJLPTV	84 93% P	88 91% KMS	92 98% KMS	89 97% BJLPTV	43 93% P	38 86% KMS	32 89% KMS	35 81% BJLPTV	37 88% P	42 91% KMS	41 91% LPTV	37 79% KMS	88 98% LPTV	83 93% LPTV	65 89% T	60 83% SDFV	94 94% V	88 83% V	
Very common	2095 79% BO	2064 71% JPT	247 94% DAEKMOGSU	189 81% BJLNPTV	73 81% O	79 81% BJLNPTV	83 88% AKOS	75 82% BJLNPTV	40 87% JKO	24 55% IBDFHV	24 67% CIU	26 60% CIU	34 81% MDF	29 63% ACEGIMSU	28 62% F	27 57% O	74 82% JPT	68 76% T	77% T	56 77% C	40 56% SDFV	86 86% VKO	72 68% C
Somewhat common	387 15% C	583 20% ADF	7 3% C	35 15% C	11 12% C	9 9% C	9 10% C	14 15% C	3 7% IBDFHV	14 32% CIU	8 22% CIU	9 21% CIU	3 7% MDF	13 28% ACEGIMSU	13 29% F	10 21% C	14 16% C	15 17% C	9 12% C	20 28% SDFV	8 8% C	16 15% C	
BOTTOM 2 BOX (NET)	115 4% CQ	167 6% ADH	3 1% C	4 2% C	2 2% C	3 3% C	2 2% C	1 1% C	1 2% C	2 5% ACEGQS	4 11% BDFHNR	7 16% BDFHNR	1 2% C	2 2% C	4 4% Q	5 11% DHR	-	1 1% DHR	1 1% DHR	6 8% DHR	4 4% DHR	10 9% DHR	
Not very common	92 3% C	117 4% AD	3 1% C	4 2% C	2 2% C	2 2% C	1 1% C	1 1% C	1 2% C	2 5% CGQ	3 8% D	3 7% D	-	1 2% C	1 2% DHR	4 9% DHR	-	1 1% C	1 1% C	4 6% D	3 3% D	6 6% D	
Not at all common	23 1% AD	50 2% AD	-	-	-	1 1% C	1 1% C	-	-	-	1 3% C	4 9% BDFHNR	1 2% C	-	1 2% C	1 2% D	-	-	-	-	2 3% D	1 1% D	4 4% D
Don't know	64 2% A	112 4% A	5 2% G	6 3% G	4 4% G	6 6% G	-	2 2% G	2 4% G	4 9% D	-	1 2% ACGU	4 10% ACGU	3 7% ACGU	1 2% BDH	5 11% BDH	2 2% ACGQU	5 6% ACGQU	7 10% BD	6 8% BD	2 2% BD	8 8% BD	
Not Sure	3 0% A	-	1 0% A	-	-	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-	-
Sigma	2664 100%	2926 100%	263 100%	234 100%	90 100%	97 100%	94 100%	92 100%	46 100%	44 100%	36 100%	43 100%	42 100%	46 100%	45 100%	47 100%	90 100%	89 100%	73 100%	72 100%	100 100%	106 100%	

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

Q1115_3. How common do you feel each type of abusive Internet behavior is?
3. Cyber squatting

2 Aug 2016
Table 353

Base: Familiar With Abusive Internet Behavior

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	2155	209	146	64*	70*	62*	70*	29**	26**	29**	32*	24**	32*	21**	32*	65*	56*	55*	60*	41*	65*
TOP 2 BOX (NET)	1391 76% Q	1626 75% PV	178 85% AEQS	114 78% PV	45 70%	48 69%	51 82% Q	53 76%	18 62%	12 46%	22 76%	23 72%	16 67%	21 66%	14 67%	19 59%	43 66%	37 66%	37 67%	43 72%	34 83% V	41 63%
Very common	685 38% BG	737 34% P	110 53% DAEGQS	60 41% NP	20 31%	26 37% P	15 24%	24 34%	10 34%	6 23%	12 41%	11 34%	8 33%	7 22%	3 14%	5 16%	21 32%	19 34%	14 25%	20 33%	18 44% G	20 31%
Somewhat common	706 39% C	889 41% C	68 33%	54 37%	25 39%	22 31% ACEQ	36 58%	29 41%	8 28%	6 23%	10 34%	12 38%	8 33%	14 44%	11 52%	14 44%	22 34%	18 32%	23 42%	23 38%	16 39%	21 32%
BOTTOM 2 BOX (NET)	335 18% C	364 17% C	21 10%	20 14%	12 19%	10 14%	10 16%	15 21%	6 21%	10 38%	6 21%	7 22%	6 25%	9 28% D	5 24%	6 19%	18 28% C	11 20%	13 24% C	10 17%	6 15%	10 15%
Not very common	295 16% C	316 15% V	18 9%	18 12%	9 14%	10 14%	10 16%	15 21% V	6 21%	10 38%	3 10%	5 16%	6 25%	9 28% BDV	5 24%	6 19%	16 25% C	10 18% V	13 24% C	7 12%	5 12%	4 6%
Not at all common	40 2%	48 2%	3 1%	2 1%	3 5%	-	-	-	-	-	3 10%	2 6% FH	-	-	-	-	2 3%	1 2%	-	3 5%	1 2%	6 9% BDFH
Don't know	92 5%	165 8% A	9 4%	12 8%	7 11% ACG	12 17% BH	1 2%	2 3%	5 17%	4 15%	1 3%	2 6%	2 8%	2 6%	2 10%	7 22% BDH	4 6%	8 14% H	5 9%	7 12%	1 2%	14 22% UBDH
Not Sure	2	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1820 100%	2155 100%	209 100%	146 100%	64 100%	70 100%	62 100%	70 100%	29 100%	26 100%	29 100%	32 100%	24 100%	32 100%	21 100%	32 100%	65 100%	56 100%	55 100%	60 100%	41 100%	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q1115_4. How common do you feel each type of abusive Internet behavior is?
4. Stolen credentials

2 Aug 2016
Table 354

Base: Familiar With Abusive Internet Behavior

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	2379	2708	249	220	83*	87*	73*	75*	46*	42*	34*	41*	34*	35*	32*	40*	82*	85*	74*	77*	99*	96*
TOP 2 BOX (NET)	1954 82% MS	2174 80% NP AEGIMOGS	230 92% BJLNPRTV	198 90% MS	70 84% NP	72 83% MS	61 84% MS	65 87% JNP	34 74%	29 69%	29 85% MS	32 78%	20 59%	23 66%	23 72%	24 60%	61 74%	66 78% P	46 62%	58 75% VAIMOQS	89 90%	75 78% P
Very common	1104 46% BMOSS	1108 41% JNP DAEGIMOGSU	174 70% BJNPT	115 52% MOS	44 53% JNP	38 44% MOS	31 42% JNP	33 44% MO	18 39%	10 24%	19 56% MOS	19 46% JNP	6 18%	7 20%	2 6%	4 10%	33 40% MO	34 40% NP	19 26% O	28 36% P	55 56% MOQS	41 43% JNP
Somewhat common	850 36% C	1066 39% A	56 22% C	83 38% C	26 31% C	34 39% C	30 41% C	32 43% C	16 35%	19 45%	10 29%	13 32%	14 41% C	16 46% ACEGKQSU	21 66% C	20 50%	28 34% C	32 38% C	27 36% C	30 39%	34 34% C	34 35%
BOTTOM 2 BOX (NET)	339 14% CU	401 15% D	13 5%	12 5%	10 12% C	10 11% C	10 14% C	9 12%	10 22% CU	9 21% D	5 15% C	6 15% D ACEGKQU	13 38% D	9 22% D	7 30% CU BDFHRV	12 30% CU	15 18% CU	12 14% D TACEGU	23 31% D	12 16% D	7 7% D	13 14% D
Not very common	297 12% CU	342 13% D	12 5%	11 5%	8 10% D	10 11% D	10 14% C	8 11%	9 20% CU	8 19% DV	3 9%	5 12% ACEGKQU	12 35% BDHV	9 22% CU	7 28% BDFHV	11 28% CU	13 16% D ACEGKU	12 14% D	20 27% D	11 14% D	6 6%	7 7%
Not at all common	42 2%	59 2%	1 0%	1 0%	2 2% C	-	-	1 1%	1 2%	1 2% CG	2 6% CG	1 2%	1 3%	-	-	1 3% A	2 2%	-	3 4% C	1 1%	1 1% BDFR	6 6% BDFR
Don't know	83 3%	133 5% A	5 2%	10 5%	3 4%	5 6% C	2 3% C	1 1%	2 4% H	4 10% H	-	3 7%	1 3%	3 9%	1 3% H	4 10% H	6 7% C	7 8% H	5 7% C	7 9% H	3 3% H	8 8% H
Not Sure	3 0%	-	1 0%	-	-	-	-	-	-	-	-	-	-	-	1 3% A	-	-	-	-	-	-	-
Sigma	2379 100%	2708 100%	249 100%	220 100%	83 100%	87 100%	73 100%	75 100%	46 100%	42 100%	34 100%	41 100%	34 100%	35 100%	32 100%	40 100%	82 100%	85 100%	74 100%	77 100%	99 100%	96 100%

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

Q1115_5. How common do you feel each type of abusive Internet behavior is?
5. Malware

2 Aug 2016
Table 355

Base: Familiar With Abusive Internet Behavior

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	2558	2804	262	235	86*	96*	91*	86*	46*	41*	36*	41*	36*	39*	34*	44*	92*	81*	80*	79*	100	102
TOP 2 BOX (NET)	2336 91% BS	2461 88% JT	249 95% AS	216 92% BJPTV	80 93% S	87 91% JT	86 95% S	80 93% JTV	42 91% S	31 76% S	32 89% S	37 90% S	32 89% S	35 90% S	30 88% S	36 82% S	85 92% S	70 86% S	67 84% S	62 78% S	91 91% S	85 83% S
Very common	1737 68% BOS	1623 58% JPT	217 83% DAEKMOGSU	162 69% BJNPT	62 72% OS	59 61% JPT	72 79% AKOQS	60 70% BJNPT	36 78% JOS	14 34% S	22 61% O	24 59% JP	23 64% O	17 44% S	11 32% S	16 36% S	59 64% OS	52 64% JNPT	38 48% S	34 43% S	71 71% OS	60 59% JPT
Somewhat common	599 23% C	838 30% AD	32 12% C	54 23% C	18 21% C	28 29% S	14 15% S	20 23% S	6 13% IDHRV	17 41% C	10 28% C	13 32% C	9 25% C	18 46% BDHRV	19 56% ACEGKMOU	20 45% BDHRV	26 28% CGI	18 22% ACEGIU	29 36% D	28 35% D	20 20% D	25 25% D
BOTTOM 2 BOX (NET)	134 5% C	210 7% A	6 2% S	12 5% S	1 1% S	5 5% S	5 5% S	5 6% S	2 4% S	5 12% CE	4 11% S	3 7% S	2 6% S	2 5% S	3 9% CE	4 9% S	3 3% S	6 7% S	8 10% CE	10 13% D	6 6% S	11 11% S
Not very common	96 4% A	152 5% A	5 2% S	11 5% S	- - S	5 5% E	4 4% S	5 6% S	2 4% S	5 12% S	2 6% E	2 5% S	1 3% S	2 5% S	2 6% E	2 5% S	2 2% S	4 5% ACEQ	8 10% S	8 10% S	4 4% S	6 6% S
Not at all common	38 1% S	58 2% S	1 - S	1 - S	1 1% S	- - S	1 1% S	- - S	- - S	- - S	2 6% ACS	1 2% S	1 3% S	- - S	1 3% S	2 5% DFH	1 1% S	2 2% S	- - S	2 3% S	2 2% S	5 5% BDFH
Don't know	82 3% S	133 5% A	5 2% S	7 3% S	5 6% G	4 4% S	- - S	1 1% S	2 4% G	5 12% BDH	- - S	1 2% S	2 6% G	2 5% S	- - S	4 9% H	4 4% G	5 6% CG	5 6% S	7 9% DH	3 3% S	6 6% S
Not Sure	6 - B	- - S	2 1% S	- - S	- - S	- - S	- - S	- - S	- - S	- - S	- - S	- - S	- - S	- - S	1 3% A	- - S	- - S	- - S	- - S	- - S	- - S	- - S
Sigma	2558 100%	2804 100%	262 100%	235 100%	86 100%	96 100%	91 100%	86 100%	46 100%	41 100%	36 100%	41 100%	36 100%	39 100%	34 100%	44 100%	92 100%	81 100%	80 100%	79 100%	100 100%	102 100%

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

Q1120. Have you ever been affected by any of these types of abusive Internet behaviors?
SUMMARY TABLE OF YES

2 Aug 2016
Table 356

Base: Familiar With Abusive Internet Behavior (Variable Bases)

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Phishing	958 39% KM	974 37% HNV	150 59% AEGIKMGSU	113 51% BHJLNIPV	31 37% KM	43 46% HJLNV	26 32% T	17 25% AMQ	18 42% KM	10 26% J	5 16% O	8 23% V	6 17% M	5 15% N	6 32% O	10 27% P	33 36% KM	37 44% HLNV	34 45% KM	32 41% HNV	30 30% U	26 26% V
Spamming	2086 78% B	2145 73% T	231 88% DAEKMOQ	183 78% JTV	71 79% KM	75 77% HJLNV	83 88% T	81 88% AMQ	38 83% J	27 61% K	27 75% L	34 79% T	31 74% M	39 85% N	30 67% O	34 72% P	63 70% Q	64 72% R	60 82% S	44 61% T	84 84% VOQ	72 68% V
Cyber squatting	484 27% B	491 23% DV	75 36% DAEQSU	21 14% T	13 20% E	12 17% F	19 31% G	20 29% H	6 21% I	6 23% J	7 24% K	9 28% L	5 21% M	4 13% N	1 5% O	5 16% P	11 17% Q	10 18% R	9 16% S	13 22% T	8 20% U	7 11% V
Stolen credentials	562 24% OU	616 23% FPTV	81 33% AEGIKMGSU	63 29% BFPRTV	14 17% E	11 13% F	12 16% G	15 20% H	8 17% I	6 14% J	9 26% K	12 29% L	4 12% M	6 17% N	2 6% O	2 5% P	15 18% Q	13 15% R	14 19% S	9 12% T	12 12% U	13 14% V
Malware	1714 67% BQS	1688 60% RTV	208 79% DAEKMGSU	160 68% BRTV	59 69% QS	62 65% RTV	74 81% AKMGSU	63 73% BJRTV	32 70% QS	22 54% K	22 61% L	29 71% M	22 61% N	25 64% O	25 74% QS	25 57% V	41 45% Q	38 47% R	41 51% S	36 46% T	62 62% VQ	39 38% V

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

Q1120_1. Have you ever been affected by any of these types of abusive Internet behaviors?

2 Aug 2016
Table 357

1. Phishing

Base: Familiar With Abusive Internet Behavior

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	2644	256	220	83*	94*	82*	68*	43*	38*	32*	35*	33*	19**	37*	91*	85*	76*	78*	99*	99*	
Yes	958 39% KM	974 37% HNV	150 59% AEGIKMOSU	113 51% BHJLNPV	31 37% KM	43 46% HJLNV	26 32% C	17 25% BDFR	18 42% KM	10 26% DF	5 16% ACS	8 23% S	6 17% C	5 15% BDFR	6 32% BHT	10 27% S	33 36% KM	37 44% HLNV	34 45% KM	32 41% HNV	30 30% AC	26 26% DF
No	1257 51% C	1378 52% DF	86 34% C	84 38% C	44 53% C	38 40% T	48 59% C	47 69% BDFR	21 49% DF	24 63% DF	23 72% ACS	19 54% S	23 66% C	24 73% BDFR	10 53% BHT	19 51% S	52 57% C	40 47% S	38 50% C	43 55% D	60 61% AC	59 60% DF
Not sure	258 10% T	292 11% T	20 8% T	23 10% T	8 10% T	13 14% T	8 10% T	4 6% T	4 9% T	4 11% T	4 13% T	8 23% BDHT	6 17% S	4 12% T	3 16% T	8 22% BHT	6 7% T	8 9% T	4 5% T	3 4% T	9 9% T	14 14% T
Sigma	2473 100%	2644 100%	256 100%	220 100%	83 100%	94 100%	82 100%	68 100%	43 100%	38 100%	32 100%	35 100%	35 100%	33 100%	19 100%	37 100%	91 100%	85 100%	76 100%	78 100%	99 100%	99 100%

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

Q1120_2. Have you ever been affected by any of these types of abusive Internet behaviors?

2. Spamming

Base: Familiar With Abusive Internet Behavior

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	2926	263	234	90*	97*	94*	92*	46*	44*	36*	43*	42*	46*	45*	47*	90*	89*	73*	72*	100	106
Yes	2086 78% B	2145 73% T	231 88% DAEKMOQ	183 78% JTV	71 79% T	75 77% T	83 88% AMOQ	81 88% BDJPRTV	38 83% J	27 61% HL	27 75% CG	34 79% I	31 74% JTV	39 85% JTV	30 67% CG	34 72% ACG	63 70% ACG	64 72% H	60 82% T	44 61% SBDHFLNP	84 84% VOQ	72 68% HLN
No	449 17% CG	613 21% AH	25 10% CH	42 18% CH	14 16% CH	16 16% CH	8 9% CH	8 9% CH	7 15% CH	12 27% HL	8 22% CG	4 9% CG	8 19% CG	5 11% CG	10 22% CG	7 15% CG	23 26% ACG	20 22% H	10 14% SBDHFLNP	23 32% SBDHFLNP	15 15% VOQ	27 25% HLN
Not sure	129 5%	168 6%	7 3%	9 4%	5 6%	6 6%	3 3%	3 3%	1 2%	5 11% D	1 3%	5 12% D	3 7% U	2 4%	5 11% CU	6 13% BDH	4 4%	5 6%	3 4%	5 7%	1 1%	7 7% U
Sigma	2664 100%	2926 100%	263 100%	234 100%	90 100%	97 100%	94 100%	92 100%	46 100%	44 100%	36 100%	43 100%	42 100%	46 100%	45 100%	47 100%	90 100%	89 100%	73 100%	72 100%	100 100%	106 100%

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

Q1120_3. Have you ever been affected by any of these types of abusive Internet behaviors?
3. Cyber squatting

Base: Familiar With Abusive Internet Behavior

	Country																					
	North America								Europe													
	2015 Total Regist rants	2016 Total Regist rants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	2155	209	146	64*	70*	62*	70*	29**	26**	29**	32*	24**	32*	21**	32*	65*	56*	55*	60*	41*	65*
Yes	484 27% B	491 23% DV	75 36% DAEQSU	21 14%	13 20%	12 17%	19 31%	20 29% DV	6 21%	6 23%	7 24%	9 28% V	5 21%	4 13%	1 5%	5 16%	11 17%	10 18%	9 16%	13 22%	8 20%	7 11%
No	1114 61% C	1369 64%	110 53%	99 68% C	44 69% C	46 66%	37 60%	42 60%	17 59%	17 65%	18 62%	18 56%	14 58%	25 78% P	17 81%	17 53%	51 78% ACG	40 71%	43 78% ACG	39 65%	29 71% C	51 78% BHLP
Not sure	222 12%	295 14%	24 11%	26 18%	7 11%	12 17%	6 10%	8 11%	6 21%	3 12%	4 14%	5 16%	5 21%	3 9%	3 14% BHNRTV	10 31%	3 5%	6 11%	3 5%	8 13%	4 10%	7 11%
Sigma	1820 100%	2155 100%	209 100%	146 100%	64 100%	70 100%	62 100%	70 100%	29 100%	26 100%	29 100%	32 100%	24 100%	32 100%	21 100%	32 100%	65 100%	56 100%	55 100%	60 100%	41 100%	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q1120_4. Have you ever been affected by any of these types of abusive Internet behaviors?
4. Stolen credentials

Base: Familiar With Abusive Internet Behavior

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	2708	249	220	83*	87*	73*	75*	46*	42*	34*	41*	34*	35*	32*	40*	82*	85*	74*	77*	99*	96*
Yes	562 24% OU	616 23% FPTV	81 33% AEGIMOSU	63 29% BFPRTV	14 17%	11 13%	12 16%	15 20% P	8 17%	6 14%	9 26% O	12 29% FPTV	4 12%	6 17%	2 6%	2 5%	15 18%	13 15%	14 19%	9 12%	12 12%	13 14%
No	1537 65% C	1780 66% L	145 58% L	140 64% L	60 72% C	67 77% BDL	56 77% AC	57 76% L	36 78% C	31 74% L	22 65% O	18 44% FPTV	26 76% C	26 74% L	23 72% L	32 80% DL	60 73% C	65 76% BDL	56 76% AC	57 74% L	77 78% AC	72 75% DL
Not sure	280 12%	312 12% H	23 9%	17 8%	9 11%	9 10%	5 7%	3 4%	2 4%	5 12%	3 9% BDFHNRV	11 27% FPTV	4 12%	3 9%	7 22% CGIS	6 15% H	7 9%	7 8%	4 5%	11 14% H	10 10%	11 11%
Sigma	2379 100%	2708 100%	249 100%	220 100%	83 100%	87 100%	73 100%	75 100%	46 100%	42 100%	34 100%	41 100%	34 100%	35 100%	32 100%	40 100%	82 100%	85 100%	74 100%	77 100%	99 100%	96 100%

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

Q1120_5. Have you ever been affected by any of these types of abusive Internet behaviors?
5. Malware

2 Aug 2016
Table 361

Base: Familiar With Abusive Internet Behavior

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	2804	262	235	86*	96*	91*	86*	46*	41*	36*	41*	36*	39*	34*	44*	92*	81*	80*	79*	100	102
Yes	1714 67% BQS	1688 60% RTV DAEKMQSU	208 79% BRTV	160 68% BRTV	59 69% QS	62 65% RTV AKMQSU	74 81% BJRTV	63 73% BJRTV	32 70% QS	22 54% L	22 61% LCGO	29 71% RTV	22 61% CG	25 64% V	25 74% QS	25 57% V	41 45% ACEGIMOU	38 47% BDFHL	41 51% ACEGIMO	36 46% BDFHL	62 62% CG	39 38% UBDFHLNP
No	640 25% CG	886 32% ADL	41 16% C	60 26% C	20 23% H	26 27% H	13 14% H	21 24% H	11 24% H	15 37% L	13 36% LCGO	6 15% H	8 22% CG	10 26% CG	5 15% CG	13 30% H	43 47% ACEGIMOU	35 43% BDFHL	34 43% ACEGIMO	35 44% BDFHL	32 32% CG	53 52% UBDFHLNP
Not sure	204 8% H	230 8% H	13 5% H	15 6% H	7 8% H	8 8% H	4 4% H	2 2% H	3 7% H	4 10% H	1 3% H	6 15% H	6 17% CG	4 10% CG	4 12% CG	6 14% H	8 9% H	8 10% H	5 6% H	8 10% H	6 6% H	10 10% H
Sigma	2558 100%	2804 100%	262 100%	235 100%	86 100%	96 100%	91 100%	86 100%	46 100%	41 100%	36 100%	41 100%	36 100%	39 100%	34 100%	44 100%	92 100%	81 100%	80 100%	79 100%	100 100%	102 100%

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

Q1125. How scored are you of each of the following?
SUMMARY TABLE OF TOP 2 BOX

2 Aug 2016
Table 362

Base: Familiar With Abusive Internet Behavior (Variable Bases)

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Phishing	1718 69%	1943 73%	110 43%	107 49%	45 54%	45 48%	68 83%	61 90%	17 40%	28 74%	24 75%	25 71%	30 86%	31 94%	13 68%	28 76%	37 41%	35 41%	42 55%	46 59%	83 84%	75 76%
	CEIQS	ADFRT					ACEIQS	BDFJLRTV	IDFR	CEIQ	DFR	ACEIQS	BDFJLRTV		DFR					R	ACEIQS	DFRT
Spamming	1403 53%	1624 56%	79 30%	80 34%	31 34%	41 42%	44 47%	58 63%	15 33%	26 59%	18 50%	17 40%	23 55%	29 63%	26 58%	22 47%	25 28%	34 38%	25 34%	29 40%	74 74%	66 62%
	CEIQS	ADFLRT					CQ	GDFLRT		IDR	CQ		CEIQS	DFLRT	CEIQS						ACEGIKMQS	DFLRT
Cyber squatting	1088 60%	1423 66%	61 29%	55 38%	23 36%	30 43%	37 60%	55 79%	17 59%	20 77%	17 59%	15 47%	15 63%	27 84%	16 76%	23 72%	19 29%	27 48%	35 64%	36 60%	26 63%	39 60%
	CEQ	ADFLR					CEQ	GBDFLRTV								DFLR			CEQ	D	CEQ	DF
Stolen credentials	1925 81%	2224 82%	190 76%	170 77%	56 67%	63 72%	64 88%	68 91%	33 72%	38 90%	23 68%	30 73%	32 94%	32 91%	26 81%	36 90%	46 56%	60 71%	53 72%	61 79%	88 89%	77 80%
	EKQS	FR	Q				CEIKQS	BDFLR		IFLR			ACEIKQS	FLR	Q	FR			Q		ACEIKQS	
Malware	1972 77%	2201 78%	176 67%	163 69%	57 66%	65 68%	72 79%	78 91%	33 72%	38 93%	23 64%	26 63%	34 94%	35 90%	29 85%	38 86%	50 54%	51 63%	51 64%	60 76%	89 89%	79 77%
	CEQS	DFLR	Q				CQS	GBDFLRTV		IBDFLRTV			ACEIKQS	DFLR	CEKQS	DFLR					VACEIKQS	R

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

Q1125. How scored are you of each of the following?
SUMMARY TABLE OF BOTTOM 2 BOX

Base: Familiar With Abusive Internet Behavior (Variable Bases)

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Phishing	751 30%	701 27%	145 57%	113 51%	38 46%	49 52%	14 17%	7 10%	26 60%	10 26%	8 25%	10 29%	5 14%	2 6%	6 32%	9 24%	53 58%	50 59%	34 45%	32 41%	16 16%	24 24%
	BGMU	HN	AGKMU	BHJLNPV	AGKMU	BHJLNPV			JAGKMU	HN		HN				N	AGKMU	BHJLNPV	AGMU	BHNV		HN
Spamming	1256 47%	1302 44%	183 70%	154 66%	59 66%	56 58%	50 53%	34 37%	31 67%	18 41%	18 50%	26 60%	19 45%	17 37%	18 40%	25 53%	64 71%	55 62%	48 66%	43 60%	26 26%	40 38%
	BU		AGKMOU	BHJNV	AMOU	BHNV	HU		JAMOU		U	BHNV	U				AGKMOU	BHJNV	AMOU	BHNV		HN
Cyber squatting	729 40%	732 34%	147 70%	91 62%	41 64%	40 57%	25 40%	15 21%	12 41%	6 23%	12 41%	17 53%	9 38%	5 16%	4 19%	9 28%	46 71%	29 52%	20 36%	24 40%	15 37%	26 40%
	B	HN	AGSU	BHNPTV	AGSU	BHNPV	H				BHNP						RAGSU	BHNP		HN		HN
Stolen credentials	450 19%	484 18%	58 23%	50 23%	27 33%	24 28%	9 12%	7 9%	13 28%	4 10%	11 32%	11 27%	2 6%	3 9%	5 16%	4 10%	35 43%	25 29%	21 28%	16 21%	11 11%	19 20%
	MU	H	GMU	H	AGMU	BHJNP			JGMU		AGMU	HJN					ACGMU	BHJNP	AGMU			HN
Malware	583 23%	603 22%	85 32%	72 31%	29 34%	31 32%	19 21%	8 9%	13 28%	3 7%	13 36%	15 37%	2 6%	4 10%	4 12%	6 14%	42 46%	30 37%	29 36%	19 24%	11 11%	23 23%
	MU	HJ	AGMOU	BHJNP	AMOU	BHJNP	HM		JMU		MOU	BHJNP					ACGMU	BHJNPV	AGMOU	HJ		UHJ

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

Q1125_1. How scared are you of each of the following?

1. Phishing

Base: Familiar With Abusive Internet Behavior

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	2473	2644	256	220	83*	94*	82*	68*	43*	38*	32*	35*	35*	33*	19**	37*	91*	85*	76*	78*	99*	99*
TOP 2 BOX (NET)	1718 69% CEIQS	1943 73% ADFR	110 43% CEIQS	107 49% ADFR	45 54% ACEIQS	45 48% ACEIQS	68 83% BDFJLRTV	61 90% BDFJLRTV	17 40% IDFR	28 74% IDFR	24 75% CEIQ	25 71% DFR	30 86% ACEIQS	31 94% BDFJLRTV	13 68% DFR	28 76% DFR	37 41% DFR	35 41% DFR	42 55% DFR	46 59% R	83 84% ACEIQS	75 76% DFRT
Very scared	761 31% CQS	931 35% ADFR	24 9% ADFR	38 17% C	19 23% CS	12 13% ACEIQS	45 55% BDFJLRTV	39 57% BDFJLRTV	10 23% C	12 32% DFRT	13 41% CQS	16 46% DFRT	25 71% ACEIKGSU	17 52% BDFRT	3 16% DFRT	12 32% DFRT	12 13% DFRT	9 11% DFRT	8 11% DFRT	12 15% ACEIQS	50 51% ACEIQS	40 40% DFRT
Somewhat scared	957 39% GIMQ	1012 38% D	86 34% IM	69 31% IM	26 31% IM	33 35% IM	23 28% IM	22 32% IM	7 16% IM	16 42% IM	11 34% IM	9 26% IM	5 14% IM	14 42% IM	10 53% IM	16 43% IM	25 27% IM	26 31% IM	34 45% GIMQ	34 44% GIMQ	33 33% IM	35 35% IM
BOTTOM 2 BOX (NET)	751 30% BGMU	701 27% HN	145 57% AGKMU	113 51% BHJLNPV	38 46% AGKMU	49 52% BHJLNPV	14 17% AGKMU	7 10% JAGKMU	26 60% JAGKMU	10 26% HN	8 25% HN	10 29% HN	5 14% HN	2 6% HN	6 32% HN	9 24% N	53 58% AGKMU	50 59% BHJLNPV	34 45% AGMU	32 41% BHN	16 16% HN	24 24% HN
Not very scared	479 19% GU	521 20% HN	87 34% AGMU	79 36% BHJNPV	21 25% GU	37 39% EBHJLNPV	9 11% GU	7 10% JAGKMU	18 42% JAGKMU	7 18% N	6 19% N	7 20% N	4 11% N	1 3% N	4 21% N	7 19% N	28 31% AGMU	38 45% BHJLNPV	20 26% GU	21 27% HN	11 11% HN	20 20% N
Not at all scared	272 11% B	180 7% H	58 23% DAGKMU	34 15% BHV	17 20% AGMU	12 13% BHV	5 6% H	- - GMU	8 19% H	3 8% H	2 6% H	3 9% H	1 3% H	1 3% H	2 11% H	2 5% RAGKMU	25 27% BHV	12 14% AGMU	14 18% AGMU	11 14% BHV	5 5% BHV	4 4% BHV
Not Sure	4 B	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1 A	-	-	-	-	-
Sigma	2473 100%	2644 100%	256 100%	220 100%	83 100%	94 100%	82 100%	68 100%	43 100%	38 100%	32 100%	35 100%	35 100%	33 100%	19 100%	37 100%	91 100%	85 100%	76 100%	78 100%	99 100%	99 100%

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

Q1125_2. How scared are you of each of the following?

2 Aug 2016
Table 365

2. Spamming

Base: Familiar With Abusive Internet Behavior

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	2664	2926	263	234	90*	97*	94*	92*	46*	44*	36*	43*	42*	46*	45*	47*	90*	89*	73*	72*	100	106
TOP 2 BOX (NET)	1403 53% CEIQS	1624 56% ADFLRT	79 30%	80 34%	31 34%	41 42%	44 47% CQ	58 63% GDFLRT	15 33%	26 59% IDR	18 50% CQ	17 40%	23 55% CEIQS	29 63% DFLRT	26 58% CEIQS	22 47%	25 28%	34 38%	25 34%	29 40% ACEGKMOG	74 74% DFLRT	66 62%
Very scared	513 19% CEOGS	600 21% DRT	22 8%	22 9%	9 10%	13 13%	18 19% COQ	27 29% BDFPRT	6 13%	8 18%	6 17%	9 21% DT	10 24% CEOGS	11 24% DRT	2 4%	6 13%	6 7%	8 9%	7 10%	5 7% ACEGKMOG	35 35% BDFPRT	32 30%
Somewhat scared	890 33% CIQ	1024 35% DL	57 22%	58 25%	22 24%	28 29%	26 28% CIQ	31 34%	9 20% IDL	18 41%	12 33%	8 19%	13 31%	18 39% DL	24 53% ACEGIMOS	16 34%	19 21%	26 29%	18 25%	24 33% CEIQS	39 39%	34 32%
BOTTOM 2 BOX (NET)	1256 47% BU	1302 44% AGKMOU	183 70% BHJNV	154 66% AMOU	59 66% BHJNV	56 58% BHNV	50 53% HU	34 37% JAMOU	31 67% U	18 41% U	26 60% BHN	19 45% U	17 37% U	18 40% U	25 53% AGKMOU	64 71% BHJNV	55 62% AMOU	48 66% BHNV	43 60% SV	26 26% CEIQS	40 38%	
Not very scared	769 29% U	878 30% AU	95 36% AU	92 39% BV	32 36% U	30 31%	29 31% U	29 32% U	17 37% U	13 30%	12 33% U	18 42% U	15 36% U	13 28% U	10 22% U	17 36% H	31 34% U	36 40% BV	18 25% SV	29 40% H	17 17%	27 25%
Not at all scared	487 18% BU	424 14% H	88 33% AGKMOU	62 26% BHJNV	27 30% AMU	26 27% BHJNV	21 22% HU	5 5% JAMU	14 30% U	5 11%	6 17%	8 19% H	4 10% U	4 9% U	8 18% U	8 17% H	33 37% RAGKMOU	19 21% H	30 41% TAGKMOU	14 19% H	9 9%	13 12%
Not Sure	5 B	-	1	-	-	-	-	-	-	-	-	-	-	-	1 2% A	-	1	-	-	-	-	-
Sigma	2664 100%	2926 100%	263 100%	234 100%	90 100%	97 100%	94 100%	92 100%	46 100%	44 100%	36 100%	43 100%	42 100%	46 100%	45 100%	47 100%	90 100%	89 100%	73 100%	72 100%	100 100%	106 100%

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

Q1125_3. How scared are you of each of the following?
3. Cyber squatting

Base: Familiar With Abusive Internet Behavior

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	2155	209	146	64*	70*	62*	70*	29**	26**	29**	32*	24**	32*	21**	32*	65*	56*	55*	60*	41*	65*
TOP 2 BOX (NET)	1088 60% CEQ	1423 66% ADFLR	61 29%	55 38%	23 36%	30 43%	37 60% CEQ	55 79% GBDFLRTV	17 59%	20 77%	17 59%	15 47%	15 63% BDFLRTV	27 84%	16 76%	23 72% DFLR	19 29%	27 48% Q	35 64% CEQ	36 60% D	26 63% CEQ	39 60% DF
Very scared	457 25% CEQ	576 27% DR	17 8%	19 13%	8 13%	12 17%	13 21% C	24 34% DFRT	5 17%	8 31%	6 21%	7 22%	8 33%	11 34% DR	2 10%	13 41% DFRT	7 11%	8 14%	17 31% CEQ	11 18%	12 29% CEQ	21 32% DFR
Somewhat scared	631 35% CQ	847 39% ADF	44 21%	36 25%	15 23%	18 26%	24 39% CQ	31 44% DFV	12 41%	12 46%	11 38%	8 25%	7 29%	16 50% DFLV	14 67%	10 31%	12 18%	19 34%	18 33%	25 42% D	14 34%	18 28%
BOTTOM 2 BOX (NET)	729 40% B	732 34% HN	147 70% AGSU	91 62% BHLNPTV	41 64% AGSU	40 57% BHLNPV	25 40% H	15 21%	12 41%	6 23%	12 41%	17 53% BHNPTV	9 38%	5 16%	4 19%	9 28% RAGSU	46 71% BHLNPV	29 52% BHLNPV	20 36%	24 40% HN	15 37%	26 40% HN
Not very scared	447 25%	517 24%	75 36% ASU	48 33% BN	21 33%	20 29%	20 32%	14 20%	5 17%	5 19%	6 21%	14 44% BHNPTV	7 29%	4 13%	3 14%	9 28%	22 34%	12 21%	11 20%	19 32% N	8 20%	19 29%
Not at all scared	282 15% B	215 10% H	72 34% AGSU	43 29% BHLNPTV	20 31% AG	20 29% BHLNPTV	5 8%	1 1%	7 24%	1 4%	6 21%	3 9%	2 8%	1 3%	1 5%	-	24 37% AGSU	17 30% BHLNPTV	9 16%	5 8%	7 17%	7 11% H
Not Sure	3	-	1	-	-	-	-	-	-	-	-	-	-	-	1 5%	-	-	-	-	-	-	-
Sigma	1820 100%	2155 100%	209 100%	146 100%	64 100%	70 100%	62 100%	70 100%	29 100%	26 100%	29 100%	32 100%	24 100%	32 100%	21 100%	32 100%	65 100%	56 100%	55 100%	60 100%	41 100%	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q1125_4. How scared are you of each of the following?

4. Stolen credentials

Base: Familiar With Abusive Internet Behavior

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	2379	2708	249	220	83*	87*	73*	75*	46*	42*	34*	41*	34*	35*	32*	40*	82*	85*	74*	77*	99*	96*
TOP 2 BOX (NET)	1925 81% EKQS	2224 82% FR	190 76% Q	170 77%	56 67%	63 72%	64 88% CEIKQS	68 91% BDFLR	33 72%	38 90% IFLR	23 68%	30 73%	32 94% ACEIKQS	32 91% FLR	26 81% Q	36 90% FR	46 56%	60 71%	53 72% Q	61 79% ACEIKQS	88 89%	77 80%
Very scared	1159 49% COQ	1282 47% DFRT	94 38% R	86 39% R	32 39%	32 37%	47 64% ACEIKQS	44 59% BDFLRTV	17 37%	20 48% R	12 35%	16 39%	25 74% ACEIKQS	19 54% R	10 31%	19 48% R	25 30%	22 26%	32 43%	27 35% VCEOQ	54 55%	38 40%
Somewhat scared	766 32% AGMQ	942 35% AGMQ	96 39% AGMQ	84 38%	24 29%	31 36%	17 23%	24 32%	16 35%	18 43%	11 32%	14 34%	7 21%	13 37%	16 50% AEGMQS	17 43%	21 26%	38 45% Q	21 28%	34 44% S	34 34%	39 41%
BOTTOM 2 BOX (NET)	450 19% MU	484 18% H	58 23% GMU	50 23% H	27 33% AGMU	24 28% BHJNP	9 12%	7 9%	13 28% JGMU	4 10% AGMU	11 32% AGMU	11 27% HJN	2 6%	3 9%	5 16% ACGMOU	4 10% ACGMOU	35 43% ACGMOU	25 29% BHJNP	21 28% AGMU	16 21%	11 11%	19 20%
Not very scared	298 13% M	367 14% M	41 16% M	39 18% HN	16 19% MU	15 17% N	6 8%	6 8%	10 22% GMU	4 10% GMU	8 24% GMU	9 22% HN	1 3%	1 3%	3 9%	4 10% AGMU	21 26% AGMU	19 22% BHN	13 18% M	11 14%	9 9%	14 15%
Not at all scared	152 6% B	117 4% B	17 7% B	11 5% AGU	11 13% AGU	9 10% BHJP	3 4%	1 1%	3 7%	- -	3 9%	2 5%	1 3%	2 6%	2 6%	- -	14 17% RACGMU	6 7% RACGMU	8 11% U	5 6%	2 2%	5 5%
Not Sure	4 B	-	1	-	-	-	-	-	-	-	-	-	-	-	1 3% A	-	1 1% A	-	-	-	-	-
Sigma	2379 100%	2708 100%	249 100%	220 100%	83 100%	87 100%	73 100%	75 100%	46 100%	42 100%	34 100%	41 100%	34 100%	35 100%	32 100%	40 100%	82 100%	85 100%	74 100%	77 100%	99 100%	96 100%

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

Q1125_5. How scared are you of each of the following?

2 Aug 2016
Table 368

5. Malware

Base: Familiar With Abusive Internet Behavior

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	2558	2804	262	235	86*	96*	91*	86*	46*	41*	36*	41*	36*	39*	34*	44*	92*	81*	80*	79*	100	102
TOP 2 BOX (NET)	1972 77% CEQS	2201 78% DFLR	176 67% Q	163 69% Q	57 66% Q	65 68% CQS	72 79% GDFLRTV	78 91% IBDFLRTV	33 72% IBDFLRTV	38 93% IBDFLRTV	23 64% IBDFLRTV	26 63% IBDFLRTV	34 94% ACEGKQS	35 90% DFLR	29 85% CEKQS	38 86% DFLR	50 54% DFLR	51 63% DFLR	51 64% DFLR	60 76% VACEIKQS	89 89% VACEIKQS	79 77% R
Very scared	953 37% CEIQS	1044 37% DFRT	71 27% R	69 29% R	23 27% R	19 20% CEIQS	38 42% FRT	35 41% FRT	10 22% Q	13 32% R	10 28% R	14 34% R	17 47% CEIQS	12 44% FRT	12 35% FRT	17 39% FR	21 23% FR	11 14% FR	17 21% FR	20 25% VACEIKQS	55 55% VACEIKQS	39 38% FR
Somewhat scared	1019 40% Q	1157 41% BDLV	105 40% Q	94 40% L	34 40% L	46 48% L	34 37% L	43 50% L	23 50% Q	25 61% BDLV	13 36% Q	12 29% Q	17 47% Q	18 46% Q	17 50% Q	21 48% Q	29 32% Q	40 49% QL	34 43% QL	40 51% L	34 34% L	40 39% L
BOTTOM 2 BOX (NET)	583 23% MU	603 22% HJ	85 32% AGMOU	72 31% BHJNP	29 34% AMOU	31 32% BHJNP	19 21% HM	8 9% HM	13 28% JMU	3 7% JMU	13 36% MOU	15 37% BHJNP	2 6% MOU	4 10% BHJNP	4 12% BHJNP	6 14% ACGMOU	42 46% BHJNPV	30 37% AGMOU	29 36% AGMOU	19 24% HJ	11 11% HJ	23 23% UHJ
Not very scared	379 15% MU	452 16% H	56 21% AMOU	54 23% BHJ	14 16% MU	22 23% HJ	12 13% HJ	7 8% HJ	7 15% JMU	3 7% AMOU	10 28% HJ	10 24% HJ	1 3% AMOU	4 10% HJ	2 6% HJ	5 11% AGMOU	26 28% H	16 20% H	22 28% AGMOU	16 20% H	7 7% H	20 20% UH
Not at all scared	204 8% B	151 5% U	29 11% U	18 8% H	15 17% AMU	9 9% HJ	7 8% H	1 1% H	6 13% JU	- - HJNV	3 8% HJNV	5 12% HJNV	1 3% HJNV	- - HJNV	2 6% HJNV	1 2% AGMU	16 17% BDHJNPV	14 17% BDHJNPV	7 9% BDHJNPV	3 4% BDHJNPV	4 4% BDHJNPV	3 3% BDHJNPV
Not Sure	3	-	1	-	-	-	-	-	-	-	-	-	-	-	1 3% A	-	-	-	-	-	-	-
Sigma	2558 100%	2804 100%	262 100%	235 100%	86 100%	96 100%	91 100%	86 100%	46 100%	41 100%	36 100%	41 100%	36 100%	39 100%	34 100%	44 100%	92 100%	81 100%	80 100%	79 100%	100 100%	102 100%

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

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

2 Aug 2016
Table 369

SUMMARY TABLE OF PURCHASED

Base: All Qualified Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	266	255	101	105	102	100	54*	50*	47*	50*	46*	50*	52*	53*	97*	100	92*	106	116	125
Malware	2208 69% B	2229 67% B	199 75% AIQS	171 67%	68 67%	61 58%	74 73%	71 71%	32 59%	33 66%	29 62%	36 72%	31 67%	35 70%	33 63%	31 58%	61 63%	67 67%	57 62%	65 61%	89 77% VIQS	78 62%
Stolen credentials	1805 56%	1828 55% FT	160 60%	141 55% F	50 50%	45 43%	51 50%	49 49%	27 50%	29 58%	27 57%	26 52%	22 48%	22 44%	26 50%	26 49%	50 52%	58 58% F	48 52%	47 44%	71 61%	62 50%
Phishing	1762 55%	1771 53% HT	144 54%	122 48%	47 47%	51 49%	47 46%	41 41%	25 46%	27 54%	28 60%	25 50%	21 46%	23 46%	23 44%	24 45%	49 51%	58 58% HT	49 53%	46 43% AEGIMOO	75 65% HT	73 58% HT
Spamming	1707 53% BQ	1637 49%	138 52%	124 49%	49 49%	48 46%	51 50%	41 41%	26 48%	28 56%	28 60%	27 54%	22 48%	26 52%	29 56%	21 40%	41 42%	46 46%	40 43%	43 41%	66 57% Q	57 46%
Cyber squatting	1480 46% CEG	1487 44% DF	79 30%	91 36%	35 35%	33 31%	37 36%	42 42%	22 41%	24 48% F	25 53% CEM	22 44%	15 33%	17 34%	20 38%	20 38%	37 38%	38 38%	38 41% C	39 37%	53 46% C	50 40%

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

Q1130_1. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?

2 Aug 2016
Table 370

1. Phishing

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3207	3349	266	255	101	105	102	100	54*	50*	47*	50*	46*	50*	52*	53*	97*	100	92*	106	116	125
PURCHASED (NET)	1762 55%	1771 53% HT	144 54%	122 48%	47 47%	51 49%	47 46%	41 41%	25 46%	27 54%	28 60%	25 50%	21 46%	23 46%	23 44%	24 45%	49 51%	58 58% HT	49 53%	46 43%	75 65% AEGIMOO	73 58% HT
Purchased antivirus software for my computer	1470 46% B	1408 42%	131 49% G	112 44%	43 43%	46 44%	38 37%	33 33%	25 46%	25 50% H	25 53%	19 38%	18 39%	16 32%	19 37%	21 40%	42 43%	49 49% H	44 48%	39 37% VACEGMOO	70 60%	57 46%
Purchased an identity protection plan	505 16% E	556 17% DF	36 14% E	25 10%	6 6%	10 10%	15 15% E	12 12%	4 7%	5 10%	7 15%	8 16%	3 7%	10 20% D	6 12%	5 9%	11 11%	10 10%	15 16% E	14 13%	16 14%	18 14%
Changed my Internet habits	1149 36% BOS	903 27% R DAIMOOS	130 49% LR	78 31% OS	40 40% OS	29 28% R HAMOOS	49 48% JLR	34 34% JLR	18 33%	9 18%	20 43% LOS	8 16%	13 28%	12 24%	9 17%	11 21%	31 32% R	12 12%	23 25%	26 25% R VOS	46 40% R	33 26% R
Stopped making purchases online	332 10% CQU	357 11% DV	6 2%	4 2%	7 7% C	8 8% D	12 12% CQU	14 14% DRV	4 7% C	2 4%	6 13% CQU BDFJNPRV	13 26%	3 7%	4 8% D	2 4%	5 9% D	2 2%	5 5%	11 12% CQU DJRV	17 16%	4 3%	6 5%
Other	239 7% B	192 6% AK	31 12% AK	21 8%	13 13% AK	10 10% AK	6 6% AK	4 4% JAGKOS	11 20% L	1 2%	2 2%	3 6%	3 7%	3 6%	3 6%	1 2% AGK	15 15% AGK	11 11% BP	7 8%	9 8%	11 9%	13 10% B
None	433 14%	643 19% A	30 11% CBL	61 24% CBL	15 15% L	25 24% L	14 14% L	25 25% GL	9 17%	15 30% L	5 11%	5 10%	12 26% AC	16 32% BLV	16 31% ACEGKU	16 30% BLV	22 23% AC	24 24% L	16 17%	27 25% L	18 16%	21 17%
Not Sure	4 B	-	1 A	-	1 A	-	-	-	-	-	-	-	-	-	1 A	2% A	-	1 A	-	-	-	-
Sigma	4132 129%	4059 121%	365 137%	301 118%	125 124%	128 122%	134 131%	122 122%	71 131%	57 114%	64 136%	56 112%	52 113%	61 122%	56 108%	59 111%	124 128%	111 111%	116 126%	132 125%	165 142%	148 118%

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

Q1130_2. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?

2. Spamming

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3207	3349	266	255	101	105	102	100	54*	50*	47*	50*	46*	50*	52*	53*	97*	100	92*	106	116	125
PURCHASED (NET)	1707 53% BQ	1637 49%	138 52%	124 49%	49 49%	48 46%	51 50%	41 41%	26 48%	28 56%	28 60%	27 54%	22 48%	26 52%	29 56%	21 40%	41 42%	46 46%	40 43%	43 41%	66 57% Q	57 46%
Purchased antivirus software for my computer	1456 45% B	1333 40%	126 47%	115 45%	45 45%	46 44%	48 47%	37 37%	22 41%	24 48%	27 57% S	22 44%	20 43%	23 46%	26 50%	18 34%	39 40%	43 43%	34 37%	38 36%	59 51% VS	46 37%
Purchased an identity protection plan	432 13% EQ	472 14% DFR	28 11%	24 9%	6 6%	7 7%	8 8%	8 8%	8 15% Q	7 14%	4 9%	6 12%	2 4%	5 10%	5 10%	5 9%	5 5%	7 7%	11 12%	12 11%	18 16% EQ	14 11%
Changed my Internet habits	1098 34% B	928 28% R	122 46% DAIMOO	67 26% R	39 39%	34 32% NR	39 38% BDNRTV	40 40%	14 26%	12 24% R	16 34%	14 28% R	12 26%	8 16%	12 23%	13 25% R	30 31% R	11 11%	26 28%	27 25% R	43 37% R	32 26% R
Stopped making purchases online	284 9% CGQU	318 9% DJV	3 1%	8 3%	6 6% CU	7 7%	3 3% GDJV	11 11% C	3 6% C	- -	7 15% CGMQU	5 10% DJ	1 2%	5 10% DJ	2 4%	3 6%	3 3%	7 7% CGQU	11 12% DJV	15 14% DJV	1 1%	5 4%
Other	317 10% B	263 8% AO	39 15% AO	29 11% BJ	13 13% O	12 11% O	17 17% AO	10 10% JAO	10 19% JAO	1 2% HL	3 6% HL	3 6% HL	6 13% AC	7 14% J	1 2% HL	6 11% AO	18 19% AO	18 18% BJL	13 14% O	11 10% O	14 12% O	15 12% J
None	452 14% A	658 20% A	38 14% CHL	57 22% CHL	17 17% HL	28 27% HL	14 14% HL	13 13% HL	10 19% HL	14 28% HL	5 11% HL	5 10% HL	12 26% AC	14 28% HL	10 19% HL	12 23% HL	21 22% A	27 27% HL	19 21% HL	27 25% HL	19 16% HL	32 26% HL
Not Sure	4 B	-	1 A	-	-	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-
Sigma	4043 126%	3972 119%	357 134%	300 118%	126 125%	134 128%	129 126%	119 119%	67 124%	58 116%	62 132%	55 110%	53 115%	62 124%	57 110%	57 108%	116 120%	113 113%	114 124%	130 123%	154 133%	144 115%

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

Q1130_3. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?
3. Cyber squatting

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3207	3349	266	255	101	105	102	100	54*	50*	47*	50*	46*	50*	52*	53*	97*	100	92*	106	116	125
PURCHASED (NET)	1480 46% CEG	1487 44% DF	79 30%	91 36%	35 35%	33 31%	37 36%	42 42%	22 41%	24 48% F	25 53% CEM	22 44%	15 33%	17 34%	20 38%	20 38%	37 38%	38 38%	38 41% C	39 37%	53 46% C	50 40%
Purchased antivirus software for my computer	1199 37% BC	1128 34%	72 27%	79 31%	31 31%	31 30%	33 32%	34 34%	19 35%	22 44%	22 47% C	14 28%	14 30%	16 32%	17 33%	17 32%	30 31%	33 33%	32 35%	36 34%	47 41% C	39 31%
Purchased an identity protection plan	466 15% CEM	543 16% DFR	20 8%	24 9%	5 5%	8 8%	8 8%	10 10%	8 15% EM	5 10%	8 17% CEM	10 20% DFR	1 2%	5 10%	4 8%	5 9%	12 12%	6 6%	12 13% EM	14 13%	11 9%	13 10%
Changed my Internet habits	842 26% BQU	723 22% D	62 23% D	34 13%	22 22%	18 17% HACEIMOOSSU	46 45%	26 26% DR	13 24%	6 12%	16 34% OQU	13 26% D	9 20%	10 20%	8 15%	8 15%	17 18%	14 14%	22 24%	23 22% D	21 18%	23 18%
Stopped making purchases online	299 9% CQ	329 10% DV	3 1%	8 3%	6 6% C	9 9% D	7 7% CQ	7 7%	5 9% CQ	2 4%	5 11% CQ	6 12% D	3 7% C	5 10% D	2 4%	5 9% D	1 1%	8 8% QD	6 7% CQ	15 14% DV	5 4% C	5 4%
Other	222 7% B	165 5% DA	27 10% DA	11 4%	6 6%	6 6% B	6 6% B	4 4%	7 13% J	1 2%	2 4%	3 6%	2 4%	3 6%	3 6%	2 4%	8 8%	6 6% A	10 11%	8 8%	6 5% A	8 6%
None	865 27% AL	1038 31% AGIKS	131 49% BHLT	127 50% BHLT	39 39% AK	52 50% BHLT	29 28%	32 32%	16 30%	20 40% L	9 19%	9 18%	21 46% AGK	20 40% L	19 37%	20 38% L	45 46% AGIKS	44 44% BL	29 32%	35 33%	49 42% AGK	49 39% BL
Not Sure	9 B	-	1 AGIKS	-	1 BHLT	-	-	-	-	-	-	-	-	-	1 2% A	-	1 1%	-	-	-	-	-
Sigma	3902 122%	3926 117%	316 119%	283 111%	110 109%	124 118%	129 126%	113 113%	68 126%	56 112%	62 132%	55 110%	50 109%	59 118%	54 104%	57 108%	114 118%	111 111%	111 121%	131 124%	139 120%	137 110%

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

Q1130_4. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?
4. Stolen credentials

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3207	3349	266	255	101	105	102	100	54*	50*	47*	50*	46*	50*	52*	53*	97*	100	92*	106	116	125
PURCHASED (NET)	1805 56%	1828 55%	160 60%	141 55%	50 50%	45 43%	51 50%	49 49%	27 50%	29 58%	27 57%	26 52%	22 48%	22 44%	26 50%	26 49%	50 52%	58 58%	48 52%	47 44%	71 61%	62 50%
Purchased antivirus software for my computer	1470 46% B	1377 41%	131 49%	114 45%	46 46%	42 40%	41 40%	35 35%	22 41%	25 50%	26 55%	19 38%	21 46%	19 38%	23 44%	21 40%	45 46%	48 48%	38 41%	37 35%	64 55%	50 40%
Purchased an identity protection plan	591 18% EMQ	676 20% FV AEKMQ	63 24%	44 17%	9 9%	10 10%	18 18% M	16 16%	10 19% M	7 14%	4 9%	9 18%	2 4%	6 12%	6 11%	10 10%	13 13%	18 20% EM	18 17%	18 16%	16 13%	
Changed my Internet habits	1095 34% BO	873 26% DAIMOOS	127 48%	74 29%	39 39% O	29 28% HAOS	46 45%	28 28%	16 30%	10 20%	20 43% LO	9 18%	13 28%	11 22%	11 21%	13 25%	31 32%	20 20%	27 29%	31 29%	51 44% VAOS	37 30%
Stopped making purchases online	376 12% CQU	401 12% DR	7 3%	10 4%	10 10% C	12 11% DR	14 14% CQU	13 13% DR	4 7%	3 6%	7 15% CQU	8 16% DR	2 4%	6 12% D	3 6%	4 8%	3 3%	4 4%	7 8% C	14 13% DR	4 3%	9 7%
Other	228 7% B	172 5%	26 10%	17 7%	6 6%	3 3%	4 4%	4 4%	6 11%	1 2%	2 4%	5 10%	4 9%	1 2%	5 10%	2 4%	14 14% AEG	11 11% BF	10 11%	5 5%	8 7%	14 11% BFH
None	458 14%	623 19% A	35 13%	58 23% C	17 17% EBDLV	36 34%	18 18%	22 22%	11 20%	14 28% L	5 11%	6 12%	12 26% AC	17 34% BLV	11 21%	14 26%	22 23% AC	22 22%	16 17%	28 26% BL	16 14%	21 17%
Not Sure	5 B	-	1	-	1 1% A	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-
Sigma	4223 132%	4122 123%	390 147%	317 124%	128 127%	132 126%	141 138%	118 118%	69 128%	60 120%	64 136%	56 112%	54 117%	60 120%	60 115%	60 113%	125 129%	118 118%	116 126%	133 125%	161 139%	147 118%

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

Q1130_5. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?
5. Malware

Base: All Qualified Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	3207	3349	266	255	101	105	102	100	54*	50*	47*	50*	46*	50*	52*	53*	97*	100	92*	106	116	125
PURCHASED (NET)	2208 69% B	2229 67% A	199 75% AIQS	171 67% A	68 67% A	61 58% A	74 73% A	71 71% A	32 59% A	33 66% A	29 62% A	36 72% A	31 67% A	35 70% A	33 63% A	31 58% A	61 63% A	67 67% A	57 62% A	65 61% A	89 77% VIQS	78 62% A
Purchased antivirus software for my computer	1965 61% B	1931 58% AKOQS	193 73% BT	166 65% BT	68 67% A	58 55% A	71 70% S	62 62% A	32 59% A	29 58% A	26 55% A	29 58% A	30 65% A	33 66% A	30 58% A	28 53% A	58 60% A	60 60% A	50 54% A	53 50% A	82 71% VAS	69 55% A
Purchased an identity protection plan	476 15% EM	508 15% DF	31 12% E	21 8% A	3 3% A	7 7% A	9 9% A	10 10% A	5 9% A	7 14% EM	7 15% EM	10 20% DF	1 2% A	5 10% A	6 12% E	5 9% A	9 9% A	11 11% A	14 15% EM	20 19% DF	17 15% EM	13 10% A
Changed my Internet habits	984 31% B	752 22% DAIMOS	112 42% A	58 23% A	34 34% A	26 25% AIMOS	42 41% A	28 28% R	12 22% A	11 22% A	19 40% LO	10 20% A	10 22% A	11 22% A	10 19% A	13 25% A	28 29% R	15 15% A	25 27% A	22 21% A	45 39% VIMO	28 22% A
Stopped making purchases online	288 9% CU	314 9% DV	5 2% A	13 5% C	7 7% C	7 7% C	7 7% C	7 7% C	8 15% JCQU	1 2% A	6 13% CU	4 8% A	2 4% A	3 6% A	4 8% C	2 4% A	5 5% A	7 7% A	6 7% C	11 10% V	4 3% A	4 3% A
Other	200 6% B	166 5% A	29 11% A	16 6% A	8 8% A	11 10% BJ	7 7% A	4 4% A	6 11% J	- - A	1 2% A	2 2% A	4 9% A	2 4% A	3 6% A	2 4% A	11 11% A	11 11% BJ	10 11% A	8 8% J	9 8% A	14 11% BHJ
None	298 9% A	434 13% A	18 7% A	38 15% C	8 8% A	23 22% EBHL	7 7% A	11 11% A	7 13% U	10 20% A	3 6% A	4 8% A	6 13% U	8 16% A	7 13% U	9 17% A	15 15% ACU	18 18% A	10 11% A	20 19% A	5 4% A	19 15% U
Not Sure	4 B	-	1 A	-	-	-	-	-	-	-	-	-	-	-	1 2% A	-	1 1% A	-	-	-	-	-
Sigma	4215 131%	4105 123%	389 146%	312 122%	128 127%	132 126%	143 140%	122 122%	70 130%	58 116%	62 132%	58 116%	53 115%	62 124%	61 117%	59 111%	127 131%	122 122%	115 125%	134 126%	162 140%	147 118%

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

Q775. If you felt a website was being run improperly (for example, appears to be conducting illegal activity, appears to be a fake, etc.), who would you complain to?

Base: All Qualified Respondents

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
Consumer protection agency	-	1145 34% AJP	-	83 33% CJP	-	30 29% EJP	-	34 34% GJP	-	7 14% I	-	21 42% KJP	-	15 30% MP	-	5 9% O	-	37 37% QJP	-	32 30% SJP	-	34 27% UP
Contact the website owner/operator	1724 51% BCEGQ	985 29% DFJR	46 17% J	46 18% J	36 35% FCQ	21 20% J	42 41% HCQ	21 21% J	22 41% JCQ	3 6% LCEQ	28 56% J	12 24% J	21 42% NCQ	10 20% J	31 58% PCEGQ	14 26% J	22 22% J	14 14% TCQ	46 46% DJR	33 31% VACEGIMOS	78 62% DJR	38 30% DJR
Local police	-	951 28% ADHNT	-	50 20% C	-	32 30% EDNT	-	19 19% G	-	15 30% IN	-	22 44% KBDHNRT	-	6 12% M	-	26 49% OBDFHRT	-	23 23% Q	-	18 17% S	-	66 53% UBDFHJNRT
NATIONAL LAW ENFORCEMENT/FBI (NET)	-	822 25% AV	-	53 21% C	-	21 20% E	-	20 20% G	-	12 24% I	-	9 18% K	-	7 14% M	-	16 30% OV	-	17 17% Q	-	40 38% SDFHLNRY	-	16 13% U
National law enforcement	-	769 23% ADV	-	-	-	21 20% ED	-	20 20% GD	-	12 24% ID	-	9 18% KD	-	7 14% MD	-	16 30% ODV	-	17 17% QD	-	40 38% SDFHLNRY	-	16 13% UD
FBI	-	53 2% A	-	53 21% CBFHLNRY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NATIONAL INTELLIGENCE AGENCY/CIA (NET)	-	545 16% ADFNJPV	-	16 6% C	-	9 9% EP	-	15 15% GDNPV	-	3 6% IN	-	9 18% KDNPV	-	2 4% D	-	-	-	14 14% QDP	-	12 11% SP	-	8 6% U
A national intelligence agency	-	529 16% ADFNPV	-	-	-	9 9% EDP	-	15 15% GDNPV	-	3 6% D	-	9 18% KDNPV	-	2 4% D	-	-	-	14 14% QDP	-	12 11% SDP	-	8 6% UD
Intelligence agency like the CIA or NSA	-	16 A	-	16 6% CBFHRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ICANN	-	532 16% ADJPRTV	-	26 10% C	-	16 15% EJT	-	33 33% GBDFJLPRTV	-	2 4% JAO	-	7 14% K	-	9 18% MJRT	-	3 6% OD	-	7 7% Q	-	7 7% S	-	12 10% U
Federal police	-	511 15% AD	-	-	-	22 21% EDRT	-	19 19% GDR	-	27 54% IBDFHLPRTV	-	6 12% KD	-	27 54% MBDFHLPRTV	-	8 15% OD	-	9 9% QD	-	11 10% SD	-	23 18% UDR
Private security companies	-	408 12% ADFV	-	18 7% C	-	3 3% GDFRV	-	16 16% I	-	4 8% I	-	8 16% KDFV	-	3 6% I	-	3 6% Q	-	7 7% Q	-	10 9% SF	-	6 5% U
Interpol	-	360 11% AD	-	11 4% C	-	7 7% E	-	9 9% G	-	5 10% I	-	9 18% KDF	-	3 6% I	-	3 6% Q	-	8 8% Q	-	10 9% S	-	12 10% UD
Other	653 19% B	-	96 36% DAEOSU	-	25 24% FO	-	33 32% HAO	-	19 35% JAO	-	12 24% L	-	14 28% NO	-	5 9% P	-	27 27% RO	-	25 25% TO	-	29 23% VO	-
No one	403 12% B	-	36 13% D	-	19 18% FAIMOU	-	10 10% H	-	3 6% J	-	5 10% L	-	3 6% L	-	3 6% P	-	9 9% R	-	11 11% T	-	11 9% V	-
Not sure	722 22% B	-	106 40% DAEGIKMSU	-	28 27% F	-	24 24% H	-	12 22% J	-	10 20% L	-	12 24% N	-	15 28% P	-	43 43% RAEGIKMSU	-	23 23% T	-	21 17% 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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base

Base: All Qualified Respondents

Q775. If you felt a website was being run improperly (for example, appears to be conducting illegal activity, appears to be a fake, etc.), who would you complain to?

	Country																					
	North America										Europe											
	2015 Total Regist rants	2016 Total Regist rants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
Decline to Answer	2	-	-	-	-	-	1 A	-	-	-	-	-	-	-	-	-	-	-	1 A	-	-	-
Don't know	-	744 22% AJ	-	112 44% CBPHELRPTV	-	34 32% EBHJLPV	-	19 19% G	-	5 10% I	-	7 14% K	-	10 20% M	-	9 17% O	-	32 32% QBHJLP	-	26 25% SJ	-	26 21% U
Sigma	3504 104%	7003 209%	284 106%	415 163%	108 105%	195 186%	110 108%	205 205%	56 104%	83 166%	55 110%	110 220%	50 100%	92 184%	54 102%	87 164%	101 101%	168 168%	106 105%	199 188%	139 111%	241 193%

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

Base: Registered For Business

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

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	**	1687	**	145	**	66*	**	51*	**	16**	**	25**	**	27**	**	15**	**	53*	**	45*	**	47*
Yes	-	712 42% DR	-	45 31%	-	32 48% DR	-	27 53% DRV	-	5 31%	-	11 44%	-	5 19%	-	4 27%	-	14 26%	-	16 36%	-	15 32%
No	-	975 58%	-	100 69% BFH	-	34 52%	-	24 47%	-	11 69%	-	14 56%	-	22 81%	-	11 73%	-	39 74% BFH	-	29 64%	-	32 68% H
Sigma	-	1687 100%	-	145 100%	-	66 100%	-	51 100%	-	16 100%	-	25 100%	-	27 100%	-	15 100%	-	53 100%	-	45 100%	-	47 100%

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

Q305. Which of the following sectors does your business fall into?

2 Aug 2016
Table 377

Base: Registered For Business

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	**	1687	**	145	**	66*	**	51*	**	16**	**	25**	**	27**	**	15**	**	53*	**	45*	**	47*
Manufacturing	-	203 12% D	-	5 3%	-	3 5%	-	6 12% D	-	-	-	2 8%	-	1 4%	-	-	-	4 8%	-	5 11% D	-	3 6%
Education	-	100 6%	-	5 3%	-	3 5%	-	6 12% D	-	1 6%	-	3 12%	-	2 7%	-	-	-	2 4%	-	3 7%	-	1 2%
Computer programming, consultancy and related activities	-	98 6%	-	5 3%	-	2 3%	-	1 2%	-	1 6%	-	-	-	1 4%	-	-	-	3 6%	-	2 4%	-	-
Retail trade, except of motor vehicles and motorcycles	-	90 5%	-	21 14% BH	-	5 8% H	-	-	-	2 13%	-	-	-	-	-	1 7%	-	3 6%	-	3 7%	-	3 6%
Information service activities	-	74 4%	-	4 3%	-	1 2%	-	-	-	-	-	4 16%	-	-	-	-	-	3 6%	-	1 2%	-	2 4%
Arts, entertainment and recreation	-	67 4%	-	11 8% B	-	7 11% B	-	6 12% B	-	-	-	1 4%	-	2 7%	-	-	-	4 8%	-	3 7%	-	5 11% B
Other service activities	-	55 3%	-	2 1%	-	2 3%	-	4 8% D	-	-	-	-	-	2 7%	-	1 7%	-	2 4%	-	2 4%	-	4 9% BD
Food and beverage service activities	-	47 3%	-	1 1%	-	-	-	-	-	-	-	1 4%	-	1 4%	-	-	-	2 4%	-	-	-	1 2%
Human health activities	-	47 3%	-	13 9% BRV	-	4 6%	-	3 6%	-	1 6%	-	1 4%	-	1 4%	-	1 7%	-	-	-	1 2%	-	-
Advertising and market research	-	43 3%	-	-	-	1 2%	-	1 2%	-	1 6%	-	2 8%	-	-	-	-	-	-	-	-	-	-
Construction of buildings	-	42 2%	-	4 3%	-	-	-	2 4%	-	1 6%	-	-	-	-	-	1 7%	-	-	-	2 4%	-	2 4%
Real estate activities	-	40 2%	-	5 3%	-	4 6%	-	-	-	-	-	-	-	2 7%	-	-	-	1 2%	-	2 4%	-	-
Other professional, scientific and technical activities	-	39 2%	-	5 3%	-	2 3%	-	-	-	1 6%	-	1 4%	-	-	-	1 7%	-	1 2%	-	-	-	1 2%
Telecommunications	-	36 2%	-	1 1%	-	1 2%	-	3 6% D	-	2 13%	-	-	-	1 4%	-	-	-	-	-	-	-	1 2%
Agriculture, forestry and fishing	-	36 2%	-	3 2%	-	1 2%	-	3 6%	-	-	-	1 4%	-	-	-	-	-	2 4%	-	-	-	-
Office administrative, office support and other business support activities	-	32 2%	-	1 1%	-	2 3%	-	-	-	-	-	-	-	-	-	1 7%	-	1 2%	-	2 4%	-	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q305. Which of the following sectors does your business fall into?

Base: Registered For Business

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	**	1687	**	145	**	66*	**	51*	**	16**	**	25**	**	27**	**	15**	**	53*	**	45*	**	47*
Wholesale trade, except of motor vehicles and motorcycles	-	29 2%	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	2 4%	-	1 2%
Legal and accounting activities	-	26 2%	-	5 3%	-	-	-	3 6% BF	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%
Electricity, gas, steam and air conditioning supply	-	24 1%	-	1 1%	-	-	-	-	-	1 6%	-	2 8%	-	1 4%	-	-	-	-	-	-	-	1 2%
Financial service activities, except insurance and pension funding	-	23 1%	-	3 2%	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%
Activities auxiliary to financial service and insurance activities	-	22 1%	-	-	-	-	-	1 2%	-	1 6%	-	1 4%	-	-	-	-	-	-	-	1 2%	-	-
Scientific research and development	-	22 1%	-	2 1%	-	1 2%	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	3 7% B	-	-
Civil engineering	-	22 1%	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-
Travel agency, tour operator, reservation service and related activities	-	19 1%	-	2 1%	-	2 3%	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wholesale and retail trade and repair of motor vehicles and motorcycles	-	18 1%	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-
Warehousing and support activities for transportation	-	18 1%	-	-	-	-	-	-	-	-	-	-	-	-	1 7%	-	-	-	-	-	-	-
Architectural and engineering activities; technical testing and analysis	-	18 1%	-	-	-	-	-	-	-	-	-	-	-	-	1 7%	-	-	-	-	1 2%	-	1 2%
Publishing activities	-	17 1%	-	1 1%	-	1 2%	-	-	-	-	-	-	-	-	1 7%	-	2 4% B	-	-	-	-	1 2%
Accommodations	-	17 1%	-	-	-	-	-	1 2%	-	-	-	-	-	-	1 7%	-	-	-	-	2 4% BD	-	-
Specialized construction activities	-	17 1%	-	1 1%	-	2 3%	-	1 2%	-	-	-	1 4%	-	1 4%	-	-	-	-	-	1 2%	-	-
Activities of head offices; management consultancy activities	-	14 1%	-	2 1%	-	1 2%	-	-	-	-	-	1 4%	-	1 4%	-	-	-	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q305. Which of the following sectors does your business fall into?

Base: Registered For Business

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	**	1687	**	145	**	66*	**	51*	**	16**	**	25**	**	27**	**	15**	**	53*	**	45*	**	47*
Insurance, reinsurance and pension funding, except compulsory social security	-	13	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
Employment activities	-	13	-	-	-	2	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	1
Land transport and transport via pipelines	-	11	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-
Rental and leasing activities	-	11	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-
Motion picture, video and television program production, sound recording and music publishing activities	-	11	-	1	-	2	-	-	-	-	-	1	-	-	-	-	-	1	-	1	-	-
Mining and quarrying	-	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Social work activities without accommodation	-	7	-	2	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2
Activities of households as employers; undifferentiated goods- and services-producing activities of households for own use	-	7	-	-	-	-	-	2	-	-	-	1	-	-	-	-	-	1	-	1	-	-
Security and investigation activities	-	6	-	1	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-
Services to buildings and landscape activities	-	6	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
Veterinary activities	-	6	-	2	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1	-	-
Public administration and defense; compulsory social security	-	6	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	1	-	1
Programming and broadcasting activities	-	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Postal and courier activities	-	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Water transport	-	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q305. Which of the following sectors does your business fall into?

Base: Registered For Business

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	**	1687	**	145	**	66*	**	51*	**	16**	**	25**	**	27**	**	15**	**	53*	**	45*	**	47*
Water supply; sewerage, waste management and remediation activities	-	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Residential care activities	-	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Air transport	-	1	-	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-
Activities of extraterritorial organizations and bodies	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	199 12%	-	27 19% B	-	13 20% B	-	4 8%	-	4 25%	-	1 4%	-	8 30%	-	1 7%	-	16 30% BHT	-	4 9%	-	9 19%
Sigma	-	1687 100%	-	145 100%	-	66 100%	-	51 100%	-	16 100%	-	25 100%	-	27 100%	-	15 100%	-	53 100%	-	45 100%	-	47 100%

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

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	1198	268	255	103	105	**	**	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
Alabama	2*	3*	2 1% A	3 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alaska	1*	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Arizona	10 1%	7 1%	10 4% AEU	7 3% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Arkansas	-	1*	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
California	40 3% U	27 2%	40 15% AERKMOQSU	27 11% BFJLNPRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Colorado	7 1%	6 1%	7 3% A	6 2% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Connecticut	4*	6 1%	4 1% A	6 2% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Delaware	-	1*	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
District of Columbia	1*	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Florida	18 1%	22 2%	18 7% AEQSU	22 9% BFJLNPRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Georgia	6*	11 1%	6 2% A	11 4% BFRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hawaii	1*	-	1*	-	-	-	-	-	-	-	1*	-	-	-	-	-	-	-	-	-	-	-
Illinois	9 1%	5*	9 3% AU	5 2% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indiana	2*	7 1%	2 1% A	7 3% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Iowa	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/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

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	1198	268	255	103	105	**	**	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
Kansas	1	4	1	4 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kentucky	4 B	-	4 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Louisiana	1	3	1	3 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Maine	2	2	2 A	2 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Maryland	8 1%	6 1%	8 3% A	6 2% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Massachusetts	3	5	3 A	5 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Michigan	7 1%	5	7 3% A	5 2% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Minnesota	8 1%	7 1%	8 3% A	7 3% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mississippi	2	-	2 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Missouri	-	4 A	-	4 2% CB	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Montana	2	-	2 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nebraska	2	2	2 A	2 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nevada	3	4	3 A	4 2% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New Hampshire	-	2	-	2 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New Jersey	11 1%	13 1%	11 4% AEQSU	13 5% BFRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New Mexico	1	2	1	2 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
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(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	1210	1198	268	255	103	105	**	**	54*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125	
New York	16 1%	15 1%	16 6% AEQSU	15 6% BFRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
North Carolina	8 1%	9 1%	8 3% A	9 4% BV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
North Dakota	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ohio	8 1%	11 1%	8 3% A	11 4% BFRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Oklahoma	2 *	4 *	2 1% A	4 2% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Oregon	8 1%	3	8 3% A	3 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pennsylvania	4 *	11 1%	4 1% A	11 4% BFRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rhode Island	1 *	1 *	1 *	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South Carolina	6 *	2 *	6 2% A	2 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South Dakota	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tennessee	2 *	-	2 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Texas	18 1%	24 2%	18 7% AEQSU	24 9% BFJLNPRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Utah	3	3	3 1% A	3 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vermont	1 *	1 *	1 *	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virginia	9 1%	8 1%	9 3% AU	8 3% BV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Washington	10 1%	3 *	10 4% AEU	3 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
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	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	1198	268	255	103	105	**	**	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
West Virginia	3	1	3 1% A	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wisconsin	4	3	4 1% A	3 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alberta	10 1%	15 1%	-	-	10 10%	15 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
British Columbia	19 2% C	18 2% D	-	-	19 18%	18 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Manitoba	4	6 1%	-	-	4 4%	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New Brunswick	3	4	-	-	3 3%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Newfoundland	3	1	-	-	3 3% AC	1 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northwest Territories	1	1	-	-	1 1% A	1 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nova Scotia	4	2	-	-	4 4% ACQSU	2 2% BD	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nunavut	1	-	-	-	1 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ontario	45 4% CSU	40 3% DV	-	-	45 44%	40 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prince Edward Island	2	-	-	-	2 2% AC	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quebec	9 1%	10 1%	-	-	9 9% ACIKMOGSU	10 10% BDJLNPRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Saskatchewan	2	6 1%	-	-	2 2% AC	6 6% BDRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yukon Territory	-	2	-	-	-	2 2% BD	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alsace	1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1% A	2 2% BD	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
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	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	1198	268	255	103	105	**	**	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
Aquitaine	1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 A	2 BD	-	-
Auvergne	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 AC	-	-	-
Lower Normandy	2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 AC	3 BD	-	-
Burgundy	2	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 AC	4 BDFV	-	-
Brittany	6	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 ACEQU	5 BDFRV	-	-
Centre	7 1%	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 ACEQU	5 BDFRV	-	-
Champagne-Ardenne	1	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 A	3 BD	-	-
Corsica	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 B	-	-
Franche-Comte	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 A	-	-	-
Upper Normandy	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 BD	-	-
Ile de France (Paris)	28 2%	28 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	28 28%	28 26%	-	-
Languedoc-Roussillon	5	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 ACEQU	4 BDFV	-	-
Limousin	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 BD	-	-
Lorraine	6	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 ACEQU	3 BD	-	-
Midi-Pyrenees	2	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 AC	4 BDFV	-	-
North Calais	5	7 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 ACEQU	7 BDFRV	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
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	Country																					
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	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	1198	268	255	103	105	**	**	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
Pays de la Loire	4	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	6	-	-
		1%																	4%	6%		
																			ACEQU	BDFRV		
Picardy	1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	2	-	-
																			1%	2%		
																			A	BD		
Poitou-Charentes	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-
																			2%	-	-	-
																			AC			
Provence-Alpes-Cote-D'azur	8	13	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8	13	-	-
	1%	1%																	8%	12%		
																			ACEIKMOOU	BDFJLNPRV		
Rhone-Alps	13	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13	9	-	-
	1%	1%																	13%	8%		
																			ACEIKMOOU	BDFJLNPRV		
Baden-Wurtemberg	17	12	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17	12
	1%	1%																			14%	10%
																					ACEIKMOOS	BDFJLNPR
Bavaria	20	19	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20	19
	2%	2%																			16%	15%
	C	D																			ACEIKMOOS	BDFJLNPR
Berlin	10	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10	7
	1%	1%																			8%	6%
																					ACEIKMOOS	BDFRT
Brandenburg	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	1
	*	*																			2%	1%
																					AC	B
Bremen	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2
																					-	2%
																						BD
Hamburg	5	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	2
	*	*																			4%	2%
																					ACEQS	BD
Hesse	8	14	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8	14
	1%	1%																			6%	11%
																					ACEQS	BDFJLNPR
Mecklenburg-Western Pomerania	4	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	1
	*	*																			3%	1%
																					AC	B
Lower Saxony	11	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11	9
	1%	1%																			9%	7%
																					ACEIKMOOS	BDFPRT
North Rhine-Westphalia	29	35	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	29	35
	2%	3%																			23%	28%
	C	D																			ACEIKMOOS	BDFJLNPR
Rhineland-Palatinate	5	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	4
	*	*																			4%	3%
																					ACEQS	BD

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
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(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	1210	1198	268	255	103	105	**	**	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
Saarland	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	1
																					AC	B
Saxony	2	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	7
		1%																			2%	6%
Saxony-Anhalt	4	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	4
																					AC	BD
Schleswig-Holstein	1	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	3
																					1%	2%
Thuringia	4	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	4
																					AC	BD
Abruzzo	1	3	-	-	-	-	-	-	1	3	-	-	-	-	-	-	-	-	-	-	-	-
									2%	6%												
Basilicata	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
									2%	-												
Calabria	-	2	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-
										4%												
Campania	8	5	-	-	-	-	-	-	8	5	-	-	-	-	-	-	-	-	-	-	-	-
	1%	*							15%	10%												
Emilia-Romagna	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
									2%	-												
Friuli-Venezia Giulia	2	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-
									4%	-												
Lazio	2	5	-	-	-	-	-	-	2	5	-	-	-	-	-	-	-	-	-	-	-	-
									4%	10%												
Liguria	-	2	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-
										4%												
Lombardy	13	9	-	-	-	-	-	-	13	9	-	-	-	-	-	-	-	-	-	-	-	-
	1%	1%							24%	18%												
Marche	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
									2%	-												
Molise	-	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/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

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	1198	268	255	103	105	**	**	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
Piedmont	9 1%	3*	-	-	-	-	-	-	9 17%	3 6%	-	-	-	-	-	-	-	-	-	-	-	-
Apulia	3*	4*	-	-	-	-	-	-	3 6%	4 8%	-	-	-	-	-	-	-	-	-	-	-	-
Sardinia	1*	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-
Sicily	2*	5*	-	-	-	-	-	-	2 4%	5 10%	-	-	-	-	-	-	-	-	-	-	-	-
Tuscany	5*	3*	-	-	-	-	-	-	5 9%	3 6%	-	-	-	-	-	-	-	-	-	-	-	-
Umbria	-	1*	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-
Veneto	4*	7 1%	-	-	-	-	-	-	4 7%	7 14%	-	-	-	-	-	-	-	-	-	-	-	-
Andalusia	7 1%	11 1%	-	-	-	-	-	-	-	-	-	-	7 14%	11 22%	-	-	-	-	-	-	-	-
Asturias	1*	3*	-	-	-	-	-	-	-	-	-	-	1 2%	3 6%	-	-	-	-	-	-	-	-
Balearic Islands	2*	1*	-	-	-	-	-	-	-	-	-	-	2 4%	1 2%	-	-	-	-	-	-	-	-
Canary Islands	3*	3*	-	-	-	-	-	-	-	-	-	-	3 6%	3 6%	-	-	-	-	-	-	-	-
Cantabria	1*	2*	-	-	-	-	-	-	-	-	-	-	1 2%	2 4%	-	-	-	-	-	-	-	-
Castilla-Leon	1*	2*	-	-	-	-	-	-	-	-	-	-	1 2%	2 4%	-	-	-	-	-	-	-	-
Castilla-La Mancha	2*	3*	-	-	-	-	-	-	-	-	-	-	2 4%	3 6%	-	-	-	-	-	-	-	-
Catalonia	8 1%	5*	-	-	-	-	-	-	-	-	-	-	8 16%	5 10%	-	-	-	-	-	-	-	-
Extremadura	3*	1*	-	-	-	-	-	-	-	-	-	-	3 6%	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	1198	268	255	103	105	**	**	54*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125	
Galicia	1	4	-	-	-	-	-	-	-	-	-	-	1 2%	4 8%	-	-	-	-	-	-	-	-
La Rioja	2	1	-	-	-	-	-	-	-	-	-	-	2 4%	1 2%	-	-	-	-	-	-	-	-
Madrid	6	6 1%	-	-	-	-	-	-	-	-	-	-	6 12%	6 12%	-	-	-	-	-	-	-	-
Murcia	3	1	-	-	-	-	-	-	-	-	-	-	3 6%	1 2%	-	-	-	-	-	-	-	-
Basque Country	2	1	-	-	-	-	-	-	-	-	-	-	2 4%	1 2%	-	-	-	-	-	-	-	-
Valencia	8 1%	5	-	-	-	-	-	-	-	-	-	-	8 16%	5 10%	-	-	-	-	-	-	-	-
East of England	7 1%	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 7%	4 4%	-	-	-	-
East Midlands	4	8 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	8 8%	-	-	-	-
London	19 2% C	22 2% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19 19%	22 22%	-	-	-	-
North East	3	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 3%	1 1%	-	-	-	-
North West	11 1%	12 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11 11%	12 12%	-	-	-	-
Northern Ireland	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	2 2%	-	-	-	-
Scotland	8 1%	8 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 8%	8 8%	-	-	-	-
South East	22 2% C	16 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22 22%	16 16%	-	-	-	-
South West	6	8 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 6%	8 8%	-	-	-	-
Wales	4	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	4 4%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
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	Country																					
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	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	1198	268	255	103	105	**	**	54*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125	
West Midlands	9 1%	10 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	9 9%	10 10%	-	-	-	-	
Yorkshire and the Humber	5	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 5%	5 5%	-	-	-	-
Hokkaido	7 1%	14 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Aomori	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Iwate	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Miyagi	3	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Akita	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Yamagata	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Fukushima	4	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Tochigi	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Gunma	3	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Ibaraki	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Saitama	14 1%	12 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Chiba	8 1%	11 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Tokyo	33 3%	37 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Kanagawa	17 1%	12 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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
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Base: Have Region Codes And Region Question To Be Asked

	Country																				
	North America								Europe												
	2015 Total Regist rants	2016 Total Regist rants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany
(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	1198	268	255	103	105	**	**	54*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
Yamanashi	-	2*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nagano	4*	4*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Niigata	3*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Toyama	-	2*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ishikawa	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shizuoka	2*	5	-	-	-	Shizuoka	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gifu	2*	2*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Aichi	11 1%	8 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mie	2*	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shiga	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kyoto	6*	4*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Osaka	17 1%	17 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hyogo	10 1%	8 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nara	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tottori	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shimane	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
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	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	1198	268	255	103	105	**	**	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
Okayama	3	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hiroshima	3	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yamaguchi	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tokushima	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kagawa	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ehime	4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fukuoka	6	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Saga	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nagasaki	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kumamoto	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Oita	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Miyazaki	1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kagoshima	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Okinawa	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lower Silesia	6	4	-	-	-	-	-	-	-	-	-	-	-	-	6	4	-	-	-	-	-	-
															11%	8%						
															ACEIKMQSU	BDFRTV						
Kuyavia-Pomerania	4	4	-	-	-	-	-	-	-	-	-	-	-	-	4	4	-	-	-	-	-	-
															8%	8%						
															ACEIQSU	BDFRTV						

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
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(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	1210	1198	268	255	103	105	**	**	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
Lodz	3	9	-	-	-	-	-	-	-	-	-	-	-	-	3	9	-	-	-	-	-	-
		1%													6%	17%						
															ACEQSU	BDFJLNRTV						
Lublin	4	3	-	-	-	-	-	-	-	-	-	-	-	-	4	3	-	-	-	-	-	-
															8%	6%						
															ACEIQSU	BDFRTV						
Lubusz	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
																2%						
																BD						
Lesser Poland	6	5	-	-	-	-	-	-	-	-	-	-	-	-	6	5	-	-	-	-	-	-
															11%	9%						
															ACEIKMGU	BDFJLNRTV						
Masovia	8	8	-	-	-	-	-	-	-	-	-	-	-	-	8	8	-	-	-	-	-	-
	1%	1%													15%	15%						
															ACEIKMGU	BDFJLNRTV						
Subcarpathia	3	1	-	-	-	-	-	-	-	-	-	-	-	-	3	1	-	-	-	-	-	-
															6%	2%						
															ACEQSU	BD						
Pomerania	4	4	-	-	-	-	-	-	-	-	-	-	-	-	4	4	-	-	-	-	-	-
															8%	8%						
															ACEIQSU	BDFRTV						
Silesia	5	7	-	-	-	-	-	-	-	-	-	-	-	-	5	7	-	-	-	-	-	-
		1%													9%	13%						
															ACEIKMGU	BDFJLNRTV						
Swietokrzyskie (Holy Cross)	3	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-
															6%	-						
															ACEQSU							
Warmia-Masuria	3	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-
															6%	-						
															ACEQSU							
Greater Poland	3	4	-	-	-	-	-	-	-	-	-	-	-	-	3	4	-	-	-	-	-	-
															6%	8%						
															ACEQSU	BDFRTV						
West Pomerania	1	3	-	-	-	-	-	-	-	-	-	-	-	-	1	3	-	-	-	-	-	-
															2%	6%						
															AC	BDFRTV						
Altay Republic	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bashkortostan Republic	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Buryatiya Republic	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kalmykiya Republic	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/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

	Country																				
	North America								Europe												
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany
(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	1198	268	255	103	105	**	**	54*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
Sakha (Yakutiya) Republic	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tatarstan Republic	2	6 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Chechnya Republic	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Chuvashiya Republic	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Krasnodar Krai	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Krasnoyarsk Krai	1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Primorskiy Krai	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Stavropol Krai	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Amur Oblast	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Astrakhan Oblast	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bryansk Oblast	3	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Volgograd Oblast	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vologda Oblast	1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Voronezh Oblast	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ivanovo Oblast	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Irkutsk Oblast	2	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/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

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	1198	268	255	103	105	**	**	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
Kaliningrad Oblast	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kaluga Oblast	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kemerovo Oblast	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kirov Oblast	1	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kostroma Oblast	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kurgan Oblast	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kursk Oblast	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Leningrad Oblast	6	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lipetsk Oblast	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Moscow Oblast	17 1%	12 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Murmansk Oblast	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nizhny Novgorod Oblast	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Novgorod Oblast	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Novosibirsk Oblast	5	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Omsk Oblast	2	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Orenburg Oblast	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/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

	Country																				
	North America								Europe												
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany
(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	1198	268	255	103	105	**	**	54*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
Orel Oblast	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Penza Oblast	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Perm Kray	1	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rostov Oblast	2	6 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ryazan Oblast	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Samara Oblast	7 1%	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Saratov Oblast	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sverdlovsk Oblast	6	6 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Smolensk Oblast	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tver Oblast	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tomsk Oblast	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tula Oblast	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tyumen Oblast	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Chelyabinsk Oblast	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Zabaykalsk (Chita) Kray	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yaroslavl Oblast	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/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

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	1198	268	255	103	105	**	**	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
Moscow	30 C	21 D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Saint Petersburg	7 1%	14 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yevrey Jewish Autonomous Oblast	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Adana Province	-	2*	-	-	-	-	-	-	-	-	-	2 4%	-	-	-	-	-	-	-	-	-	-
Adiyaman Province	-	1*	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-
Ankara Province	11 1%	6 1%	-	-	-	-	-	-	-	-	11 22%	6 12%	-	-	-	-	-	-	-	-	-	-
Antalya Province	-	3*	-	-	-	-	-	-	-	-	-	3 6%	-	-	-	-	-	-	-	-	-	-
Aydin Province	-	1*	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-
Bolu Province	1*	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-
Bursa Province	2*	3*	-	-	-	-	-	-	-	-	2 4%	3 6%	-	-	-	-	-	-	-	-	-	-
Canakkale Province	1*	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-
Denizli Province	1*	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-
Eskisehir Province	-	1*	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-
Gaziantep Province	-	1*	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-
Giresun Province	-	1*	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-
Isparta Province	-	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/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

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	1198	268	255	103	105	**	**	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
Istanbul Province	22 2%	18 2%	-	-	-	-	-	-	-	-	22 44%	18 36%	-	-	-	-	-	-	-	-	-	-
Izmir Province	6*	8 1%	-	-	-	-	-	-	-	-	6 12%	8 16%	-	-	-	-	-	-	-	-	-	-
Kayseri Province	1*	1	-	-	-	-	-	-	-	-	1 2%	1 2%	-	-	-	-	-	-	-	-	-	-
Kocaeli Province	-	1*	-	-	-	-	-	-	-	-	-	1 2%	BD	-	-	-	-	-	-	-	-	-
Mardin Province	1*	-	-	-	-	-	-	-	-	-	1 2%	AC	-	-	-	-	-	-	-	-	-	-
Mugla Province	1*	-	-	-	-	-	-	-	-	-	1 2%	AC	-	-	-	-	-	-	-	-	-	-
Samsun Province	1*	-	-	-	-	-	-	-	-	-	1 2%	AC	-	-	-	-	-	-	-	-	-	-
Sivas Province	1*	-	-	-	-	-	-	-	-	-	1 2%	AC	-	-	-	-	-	-	-	-	-	-
Van Province	-	1*	-	-	-	-	-	-	-	-	-	1 2%	BD	-	-	-	-	-	-	-	-	-
Zonguldak Province	1*	-	-	-	-	-	-	-	-	-	1 2%	AC	-	-	-	-	-	-	-	-	-	-
Sirnak Province	-	1*	-	-	-	-	-	-	-	-	-	1 2%	BD	-	-	-	-	-	-	-	-	-
Other place	15 1%	1*	7 3%	-	-	-	-	-	1 2%	-	-	-	-	1 2%	-	-	-	-	3 3%	-	1 1%	-
Sigma	1210 100%	1198 100%	268 100%	255 100%	103 100%	105 100%	-	-	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	255	268	255	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
East	54 20%	64 25%	54 20%	64 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Midwest	43 16%	49 19%	43 16%	49 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South	78 29%	87 34%	78 29%	87 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
West	86 32% B	55 22%	86 32% D	55 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unknown	7 3% B	-	7 3% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	268 100%	255 100%	268 100%	255 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q437. What is the highest level of education you have completed or the highest degree you have received?

Base: All U.S. Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	255	268	255	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
HIGH SCHOOL OR LESS (NET)	6 2%	20 8% A	6 2%	20 8% C	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less than high school	2 1%	1 *	2 1%	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed some high school	-	3 1%	-	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed high school	4 1%	16 6% A	4 1%	16 6% C	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ATTENDED COLLEGE OR COLLEGE DEGREE (NET)	169 63% B	130 51% D	169 63% D	130 51% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some college, but no degree	49 18%	41 16%	49 18%	41 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Associate Degree	25 9%	22 9%	25 9%	22 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
College (such as B.A., B.S.)	95 35% B	67 26% D	95 35% D	67 26% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ATTENDED GRADUATE SCHOOL OR GRADUATE DEGREE (NET)	84 31%	96 38% A	84 31% A	96 38% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some graduate school, but no degree	16 6%	22 9%	16 6%	22 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Graduate degree (such as MBA, MS, M.D., Ph.D.)	68 25%	74 29% A	68 25% A	74 29% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Job-specific training program(s) after high school	9 3%	9 4%	9 3%	9 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	268 100%	255 100%	268 100%	255 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q437. What is the highest level of education you have completed or the highest degree you have received?

Base: All Non-U.S. Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	637	**	**	103	105	**	**	54*	50*	**	**	50*	50*	**	**	100	100	101	106	125	125
Weighted Base	634	637	**	**	103	105	**	**	54*	50*	**	**	50*	50*	**	**	100	100	101	106	125	125
Middle School	3	4	-	-	-	-	-	-	3	4	-	-	-	-	-	-	-	-	-	-	-	-
		1%							6%	8%												
									AEQSU	BFNRTV												
HS Diploma	17	14	-	-	-	-	-	-	17	14	-	-	-	-	-	-	-	-	-	-	-	-
	3%	2%							31%	28%												
									AEMQSU	BFNRTV												
No formal education	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some high school	2	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	1%																				
High school completed	15	24	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2%	4%																				
		FRTV																				
Some University/Technikon college	37	17	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	6%	3%																				
	BEQSU																					
University/Technikon college completed	39	49	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	6%	8%																				
	EQSU	FJNRTV																				
Other post-matric qualification	7	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	1%																				
Less Than Secondary School (high school)	6	2	-	-	6	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	*			6%	2%																
					AQSU	B																
Completed some Secondary School (high school)	4	4	-	-	4	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	1%			4%	4%																
					AQSU	BTV																
Graduated from Secondary School (high school)	13	6	-	-	13	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2%	1%			13%	6%																
					AIMQSU	BRTV																
Trade Certificate or diploma	3	5	-	-	3	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	1%			3%	5%																
					A	BRTV																
Certificate or Diploma from Community College, Institution, CEGEP	9	15	-	-	9	15	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	2%			9%	14%																
					AIMQSU	BJNRTV																
Teaching Certificate from Provincial Department of Education	1	2	-	-	1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	*			1%	2%																
					B																	
Completed some university study, but no degree	15	18	-	-	15	18	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2%	3%			15%	17%																
					AIMQSU	BJNRTV																

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

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Weighted Base	634	637	**	**	103	105	**	**	54*	50*	**	**	50*	50*	**	**	100	100	101	106	125	125
University Certificate or Diploma below Bachelor Level	14 2%	11 2%	-	-	14 14%	11 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bachelor or first professional degree	26 4%	23 4%	-	-	26 25%	23 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Graduate or Professional Degree above Bachelor Level	12 2%	19 3%	-	-	12 12%	19 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CAP / BEP (Vocational training certificate/Technical education certificate)	12 2%	8 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12 12%	8 8%	-	-
High school diploma	10 2%	15 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10 10%	15 14%	-	-
2-year college degree/Associate's degree	20 3%	23 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20 20%	23 22%	-	-
3-year college degree/Bachelor's degree	18 3%	15 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18 18%	15 14%	-	-
4-year college degree/Master's degree	12 2%	12 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12 12%	12 11%	-	-
DESS/DEA /Master (5-year college degree)	18 3%	19 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18 18%	19 18%	-	-
Doctorate	8 1%	9 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 8%	9 8%	-	-
Still studying	1 *	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	1 1%	-	-
Did not graduate	2 *	4 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	4 4%	-	-
Lower Secondary Education (5th - 9 or 10th)	3 *	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 2%	1 1%
HS Diploma	18 3%	13 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18 14%	13 10%
University Entrance Exam	21 3%	28 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21 17%	28 22%
University of Applied Sciences	20 3%	14 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20 16%	14 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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/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

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Weighted Base	634	637	**	**	103	105	**	**	54*	50*	**	**	50*	50*	**	**	100	100	101	106	125	125
Finished University	26 4%	27 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	26 21%	27 22%
Doctorate	2 0%	4 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	4 3%
Completed Apprenticeship	27 4%	21 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	27 22%	21 17%
Master Craftsman Diploma	4 1%	7 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 3%	7 6%
Other Qualification	2 0%	1 0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	1 1%
Student	2 0%	8 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	8 6%
Some College	9 1%	3 0%	-	-	-	-	-	-	9 17%	3 6%	-	-	-	-	-	-	-	-	-	-	-	-
Short Bachelor, 2-3 Year	4 1%	10 2%	-	-	-	-	-	-	4 7%	10 20%	-	-	-	-	-	-	-	-	-	-	-	-
Bachelor, 4-5 Year	13 2%	16 3%	-	-	-	-	-	-	13 24%	16 32%	-	-	-	-	-	-	-	-	-	-	-	-
post-bachelor	5 1%	1 0%	-	-	-	-	-	-	5 9%	1 2%	-	-	-	-	-	-	-	-	-	-	-	-
Doctorate	2 0%	1 0%	-	-	-	-	-	-	2 4%	1 2%	-	-	-	-	-	-	-	-	-	-	-	-
No formal education	1 0%	1 0%	-	-	-	-	-	-	1 2%	1 2%	-	-	-	-	-	-	-	-	-	-	-	-
Secondary	1 0%	3 0%	-	-	-	-	-	-	-	-	-	-	1 2%	3 6%	-	-	-	-	-	-	-	-
Baccalaureate	15 2%	10 2%	-	-	-	-	-	-	-	-	-	-	15 30%	10 20%	-	-	-	-	-	-	-	-
Not finalized University studies	4 1%	4 1%	-	-	-	-	-	-	-	-	-	-	4 8%	4 8%	-	-	-	-	-	-	-	-
Diploma	5 1%	11 2%	-	-	-	-	-	-	-	-	-	-	5 10%	11 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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/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

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Weighted Base	634	637	**	**	103	105	**	**	54*	50*	**	**	50*	50*	**	**	100	100	101	106	125	125
Degree	16 3%	15 2%	-	-	-	-	-	-	-	-	-	-	16 32%	15 30%	-	-	-	-	-	-	-	-
Masters/Postgraduate/Doctorate/PHD	9 1%	6 1%	-	-	-	-	-	-	-	-	-	-	9 18%	6 12%	-	-	-	-	-	-	-	-
Still studying	-	1	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-
GCSE/O-Level/CSE	13 2%	18 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13 13%	18 18%	-	-	-	-
Vocational qualifications	3	5 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 3%	5 5%	-	-	-	-
A-Level/Scottish Higher or equivalent	23 4%	21 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	23 23%	21 21%	-	-	-	-
Bachelor Degree or equivalent	32 5%	37 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	32 32%	37 37%	-	-	-	-
Masters/PhD or equivalent	23 4%	17 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	23 23%	17 17%	-	-	-	-
No formal qualifications	2*	2*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	2 2%	-	-	-	-
Apprentice/Trainee	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%
Other	4 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	-	-	-	-	-
Sigma	634 100%	637 100%	-	-	103 100%	105 100%	-	-	54 100%	50 100%	-	-	50 100%	50 100%	-	-	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
Employed full time	1914 59% CEIQ	2070 62% ADFJRV	112 42% DE	85 33% 30%	31 30%	46 44% E	58 57% CEIQ	70 70% DFJRV	18 33%	24 48% D	28 56% EI	31 62% DFR	25 50% E	29 58% D	31 58% CEIQ	39 74% DFJRV	41 41% 4%	43 43% CEIQ	58 57% DFR	66 62% DFR	57 46% E	63 50% D
Employed part time	259 8%	292 9%	15 6%	27 11% C	11 11%	7 7%	8 8%	12	5 9%	6 12%	2 4%	7 14% T	3 6%	4 8%	11 21% PACGKMSU	2 4%	15 15% ACK	10 10%	9 9%	5 5%	11 9%	15 12%
Self-employed full time	644 20% BO	369 11% DAOSU	84 31% 3%	24 9% FAOU	29 28% 9%	9 9% HAOU	30 29% 8%	8 8%	17 31% JAOU	6 12%	11 22% LO	2 4%	14 28% NO	6 12%	2 4%	4 8%	24 24% O	17 17% DLV	19 19% O	10 9%	19 15% O	10 8%
Not employed, but looking for work	48 1%	77 2% A	4 1% BH	11 4% AG	5 5%	4 4%	-	-	5 9% ACGS	5 10% BHPRV	3 6% ACG	2 4% H	3 6% ACG	8 16% BDHFLPRTV	1 2%	-	3 3%	2 2%	1 1%	3 3%	5 4% AG	3 2%
Not employed and not looking for work	29 1%	19 1%	5 2%	2 1%	1 1%	1 1%	-	1 1%	1 2%	1 2%	-	1 2%	-	1 2%	1 2%	-	1 1%	1 1%	-	-	4 3% A	1 1%
Retired	111 3% AH	151 5% AEGO	34 13% CBHJLNPRTV	64 25% 5%	3 3%	19 18% EBHJLNPT	-	-	3 6% G	1 2% G	2 4% G	1 2%	2 4% G	-	-	1 2%	8 8% AGO	13 13% BHJLNP	7 7% G	8 8% HN	11 9% AGO	13 10% BHN
Not employed, unable to work due to a disability or illness	24 1%	23 1%	3 1% CBHT	4 4% ACGS	5 5%	2 2%	-	-	-	-	1 2%	-	-	-	1 2%	-	5 5% ACGS	3 3% B	-	-	3 2% A	3 2% B
Student	161 5% C	144 4% 4%	6 2%	6 2% FACGMGS	16 16% 2%	2 2%	6 6%	6 6%	3 6% 3%	3 6% 3%	3 6% 3%	3 6% 3%	2 4% 4%	-	5 9% CQ	4 8% R	2 2%	1 1%	5 5%	5 5%	10 8% CQ	12 10% BDFNR
Stay-at-home spouse or partner	65 2%	77 2% A	5 2%	7 3% CBJV	2 2%	2 2% EBHJLNPTV	-	-	2 4% BHLV	4 8% 8%	-	-	1 2%	1 2%	1 2%	1 2%	1 1% BH	6 6% BH	2 2% 3%	6 6% 3%	5 4% G	2 2%
Self-employed part time	-	127 4% A	-	19 7% CBJV	-	13 12% EBHJLNPTV	-	3 3%	-	-	-	3 6%	-	1 2%	-	1 2%	-	4 4% Q	-	3 3%	-	3 2%
Sigma	3255 100%	3349 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

Q462. Which of the following income categories best describes your total 2015 household income before/after taxes?

Base: Online Survey And Over 18 Years Of Age And Household Income Is To Be Presented And Have Household Income Codes

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	1929	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	**	**	125	125
Less than \$15,000	11 1%	8 *	11 4%	8 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
			AEGQU	BV																		
\$15,000 to \$24,999	6 *	23 1%	6 2%	23 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		A	A	CBFHJLNPRV																		
\$25,000 to \$34,999	18 1%	23 1%	18 7%	23 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		AEGQU	BFHJLNPRV																			
\$35,000 to \$49,999	23 1%	32 2%	23 9%	32 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		AEGIKMOQU	BFHJLNPRV																			
\$50,000 to \$74,999	45 2%	54 3%	45 17%	54 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		AEGIKMOQU	BFHJLNPRV																			
\$75,000 to \$99,999	36 2%	50 3%	36 13%	50 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		AEGIKMOQU	BFHJLNPRV																			
\$100,000 to \$124,999	29 1%	17 1%	29 11%	17 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		AEGIKMOQU	BFHRV																			
\$125,000 to \$149,999	20 1%	11 1%	20 7%	11 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		AEGIKMOQU	BFHRV																			
\$150,000 to \$199,999	24 1%	19 1%	24 9%	19 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		AEGIKMOQU	BFHJLNPRV																			
\$200,000 to \$249,999	6 *	3 *	6 2%	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		A	A	B																		
\$250,000 or more	11 1%	4 *	11 4%	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		AEGQU	B																			
Less than \$15,000 (in Canadian dollars)	9 *	6 *	-	-	9 9%	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
					ACGIKMOQU	BDHRV																
\$15,000 to \$24,999 (in Canadian dollars)	5 *	7 *	-	-	5 5%	7 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
					ACGQU	BDHRV																
\$25,000 to \$34,999 (in Canadian dollars)	10 1%	14 1%	-	-	10 10%	14 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
					ACGIKMOQU	BDHJLNPRV																
\$35,000 to \$49,999 (in Canadian dollars)	9 *	8 *	-	-	9 9%	8 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
					ACGIKMOQU	BDHJLNPRV																

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

Q462. Which of the following income categories best describes your total 2015 household income before/after taxes?

Base: Online Survey And Over 18 Years Of Age And Household Income Is To Be Presented And Have Household Income Codes

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	1929	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	**	**	125	125
\$50,000 to \$74,999 (in Canadian dollars)	10 1%	20 1%	-	-	10 10%	20 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
					ACGKMQOU BDHJLNPRV																	
\$75,000 to \$99,999 (in Canadian dollars)	16 1%	9 *	-	-	16 16%	9 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
					ACGKMQOU BDHJLNPRV																	
\$100,000 to \$124,999 (in Canadian dollars)	14 1%	10 1%	-	-	14 14%	10 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
					ACGKMQOU BDHJLNPRV																	
\$125,000 to \$149,999 (in Canadian dollars)	6 *	7 *	-	-	6 6%	7 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
					ACGQUBDHRV																	
\$150,000 to \$199,999 (in Canadian dollars)	8 *	9 *	-	-	8 8%	9 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
					ACGKMQOU BDHJLNPRV																	
\$200,000 to \$249,999 (in Canadian dollars)	1 *	4 *	-	-	1 1%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
					A BDV																	
\$250,000 or more (in Canadian dollars)	2 *	3 *	-	-	2 2%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
					AC BD																	
Less than 10,000 yuan	4 *	8 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10,000 to 19,999 yuan	6 *	6 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
20,000 to 29,999 yuan	8 *	8 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
30,000 to 39,999 yuan	10 1%	9 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
40,000 to 49,999 yuan	8 *	7 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
50,000 to 59,999 yuan	22 1%	13 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
60,000 to 79,999 yuan	36 2% C	38 2% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
80,000 to 99,999 yuan	68 4% CU	48 2% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
100,000 to 124,999 yuan	134 7% CEGJOU	122 6% DFHRV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q462. Which of the following income categories best describes your total 2015 household income before/after taxes?

Base: Online Survey And Over 18 Years Of Age And Household Income Is To Be Presented And Have Household Income Codes

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	1929	268	255	103	105	102	100	54*	50*	50*	50*	50*	53*	53*	100	100	**	**	125	125	
125,000 to 149,999 yuan	96 5%	117 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CEGOU	DFHRV																				
150,000 or more yuan	146 8%	171 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CEGKMOU	DFHLLNPRV																				
Less than 1,000,000 yen	5	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1,000,000 to 1,499,999 yen	3	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1,500,000 to 1,999,999 yen	7	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2,000,000 to 2,999,999 yen	13 1%	14 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3,000,000 to 3,999,999 yen	19 1%	13 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4,000,000 to 4,999,999 yen	16 1%	19 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5,000,000 to 5,999,999 yen	27 1%	23 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6,000,000 to 6,999,999 yen	21 1%	17 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7,000,000 to 7,999,999 yen	13 1%	17 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8,000,000 to 9,999,999 yen	24 1%	20 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10,000,000 or more yen	24 1%	34 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	C	D																				
Less than 4,000 real	33 2%	35 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	C	D																				
4,000 to 7,999 real	24 1%	27 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8,000 to 11,999 real	5	16 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	A																					

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

Q462. Which of the following income categories best describes your total 2015 household income before/after taxes?

Base: Online Survey And Over 18 Years Of Age And Household Income Is To Be Presented And Have Household Income Codes

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	1929	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	**	**	125	125
12,000 to 15,999 real	10	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
16,000 to 19,999 real	6	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
20,000 to 29,999 real	20	18	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
30,000 to 39,999 real	13	12	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
40,000 to 49,999 real	11	11	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
50,000 to 74,999 real	14	14	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
75,000 to 99,999 real	7	19	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
100,000 or more real	24	14	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less than 50,000 Mexican pesos	10	6	-	-	-	-	10	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	*					10%	6%														
							ACEIKMOQU	BDFRV														
50,000 to 74,999 Mexican pesos	8	7	-	-	-	-	8	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-
							8%	7%														
							ACEIKMOQU	BDFRV														
75,000 to 99,999 Mexican pesos	8	6	-	-	-	-	8	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	*					8%	6%														
							ACEIKMOQU	BDFRV														
100,000 to 149,999 Mexican pesos	9	13	-	-	-	-	9	13	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	1%					9%	13%														
							ACEIKMOQU	BDFJLNPRV														
150,000 to 199,999 Mexican pesos	8	11	-	-	-	-	8	11	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		1%					8%	11%														
							ACEIKMOQU	BDFJLNPRV														
200,000 to 249,999 Mexican pesos	7	11	-	-	-	-	7	11	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	1%					7%	11%														
							ACEQU	BDFJLNPRV														
250,000 to 299,999 Mexican pesos	7	9	-	-	-	-	7	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	*					7%	9%														
							ACEQU	BDFJLNPRV														
300,000 to 399,999 Mexican pesos	6	7	-	-	-	-	6	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	*					6%	7%														
							ACEQU	BDFRV														

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

Q462. Which of the following income categories best describes your total 2015 household income before/after taxes?

Base: Online Survey And Over 18 Years Of Age And Household Income Is To Be Presented And Have Household Income Codes

	Country																						
	North America								Europe														
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)	
Unweighted Base	1936	1929	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	**	**	125	125	
400,000 to 499,999 Mexican pesos	8	8	-	-	-	-	8	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
500,000 to 999,999 Mexican pesos	8	6	-	-	-	-	8	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
1,000,000 Mexican pesos or more	8	4	-	-	-	-	8	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Less than 5,000 Euros	10	6	-	-	-	-	-	-	3	2	-	-	1	2	-	-	-	-	-	-	-	6	2
5,000 Euros - 9,999 Euros	10	6	-	-	-	-	-	-	2	1	-	-	5	3	-	-	-	-	-	-	-	4	2
10,000 Euros - 19,999 Euros	31	34	-	-	-	-	-	-	5	8	-	-	15	8	-	-	-	-	-	-	-	11	18
20,000 Euros - 29,999 Euros	36	40	-	-	-	-	-	-	10	9	-	-	5	12	-	-	-	-	-	-	-	21	19
30,000 Euros - 39,999 Euros	29	40	-	-	-	-	-	-	7	9	-	-	6	12	-	-	-	-	-	-	-	16	19
40,000 Euros - 49,999 Euros	28	27	-	-	-	-	-	-	8	3	-	-	7	4	-	-	-	-	-	-	-	13	20
50,000 Euros - 74,999 Euros	29	29	-	-	-	-	-	-	4	10	-	-	3	2	-	-	-	-	-	-	-	22	17
75,000 Euros - 99,999 Euros	14	18	-	-	-	-	-	-	3	4	-	-	2	3	-	-	-	-	-	-	-	9	11
100,000 Euros - 149,999 Euros	5	6	-	-	-	-	-	-	-	2	-	-	1	-	-	-	-	-	-	-	-	4	4
150,000 Euros - 199,999 Euros	3	4	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	2	3
200,000 Euros or more	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less than 10,000 ZL	5	1	-	-	-	-	-	-	-	-	-	-	-	-	5	1	-	-	-	-	-	-	-
10,000 ZL - 19,999 ZL	-	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q462. Which of the following income categories best describes your total 2015 household income before/after taxes?

Base: Online Survey And Over 18 Years Of Age And Household Income Is To Be Presented And Have Household Income Codes

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	1929	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	**	**	125	125
20,000 ZL - 29,999 ZL	4	2	-	-	-	-	-	-	-	-	-	-	-	-	4	2	-	-	-	-	-	-
															8%	4%						
															ACEGIQU BDFV							
30,000 ZL - 39,999 ZL	4	4	-	-	-	-	-	-	-	-	-	-	-	-	4	4	-	-	-	-	-	-
															8%	8%						
															ACEGIQU BDFHRV							
40,000 ZL - 49,999 ZL	5	5	-	-	-	-	-	-	-	-	-	-	-	-	5	5	-	-	-	-	-	-
															9%	9%						
															ACEGKMQU BDFHJLNRV							
50,000 ZL - 59,999 ZL	4	6	-	-	-	-	-	-	-	-	-	-	-	-	4	6	-	-	-	-	-	-
															8%	11%						
															ACEGIQU BDFHJLNRV							
60,000 ZL - 79,999 ZL	11	9	-	-	-	-	-	-	-	-	-	-	-	-	11	9	-	-	-	-	-	-
	1%														21%	17%						
															ACEGKMQU BDFHJLNRV							
80,000 ZL - 99,999 ZL	3	5	-	-	-	-	-	-	-	-	-	-	-	-	3	5	-	-	-	-	-	-
															6%	9%						
															ACEGQU BDFHJLNRV							
100,000 ZL - 149,999 ZL	8	8	-	-	-	-	-	-	-	-	-	-	-	-	8	8	-	-	-	-	-	-
															15%	15%						
															ACEGKMQU BDFHJLNRV							
150,000 ZL - 199,999 ZL	2	1	-	-	-	-	-	-	-	-	-	-	-	-	2	1	-	-	-	-	-	-
															4%	2%						
															ACEU BD							
200,000 ZL - 249,999 ZL	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
		*														2%						
																BD						
Less than 5,000 TRY	5	6	-	-	-	-	-	-	-	-	5	6	-	-	-	-	-	-	-	-	-	-
											10%	12%										
											ACEGIMQQU BDFHJLNRV											
5,000 TRY - 9,999 TRY	6	4	-	-	-	-	-	-	-	-	6	4	-	-	-	-	-	-	-	-	-	-
											12%	8%										
											ACEGIMQQU BDFHJLNRV											
10,000 TRY - 19,999 TRY	3	2	-	-	-	-	-	-	-	-	3	2	-	-	-	-	-	-	-	-	-	-
											6%	4%										
											ACEGQU BDFHRV											
20,000 TRY - 29,999 TRY	7	6	-	-	-	-	-	-	-	-	7	6	-	-	-	-	-	-	-	-	-	-
											14%	12%										
											ACEGIMQQU BDFHJLNRV											
30,000 TRY - 39,999 TRY	3	6	-	-	-	-	-	-	-	-	3	6	-	-	-	-	-	-	-	-	-	-
											6%	12%										
											ACEGQU BDFHJLNRV											
40,000 TRY - 49,999 TRY	7	3	-	-	-	-	-	-	-	-	7	3	-	-	-	-	-	-	-	-	-	-
											14%	6%										
											ACEGIMQQU BDFHRV											
50,000 TRY - 74,999 TRY	7	9	-	-	-	-	-	-	-	-	7	9	-	-	-	-	-	-	-	-	-	-
											14%	18%										
											ACEGIMQQU BDFHJLNRV											

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

Q462. Which of the following income categories best describes your total 2015 household income before/after taxes?

Base: Online Survey And Over 18 Years Of Age And Household Income Is To Be Presented And Have Household Income Codes

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	1929	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	**	**	125	125
75,000 TRY - 99,999 TRY	6	6	-	-	-	-	-	-	-	-	6	6	-	-	-	-	-	-	-	-	-	-
											ACEGIMOGU	BDFHJNPRV										
											12%	12%										
100,000 TRY - 149,999 TRY	4	3	-	-	-	-	-	-	-	-	4	3	-	-	-	-	-	-	-	-	-	-
											ACEGIMOGU	BDFHRV										
											8%	6%										
200,000 TRY - 249,999 TRY	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
												BD										
												2%										
250,000 TRY or more	2	2	-	-	-	-	-	-	-	-	2	2	-	-	-	-	-	-	-	-	-	-
											ACEGQU	BDFHRV										
											4%	4%										
Less than 2000 RUB	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2000 RUB - 4000 RUB	1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6001 RUB - 8000 RUB	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8001 RUB - 10000 RUB	1	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10001 RUB - 15000 RUB	6	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
15001 RUB - 25000 RUB	10	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	*																				
More than 25000 RUB	98	107	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	5%	6%																				
	CEGQU	DFHRV																				
Up to 4,499 GBP	-	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	-	-	-	-
		A																4%				
																		QBDFHV				
4,500 to 6,499 GBP	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-
																		A				
																		1%				
6,500 to 7,499 GBP	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-
		*																A	B			
																		1%	1%			
																		4%				
7,500 to 9,499 GBP	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	-	-	-	-
		B																4%				
																		RACEGU				
																		4	5			
9,500 to 11,499 GBP	4	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	5	-	-	-
	*	*																4%	5%			
																		ACEGU	BDFHV			

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

Q462. Which of the following income categories best describes your total 2015 household income before/after taxes?

Base: Online Survey And Over 18 Years Of Age And Household Income Is To Be Presented And Have Household Income Codes

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	1929	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	**	**	125	125
11,500 to 13,499 GBP	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	2	-	-	-	-
																	AC	BD				
13,500 to 15,499 GBP	3	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	4	-	-	-	-
																	AC	BDFHV				
15,500 to 17,499 GBP	5	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	4	-	-	-	-
																	ACEGU	BDFHV				
17,500 to 24,999 GBP	13	12	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13	12	-	-	-	-
	1%	1%															ACEGKMOU	BDFHJLNPV				
25,000 to 29,999 GBP	7	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7	6	-	-	-	-
																	ACEGIU	BDFHV				
30,000 to 39,999 GBP	8	14	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8	14	-	-	-	-
		1%															ACEGKMOU	BDFHJLNPV				
40,000 to 49,999 GBP	8	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8	8	-	-	-	-
																	ACEGKMOU	BDFHJLNPV				
50,000 to 74,999 GBP	13	18	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13	18	-	-	-	-
	1%	1%															ACEGKMOU	BDFHJLNPV				
75,000 to 99,999 GBP	6	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	9	-	-	-	-
	*	*															ACEGU	BDFHJLNPV				
100,000 or more GBP	12	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12	4	-	-	-	-
	1%	*															RACEGKMOU	BDFHV				
Decline to answer	157	89	39	11	13	8	15	12	12	2	-	2	4	3	7	10	13	9	-	-	17	10
	8%	5%	15%	4%	13%	8%	15%	12%	22%	4%	-	4%	8%	6%	13%	19%	13%	9%	-	-	14%	8%
	BK	DAK	DAK	K	K	AK	BD	JAKM				K	K	BDFJLV	K	B					AK	
Sigma	1936	1929	268	255	103	105	102	100	54	50	50	50	50	50	53	53	100	100	-	-	125	125
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	-	100%	100%

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

Q485. Racial Background.

Base: All Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
White	290 9%	289 9%	220 82%	222 87%	70 68%	67 64%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hispanic	11 *	10 *	11 4%	10 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BLACK/AFRICAN AMERICAN (NET)	8 *	9 *	4 1% A	9 4% BV	4 4% FAGQSU	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Black	8 *	9 *	4 1% A	9 4% BV	4 4% FAGQSU	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Asian or Pacific Islander	5 B	-	2% DA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Native American or Alaskan Native	4 *	4 *	4 1% A	4 2% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mixed Race	11 B	3 *	6 2% A	1 5% AGQSU	2 2% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
First Nation/Native Canadian	2 *	-	-	2 2% AC	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
South Asian	7 B	1 *	-	7 7% FACGQSU	1 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Chinese	5 B	-	-	5 5% FACGQSU	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Korean	1 *	2 *	-	2 1% B	1 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Japanese	2 *	1 *	-	2 2% AC	1 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other Southeast Asian	1 *	3 *	-	2 1% B	1 1% A	1 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Filipino	1 *	2 *	-	1 1% A	1 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Arab/West Asian	2 *	1 *	-	2 2% AC	1 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

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

Q485. Racial Background.

Base: All Respondents

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	3349	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
Some other race	2	1	2 A	-	-	1 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	19 B	3 A	16 DAGOSU A	3 B	3 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unknown	2986 CE	3019 DF	-	-	-	30 ED	102 ACE	100 BDF	54 ACE	50 BDF	50 ACE	50 BDF	50 ACE	50 BDF	53 ACE	53 BDF	100 ACE	100 BDF	101 ACE	106 BDF	125 ACE	125 BDF
Sigma	3357 100%	3348 100%	268 100%	254 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

Q364. What is your marital status?

Base: Marital Status Is To Be Presented And 18 Or Older

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	3150	3149	268	255	103	105	102	100	54*	50*	50*	50*	50*	50*	53*	53*	100	100	101	106	125	125
Never married	879 28% C	944 30% DFP	48 18%	45 18%	31 30% C	22 21%	26 25%	24 24%	12 22%	14 28%	18 36% C	16 32% D	11 22%	15 30% D	17 32% C	9 17%	27 27%	24 24%	28 28% C	26 25%	44 35% C	46 37% DFHPRT
Married or civil union	1812 58% EQU	1812 58% V	157 59% EQU	160 63% RV	45 44% EV	61 58% EU	60 59% V	62 62% V	27 50%	30 60%	27 54%	30 60%	26 52%	28 56%	30 57%	36 68% RV	46 46%	49 49%	63 62% EQU	68 64% RV	54 43%	55 44%
Divorced	147 5%	117 4%	35 13% AIS	30 12% BHJNTV	10 10% A	9 9% BJ	6 6%	4 4%	1 2%	-	3 6%	3 6%	2 4%	1 2%	3 6% BJ	5 9% BJ	6 6%	6 6%	5 5% EQU	4 4% RV	10 8%	5 4%
Separated	52 2%	48 2%	3 1%	2 1%	3 3%	3 3%	2 2%	3 3%	3 6% AC	1 2%	-	-	1 2%	-	-	-	2 2%	3 3%	2 2%	3 3%	2 2%	2 2%
Widow/Widower	33 1%	36 1%	8 3% A	9 4% B	1 1%	2 2%	2 2%	2 2%	3 6% AS	-	-	-	-	-	-	-	4 4% AS	6 6% BTV	-	1 1%	1 1%	1 1%
Living with partner	227 7%	192 6%	17 6%	9 4%	13 13% ACS	8 8%	6 6%	5 5%	8 15% ACS	5 10% D	2 4%	1 2%	10 20% ACGKOS	6 12% D	3 6%	3 6% ACGKS	15 15% ACGKS	12 12% BDLT	3 3%	4 4%	14 11% S	16 13% BDHLT
Sigma	3150 100%	3149 100%	268 100%	255 100%	103 100%	105 100%	102 100%	100 100%	54 100%	50 100%	50 100%	50 100%	50 100%	50 100%	53 100%	53 100%	100 100%	100 100%	101 100%	106 100%	125 100%	125 100%

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

Base: All Argentina Respondents

QARREG. In which region do you currently reside?

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	104	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Buenos Aires	50 50%	34 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Buenos Aires Province (including Gran Buenos Aires)	15 15%	23 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Santa Fe	6 6%	8 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cordoba	7 7%	11 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Patagonia	4 4%	8 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	18 18%	20 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	100 100%	104 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Base: All South Korea Respondents

QKRINC. Which of the following income categories best describes your total 2015 household income before taxes?

2 Aug 2016
Table 387

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less than 10,000,000 Won	3 3%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10,000,000 to 20,999,999 Won	6 6%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
21,000,000 to 29,999,999 Won	14 14%	11 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
30,000,000 to 44,999,999 Won	18 18%	22 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
45,000,000 to 74,999,999 Won	40 40%	41 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
75,000,000 or more Won	16 16%	18 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to answer	4 4%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	101 100%	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

QKRBUY. In the past 12 months, did you purchase any products or services over the Internet?

2 Aug 2016
Table 388

Base: All South Korea Respondents

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Yes	99 98%	97 96%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No	2 2%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	101 100%	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Base: All South Korea Respondents

QKREG1. In which region do you currently reside?

2 Aug 2016
Table 389

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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
Seoul	-	49 49%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Busan	-	7 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gyeonggi-do	-	17 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ulsan	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Daejeon	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gwangju	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Incheon	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Daegu	-	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jeju-do	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Chungcheongbuk-do	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gangwon-do	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Chungcheongnam-do	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jeollabuk-do	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jeollanam-do	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gyeongsangnam-do	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gyeongsangbuk-do	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Base: All South Korea Respondents

QKRREG1. In which region do you currently reside?

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sigma	-	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Base: All South Korea Respondents

QKRREG2. REGION CLASSIFICATION

2 Aug 2016
Table 390

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Seoul	-	49 49%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Busan	-	7 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gyeonggi-do	-	17 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
All other metropolitan cities	-	13 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
All other provinces (do)	-	15 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Base: All India Respondents

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

	Country																				
	North America								Europe												
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany
(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	330
No education	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less than primary	5 2%	5 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Primary but less than middle	7 2%	9 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Middle but less than matric	6 2%	10 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Matric but less than graduate	26 8%	25 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Graduate or above	281 86%	279 85%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	325 100%	330 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Base: All India Respondents

QININC2. Which of the following income categories best describes your total 2015 household income before taxes?

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Table 392

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	330	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less than 120,000 rupees	39 12%	53 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
120,000 rupees or more	263 81%	257 78%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to answer	23 7%	20 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	325 100%	330 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: All India Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	330	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Metro	256 79%	281 85% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-metro	69 21% B	49 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	325 100%	330 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: All India Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	330	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Yes	310 95%	311 94%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No	15 5%	19 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	325 100%	330 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Base: All India Respondents

QINREG1. In which division do you currently reside?

	Country																					
	North America										Europe											
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	..	330
Uttar Pradesh	-	10 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Maharashtra	-	61 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bihar	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
West Bengal	-	29 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Andhra Pradesh	-	34 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tamil Nadu	-	46 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Madhya Pradesh	-	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rajasthan	-	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Karnataka	-	29 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gujarat	-	21 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Orissa	-	4 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kerala	-	4 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Assam	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Punjab	-	4 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Haryana	-	8 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jharkhand	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Base: All India Respondents

QINREG1. In which division do you currently reside?

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	**	330	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Chhattisgarh	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jammu and Kashmir	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Uttaranchal	-	4 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Himachal Pradesh	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tripura	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Manipur	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Meghalaya	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nagaland	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Goa	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Arunachal Pradesh	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mizoram	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sikkim	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Delhi	-	61 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pondicherry	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Chandigarh	-	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Andaman and Nicobar Islands	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Base: All India Respondents

QINREG1. In which division do you currently reside?

	Country																				
	North America										Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	**	330	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Dadra and Nagar Haveli	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Daman and Diu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lakshadweep	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	330 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Base: All India Respondents

QINREG2. STATE SIZE CLASSIFICATION

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	..	330
Bigger State	-	258 78%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Smaller State	-	8 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Union Territories	-	64 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	330 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Base: All Indonesia Respondents

Q1500. In which province do you currently reside?

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	100	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Irian Jaya Barat	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Papua	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Banten	3 3%	9 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jakarta Raya	36 36% B	21 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jawa Barat	12 12%	11 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jawa Tengah	10 10%	15 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jawa Timur	13 13%	16 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yogyakarta	6 6%	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kalimantan Barat	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kalimantan Selatan	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kalimantan Tengah	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kalimantan Timur	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Maluku	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Maluku Utara	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bali	2 2%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nusa Tenggara Barat	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Base: All Indonesia Respondents

Q1500. In which province do you currently reside?

2 Aug 2016
Table 397

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	100	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Nusa Tenggara Timur	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gorontalo	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sulawesi Barat	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sulawesi Selatan	2 2%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sulawesi Tengah	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sulawesi Tenggara	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sulawesi Utara	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Aceh	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bangka-Belitung	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bengkulu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jambi	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kepulauan Riau	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lampung	2 2%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Riau	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sumatera Barat	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sumatera Selatan	-	3 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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: All Indonesia Respondents

Q1500. In which province do you currently reside?

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	100	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sumatera Utara	3 3%	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	101 100%	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Base: All Indonesia Respondents

Q1502. REGION CLASSIFICATION

2 Aug 2016
Table 398

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	100	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Irian Jaya	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jawa	80 79%	78 78%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kalimantan	4 4%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Maluku	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nusa Tenggara	2 2%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sulawesi	3 3%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sumatera	11 11%	12 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	101 100%	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q1580. What is your marital status?

Base: All Nigeria Respondents

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	200	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Single, never married	95 46%	100 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Married (monogamous or polygamous)	104 50%	95 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Divorced	1 .5%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Separated	4 2% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Widowed	2 1%	1 .5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Loosely coupled	1 .5%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	207 100%	200 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Base: All Nigeria Respondents

Q1503. In which state do you currently reside?

	Country																					
	North America								Europe													
	2015 Total Regist rants	2016 Total Regist rants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	200	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Lagos State	111 54%	112 56%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ogun State	9 4%	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Oyo State	8 4%	7 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Osun State	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kogi State	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kwara State	6 3%	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Delta State	3 1%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ondo State	7 3%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Edo State	7 3% B	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ekiti State	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Anambra State	1 *	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Abia State	1 *	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Enugu State	2 1%	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ebonyi State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rivers State	13 6%	13 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Akwa Ibom State	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q1503. In which state do you currently reside?

Base: All Nigeria Respondents

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	200	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Imo State	3 1%	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cross River State	-	5 3% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bayelsa State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Borno State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Adamawa State	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Taraba State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yobe State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kano State	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jigawa State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bauchi State	1	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gombe State	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kaduna State	2 1%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Katsina State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sokoto State	1	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kebbi State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Zamfara 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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: All Nigeria Respondents

Q1503. In which state do you currently reside?

	Country																				
	North America										Europe										
	2015 Total Regist rants	2016 Total Regist rants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany
(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	200	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Benue State	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Niger State	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plateau State	3 1%	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nassarawa State	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Abuja Federal Capital Territory	24 12%	20 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	207 100%	200 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Base: All Nigeria Respondents

Q1504. STATE CLASSIFICATION

2 Aug 2016
Table 401

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	200	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Postal Code Region 1	120 58%	116 58%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Postal Code Region 2	14 7%	14 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Postal Code Region 3	17 8% B	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Postal Code Region 4	4 2%	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Postal Code Region 5	17 8%	24 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Postal Code Region 6	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Postal Code Region 7	2 1%	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Postal Code Region 8	3 1%	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Postal Code Region 9	29 14%	27 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	207 100%	200 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Base: All Nigeria Respondents

Q1585. Do you consider yourself...?

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	200	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Hausa	2 1%	5 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yoruba	110 53%	92 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Igbo/Ibo	56 27%	50 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fulanji	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	34 16%	48 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to answer	3 1%	5 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	207 100%	200 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Base: All Egypt Respondents

Q1505. In which governorate do you currently reside?

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	Country																					
	North America								Europe													
	2015 Total Regist rants	2016 Total Regist rants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	100	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Ad Daqahliyah	4 4%	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Al Buhayrah	4 4%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Al Gharbiyah	10 9%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Al Isma'iliyah	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kafr ash Shaykh	6 6%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dumyat	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Al Qalyubiyah	4 4%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ash Sharqiyah	6 6%	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Al Minufiyah	2 2%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Al Qahirah	34 32%	25 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Al Iskandariyah	16 15%	15 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bur Sa'id	2 2%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Al Uqsur	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
As Suways	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Aswan	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Asyut	1 1%	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Base: All Egypt Respondents

Q1505. In which governorate do you currently reside?

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	100	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Al Minya	3 3%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Suhaj	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Qina	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Al Fayyum	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Al Jizah	13 12%	9 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bani Suwayf	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Janub Sina'	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Matruh	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shamal Sina'	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Al Wadi al Jadid	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Al Bahr al Ahmar	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	106 100%	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Base: All Egypt Respondents

Q1506. REGION CLASSIFICATION

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	100	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Lower	36 34%	29 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
City	53 50%	42 42%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Upper	17 16%	25 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Desert	-	4 4% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	106 100%	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q4005. Which of the following income categories best describes your total 2015 household income before taxes?

Base: All Colombia Respondents

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Menos de \$ 6,000,000 pesos colombianos	19 15%	14 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$ 6,001,000 a \$ 12,000,000 pesos colombianos	10 8%	16 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$ 12,001,000 a \$ 18,000,000 pesos colombianos	9 7%	10 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$ 18,001,000 a \$ 24,000,000 pesos colombianos	6 5%	8 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$ 24,001,000 a \$ 30,000,000 pesos colombianos	4 3%	14 11% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$ 30,001,000 a \$ 36,000,000 pesos colombianos	6 5%	8 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$ 36,001,000 a \$ 60,000,000 pesos colombianos	17 14%	13 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$ 60,001,000 a \$ 84,000,000 pesos colombianos	8 6%	10 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$ 84,001,000 o mas pesos colombianos	16 13%	15 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to answer	30 24% B	17 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	125 100%	125 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Base: All Colombian Respondents

QCOREG2. In which region do you live?

	Country																					
	North America								Europe													
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	..	125
Central	-	9 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bogota	-	54 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pacifico Norte	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Eje Cafetero	-	12 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Andina Norte	-	12 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Andina Sur	-	4 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pacifico Sur	-	18 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Caribe	-	13 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Orinoquia	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Amazonia	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	125 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q4010. What is your current education level?

Base: All Vietnam Respondents

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
No schooling	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some Kindergarten school	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Complete Kindergarten school	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some Primary school (Grades 1-5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Complete Primary school (Grades 1-5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some Lower Secondary school (Grades 6-9)	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Complete Lower Secondary school (Grades 6-9)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some Upper Secondary school (Grades 10-12)	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Complete Upper Secondary school (Grades 10-12)	3 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some Professional Secondary school - Primary level	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Complete Professional Secondary school - Primary level	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some Professional Secondary school - Intermediate level	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Complete Professional Secondary school - Intermediate level	1 2%	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some College	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Complete College	5 10%	8 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some University	11 21%	8 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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Vietnam Respondents

Q4010. What is your current education level?

	Country																				
	North America										Europe										
	2015 Total Regist rants	2016 Total Regist rants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany
(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*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Complete University	25 48%	27 52%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some Post graduate degré	1 2%	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Complete Post graduate degré	2 4%	5 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't Know/ REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	52 100%	52 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
GOVERNMENT EMPLOYEE (THE GOVERNMENT'S ORGANIZATIONS OR STATE-OWN COMPANIES)	-	4 8% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Senior government official	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Middle government official	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Low government official	1 2%	3 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Production Worker	3 6%	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NON-STATE SECTOR EMPLOYEE	2 4%	5 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level management	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Middle management	8 15%	8 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Low manager	5 10%	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Executive/Officer	1 2%	3 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
EMPLOYER (owners of companies/business establishments having 'employees' on a continuous basis)	3 6%	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Owner of a company/agency/farm (10 workers or higher)	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Owner of a company/agency/farm (1-9 workers)	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OWN-ACCOUNT WORKER	7 13%	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Vietnam Respondents

Q4015. What is your current occupation?

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	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Investor (real estate, stock,...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Store owner/ individual establishment owner (not having "employees" on a continuous basis)	1 2%	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Farmer logger, fisherman (agriculture, forestry and fishing)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other self-employment (professional, freelancer, own-account driver, vendor, hawker,...)	1 2%	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PART-TIME/UNPAID FAMILY WORKER/ UNEMPLOYED	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Student/ Apprentice	12 23%	11 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housewife/househusband	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Retired	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Family workers	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unemployed	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OTHERS (UNCLASIFIABLE BY STATUS)	2 4%	4 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't Know/ REFUSED	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	52 100%	52 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

1. Household Income

Base: All Vietnam Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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*
150,000,000 VND or higher	5 10%	6 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
75,000,000- 149,999,999 VND	3 6%	5 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
45,000,000- 74,999,999 VND	2 4%	5 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
30,000,000- 44,999,999 VND	4 8%	6 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
15,000,000- 29,999,999 VND	14 27%	13 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7,500,000- 14,999,999 VND	18 35%	11 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4,500,000- 7,499,999 VND	3 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3,000,000- 4,499,999 VND	-	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1,500,000- 2,999,999 VND	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1- 1,499,999 VND	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No income/ expenditure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't Know/NA	2 4%	3 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	52 100%	52 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

2. Household Expenditure

Base: All Vietnam Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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*
150,000,000 VND or higher	2 4%	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
75,000,000- 149,999,999 VND	4 8%	5 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
45,000,000- 74,999,999 VND	2 4%	4 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
30,000,000- 44,999,999 VND	1 2%	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
15,000,000- 29,999,999 VND	5 10%	10 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7,500,000- 14,999,999 VND	11 21%	12 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4,500,000- 7,499,999 VND	14 27%	10 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3,000,000- 4,499,999 VND	9 17% B	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1,500,000- 2,999,999 VND	1 2%	3 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1- 1,499,999 VND	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No income/ expenditure	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't Know/NA	2 4%	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	52 100%	52 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

3. Personal Income

Base: All Vietnam Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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*
150,000,000 VND or higher	3 6%	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
75,000,000- 149,999,999 VND	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
45,000,000- 74,999,999 VND	3 6%	3 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
30,000,000- 44,999,999 VND	2 4%	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
15,000,000- 29,999,999 VND	4 8%	6 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7,500,000- 14,999,999 VND	13 25%	11 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4,500,000- 7,499,999 VND	10 19%	11 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3,000,000- 4,499,999 VND	5 10%	8 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1,500,000- 2,999,999 VND	5 10%	4 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1- 1,499,999 VND	3 6%	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No income/ expenditure	1 2%	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't Know/NA	3 6%	3 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	52 100%	52 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: All Vietnam Respondents

	Country																					
	North America											Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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*	
150,000,000 VND or higher	3 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
75,000,000- 149,999,999 VND	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
45,000,000- 74,999,999 VND	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
30,000,000- 44,999,999 VND	2 4%	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
15,000,000- 29,999,999 VND	3 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
7,500,000- 14,999,999 VND	2 4%	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
4,500,000- 7,499,999 VND	5 10%	6 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
3,000,000- 4,499,999 VND	10 19%	9 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
1,500,000- 2,999,999 VND	11 21%	17 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
1- 1,499,999 VND	11 21%	12 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
No income/ expenditure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't Know/NA	3 6%	4 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Sigma	52 100%	52 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

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

Base: All Vietnam Respondents

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	Country																					
	North America								Europe													
	2015 Total Regist rants	2016 Total Regist rants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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*	49*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Class A5 (150,000,000+)	5 10%	6 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Class A4 (75,000,000 - 149,999,999)	3 6%	5 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Class A3 (45,000,000 - 74,999,999)	2 4%	5 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Class A2 (30,000,000 - 44,999,999)	4 8%	6 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Class A1 (15,000,000 - 29,999,999)	14 28%	13 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Class B (7,500,000 - 14,999,999)	18 36%	11 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Class C (4,500,000 - 7,499,999)	3 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Class D (3,000,000 - 4,499,000)	-	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Class E (1,500,000 - 2,999,999)	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Class F (1 - 1,499,999)	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	50 100%	49 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Base: All Vietnam Respondents

Q4027. In what region do you live?

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
North East	6 12%	10 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Red River Delta	15 29%	12 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
North Central Coast	3 6%	3 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South Central Coast	3 6%	3 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Central Highlands	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South East	14 27%	15 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mekong River Delta	8 15%	7 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
North West	1 2%	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	52 100%	52 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Base: All Philippines Respondents

Q4030. What is your highest educational attainment?

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	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	101	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
No schooling	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some elementary	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Complete elementary	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some high school	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed high school	4 4%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some vocational	1 1%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed Vocational	4 4%	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some college	13 13%	17 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed college/ Has degree	59 58%	63 62%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some post graduate degree	12 12%	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed post graduate degree	8 8% B	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not know/Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	102 100%	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q4035. At the present time, what is your occupation?

Base: All Philippines Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	101	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Professional, technical and kindred workers	51 50%	40 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Farmers and farm managers	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Manager, officials and proprietors except farm	4 4%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Clerical and kindred workers	13 13%	12 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sales workers	3 3%	7 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Craftsmen, foremen and kindred workers	2 2%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Service workers except private household workers	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private household workers	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Laborers	1 1%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not gainfully employed	1 1%	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housewife	6 6%	8 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Student	4 4%	7 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pensioner	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Others	10 10%	10 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	4 4%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	102 100%	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q4036. Please select the area in which you live?

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Base: All Philippines Respondents

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	101	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
National Capital Region	34 33%	41 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cordillera Administrative Region	1 1%	7 7% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ilocos (Region I)	2 2%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cagayan Valley (Region II)	2 2%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Central Luzon (Region III)	7 7%	7 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Southern Tagalog (Region IV)	25 25%	17 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bicol (Region V)	6 6%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Western Visayas (Region VI)	1 1%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Central Visayas (Region VII)	13 13%	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Eastern Visayas (Region VIII)	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Western Mindanao (Region IX)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northern Mindanao (Region X)	5 5%	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Southern Mindanao (Region XI)	4 4%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Central Mindanao (Region XII)	1 1%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Autonomous Region in Muslim Mindanao	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Caraga	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Base: All Philippines Respondents

Q4036. Please select the area in which you live?

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	101	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sigma	102	101	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	100%	100%																				

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

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

Base: All Brazil Respondents And 21+ Years Of Age

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	168	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Nenhum	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alfabetizacao	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fundamental incompleto - fundamental I (1a. serie a 4a.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fundamental incompleto - fundamental II (6a. serie a 8a. serie)	2 1%	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fundamental completo	2 1%	5 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ensino Medio	48 29%	52 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Superior	80 49%	81 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pos-graduacao (Mestrado, Doutorado ou Pos-doutorado)	31 19%	24 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	163 100%	168 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Base: All Brazil Respondents

QBRREG1. In which state do you currently reside?

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	..	186
Distrito Federal	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Goiás	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mato Grosso	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mato Grosso do Sul	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Acre	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Amapá	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Amazonas	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Para	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rondonia	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Roraima	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tocantins	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alagoas	-	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bahia	-	17 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ceará	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Maranhão	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Paraíba	-	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: All Brazil Respondents

QBRREG1. In which state do you currently reside?

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	**	186	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Pernambuco	-	8 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Piaui	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rio Grande do Norte	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sergipe	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Parana	-	9 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rio Grande do Sul	-	7 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Santa Catarina	-	5 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Espirito Santo	-	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Minas Gerais	-	21 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rio de Janeiro	-	18 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sao Paulo	-	63 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	186 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Base: All Brazil Respondents

QBRREG2. REGION CLASSIFICATION

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	..*	186	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*
Center-west	-	10 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
North	-	7 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
North-east	-	40 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South	-	21 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South-east	-	108 58%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	186 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q1538. What is the highest level of education you have completed or the highest degree you have received?

2 Aug 2016
Table 421

Base: All Mexican Respondents And 21+ Years Of Age

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	95*	101	95*
No he estudiado	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Primaria incompleta	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Primaria completa	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Secundaria incompleta	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Secundaria completa	2 2%	1 1%	-	-	-	-	2 2%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Carrera comercial	-	1 1%	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Carrera tecnica	1 1%	3 3%	-	-	-	-	1 1%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Preparatoria incompleta	1 1%	1 1%	-	-	-	-	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Preparatoria completa	5 5%	3 3%	-	-	-	-	5 5%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Licenciatura incompleta	15 15%	12 13%	-	-	-	-	15 15%	12 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Licenciatura completa	53 52%	63 66%	-	-	-	-	53 52%	63 66%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Diplomado/Maestria	22 22% B	10 11%	-	-	-	-	22 22% H	10 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Doctorado	2 2%	1 1%	-	-	-	-	2 2%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	101 100%	95 100%	-	-	-	-	101 100%	95 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

QMXREG. In which state do you currently reside?

Base: All Mexican Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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
Aguascalientes	-	2%	-	-	-	-	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baja California Norte	-	3%	-	-	-	-	-	3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baja California Sur	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Campeche	-	1%	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Chiapas	-	1%	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Chihuahua	-	2%	-	-	-	-	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Coahuila	-	1%	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Colima	-	1%	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Distrito Federal	-	18%	-	-	-	-	-	18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Durango	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Guanajuato	-	5%	-	-	-	-	-	5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Guerrero	-	1%	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hidalgo	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jalisco	-	5%	-	-	-	-	-	5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico	-	16%	-	-	-	-	-	16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Michoacan	-	4%	-	-	-	-	-	4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Base: All Mexican Respondents

QMXREG. In which state do you currently reside?

2 Aug 2016
Table 422

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Morelos	-	2 2%	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nayarit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuevo Leon	-	6 6%	-	-	-	-	-	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Oaxaca	-	1 1%	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Puebla	-	5 5%	-	-	-	-	-	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Queretaro	-	2 2%	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quintana Roo	-	2 2%	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
San Luis Potosi	-	5 5%	-	-	-	-	-	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sinaloa	-	1 1%	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sonora	-	3 3%	-	-	-	-	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tabasco	-	1 1%	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tamaulipas	-	4 4%	-	-	-	-	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tlaxcala	-	1 1%	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Veracruz	-	4 4%	-	-	-	-	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yucatan	-	3 3%	-	-	-	-	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Zacatecas	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	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 - A/C/E/G/I/K/M/O/Q/S/U - B/D/F/H/J/L/N/P/R/T/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: All Mexican Respondents

QMXREG. In which state do you currently reside?

	Country																					
	North America								Europe													
	2015 Total Regist rants	2016 Total Regist rants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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

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

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

Base: All Chinese Respondents And 21+ Years Of Age

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	542	543	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
High school or less	10 2%	18 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
College	101 19%	119 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bachelor degree	379 70%	356 66%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Post graduate	52 10%	50 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	542 100%	543 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Base: All Turkey Respondents

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

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	50*	50*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Primary education	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Middle school or junior high school	-	1 2%	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-
High school	10 20%	12 24%	-	-	-	-	-	-	-	-	10 20%	12 24%	-	-	-	-	-	-	-	-	-	-
University	33 66%	29 58%	-	-	-	-	-	-	-	-	33 66%	29 58%	-	-	-	-	-	-	-	-	-	-
Masters degree or doctorate	7 14%	8 16%	-	-	-	-	-	-	-	-	7 14%	8 16%	-	-	-	-	-	-	-	-	-	-
No schooling completed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	50 100%	50 100%	-	-	-	-	-	-	-	-	50 100%	50 100%	-	-	-	-	-	-	-	-	-	-

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

Base: All Colombia Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pre-school	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Primary	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Secondary	5 4%	9 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Technical/Technology	32 26%	34 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
University	52 42%	63 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Post Graduate	32 26% B	17 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	3 2%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	125 100%	125 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: All Indonesia Respondents

	Country																					
	North America								Europe													
	2015 Total Regist rants	2016 Total Regist rants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	100	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
No schooling	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some elementary school	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Elementary school	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Junior high school	1 1%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High school or higher	99 98%	98 98%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	101 100%	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: All Japan Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less than high school	4 2%	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High school degree	47 27%	43 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Junior College degree	17 10%	16 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BA or University degree	108 61%	114 65%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	176 100%	176 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Base: All Nigeria Respondents

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

2 Aug 2016
Table 428

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	-.**	200	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
No level completed	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed FSLC (first school leaving certificate)	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed MSLC (middle school leaving certificate)	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vocational/COMM	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
JSS/O'Level	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed O'Level/SSS (senior secondary school)	-	10 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed A'Level or higher	-	111 56%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	73 37%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	200 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: All Poland Respondents

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	53*	53*	-**	-**	-**	-**	-**	-**
Incomplete primary or no school education	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Primary	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Basic vocational	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-
Secondary	14 26%	16 30%	-	-	-	-	-	-	-	-	-	-	-	-	14 26%	16 30%	-	-	-	-	-	-
Post-secondary	7 13% B	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	7 13% P	1 2%	-	-	-	-	-	-
Tertiary	32 60%	35 66%	-	-	-	-	-	-	-	-	-	-	-	-	32 60%	35 66%	-	-	-	-	-	-
Sigma	53 100%	53 100%	-	-	-	-	-	-	-	-	-	-	-	-	53 100%	53 100%	-	-	-	-	-	-

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

Base: All Russia Respondents

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

2 Aug 2016
Table 430

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	128	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Incomplete secondary and lower	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Secondary general	5 4%	7 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Secondary special	18 14%	18 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Incomplete higher	10 8%	8 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Higher (including postgraduate)	95 73%	95 74%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	130 100%	128 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Base: All South Korea Respondents

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

2 Aug 2016
Table 431

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less than high school	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High school graduate	15 15%	18 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
College/University graduate	76 75%	76 75%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Post graduate degree	9 9%	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	101 100%	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Base: All Chinese Respondents

QCININC. Which of the following income categories best describes your total monthly household income before taxes?

	Country																					
	North America										Europe											
	2015 Total Registrants (A)	2016 Total Registrants (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)
Unweighted Base	550	551	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Less than 1000 RMB	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1001-2000 RMB	3 1%	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2001-3000 RMB	9 2%	9 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3001-4000 RMB	14 3%	9 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4001-6000 RMB	62 11% B	42 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6001-10,000 RMB	182 33%	163 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Over 10,000 RMB	266 48%	321 58% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to answer	14 3% B	4 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	550 100%	551 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Base: All South Africa Respondents

QZAREG. In which region do you currently reside?

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(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	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*
Free state	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gauteng	-	38 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
KwaZulu-Natal	-	19 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Limpopo	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mpumalanga	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northern Cape	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northwest	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Western Cape	-	30 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Eastern Cape	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
2015 Total Registrants	3357	-	268	-	103	-	102	-	54	-	50	-	50	-	53	-	100	-	101	-	125	-
2016 Total Registrants	-	3349	-	255	-	105	-	100	-	50	-	50	-	50	-	53	-	100	-	106	-	125
Country																						
North America																						
2015 US	268	-	268	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2016 US	-	255	-	255	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2015 Canada	103	-	-	-	103	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2016 Canada	-	105	-	-	-	105	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2015 Mexico	102	-	-	-	-	-	102	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2016 Mexico	-	100	-	-	-	-	-	100	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Europe																						
2015 Italy	54	-	-	-	-	-	-	-	54	-	-	-	-	-	-	-	-	-	-	-	-	-
2016 Italy	-	50	-	-	-	-	-	-	-	50	-	-	-	-	-	-	-	-	-	-	-	-
2015 Turkey	50	-	-	-	-	-	-	-	-	-	50	-	-	-	-	-	-	-	-	-	-	-
2016 Turkey	-	50	-	-	-	-	-	-	-	-	-	50	-	-	-	-	-	-	-	-	-	-
2015 Spain	50	-	-	-	-	-	-	-	-	-	-	-	50	-	-	-	-	-	-	-	-	-
2016 Spain	-	50	-	-	-	-	-	-	-	-	-	-	-	50	-	-	-	-	-	-	-	-
2015 Poland	53	-	-	-	-	-	-	-	-	-	-	-	-	-	53	-	-	-	-	-	-	-
2016 Poland	-	53	-	-	-	-	-	-	-	-	-	-	-	-	-	53	-	-	-	-	-	-
2015 UK	100	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100	-	-	-	-	-
2016 UK	-	100	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100	-	-	-	-
2015 France	101	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	101	-	-	-
2016 France	-	106	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	106	-	-
2015 Germany	125	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	125	-
2016 Germany	-	125	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	125

T Test Suppressed Because No Base Row

Page Table Title

Page	Table	Title
1	1	Q616. Country
3	2	Q264. In which country or region do you currently reside?
5	3	Q268. I identify my gender as...?
6	4	Q280. Respondent Age.
7	5	Q605. Have you ever registered a domain name?
8	6	Q610. What was your role in the domain registration decision?
9	7	Q615. For what purpose(s) did you register a domain name?
10	8	Q625. For which types of business(es) did you register a domain name?
11	9	Q635. How many total domains have you personally registered, including domains that may no longer be active?
12	10	Q640. Have you ever registered duplicate domain names?
13	11	Q642. Why did you register duplicate domain names?
14	18	Q655. COUNTRY QUOTAS
16	19	Q700. Which of the following domain name extensions, if any, have you heard of?
19	20	Q630. In which of the following TLD(s) have you registered domain names?
22	21	Q795. Of the (...) domains you have registered, how many are in each of the following categories? SUMMARY TABLE OF MEANS (INCLUDING 0)
23	22	Q795. Of the (...) domains you have registered, how many are in each of the following categories? SUMMARY TABLE OF MEANS (EXCLUDING 0)
24	23	Q795_1. Of the (...) domains you have registered, how many are in each of the following categories? 1. Parked-registered and reserved for your use, but not in active service. The site displays a placeholder webpage like "under development" or similar term
25	24	Q795_2. Of the (...) domains you have registered, how many are in each of the following categories? 2. Redirected to an active website-if you enter the URL, it redirects to another URL
26	25	Q795_3. Of the (...) domains you have registered, how many are in each of the following categories? 3. Used for an active website
27	26	Q795_4. Of the (...) domains you have registered, how many are in each of the following categories? 4. Actively used for some purpose other than a website
28	27	Q795_5. Of the (...) domains you have registered, how many are in each of the following categories? 5. Expired-no longer registered in your or your company's name
29	28	Q795_6. Of the (...) domains you have registered, how many are in each of the following categories? 6. Other
30	29	Q720. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? SUMMARY TABLE OF TOP 2 BOX
33	30	Q720. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? SUMMARY TABLE OF BOTTOM 2 BOX
36	31	Q720_1. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 1. .biz
37	32	Q720_2. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 2. .com
38	33	Q720_3. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 3. .info
39	34	Q720_4. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 4. .mobi
40	35	Q720_5. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 5. .net
41	36	Q720_6. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 6. .org
42	37	Q720_7. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 7. .tel
43	38	Q720_8. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 8. .asia
44	39	Q720_9. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 9. .pro
45	40	Q720_10. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 10. .coop
46	41	Q720_11. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 11. .cn
47	42	Q720_12. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 12. .vn
48	43	Q720_13. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 13. .ph
49	44	Q720_14. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 14. .jp

Page	Table	Title
50	45	Q720_15. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 15. .kr
51	46	Q720_16. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 16. .ru
52	47	Q720_17. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 17. .in
53	48	Q720_18. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 18. .id
54	49	Q720_19. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 19. .ng
55	50	Q720_20. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 20. .za
56	51	Q720_21. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 21. .eg
57	52	Q720_22. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 22. .co
58	53	Q720_23. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 23. .ar
59	54	Q720_24. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 24. .br
60	55	Q720_25. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 25. .it
61	56	Q720_26. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 26. .tr
62	57	Q720_27. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 27. .es
63	58	Q720_28. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 28. .pl
64	59	Q720_29. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 29. .uk
65	60	Q720_30. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 30. .fr
66	61	Q720_31. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 31. .de
67	62	Q720_32. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 32. .us
68	63	Q720_33. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 33. .ca
69	64	Q720_34. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 34. .mx
70	65	Q720_38. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 38. .eu
71	66	q730. To the best of your knowledge, why do websites have different extensions?
76	67	Q748. How would you describe your satisfaction with the types of common domain names we've mentioned so far?
77	68	Q750. If you wanted more information about one of the current domain name extensions, where would you go?
78	69	Q755. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? SUMMARY TABLE OF TOP 2 BOX
79	70	Q755. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? SUMMARY TABLE OF BOTTOM 2 BOX
80	71	Q755_1. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 1. Innovative
81	72	Q755_2. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 2. Cutting edge
82	73	Q755_3. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 3. Extreme
83	74	Q755_4. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 4. Trustworthy
84	75	Q755_5. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 5. Unconventional
85	76	Q755_6. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 6. Practical
86	77	Q755_7. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 7. Technical
87	78	Q755_8. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 8. Confusing

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88	79	Q755_9. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 9. Overwhelming
89	80	Q755_10. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 10. Useful
90	81	Q755_11. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 11. For people like me
91	82	Q755_12. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 12. Interesting
92	83	Q755_13. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 13. Exciting
93	84	Q755_14. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 14. Helpful
94	85	Q755_15. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 15. Informative
95	86	Q765. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? SUMMARY TABLE OF STRICT/SOME RESTRICTIONS
98	87	Q765. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? SUMMARY TABLE OF STRICT RESTRICTIONS
101	88	Q765. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? SUMMARY TABLE OF SOME RESTRICTIONS
104	89	Q765. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? SUMMARY TABLE OF NO RESTRICTIONS
107	90	Q765_1. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 1. .com
108	91	Q765_2. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 2. .net
109	92	Q765_3. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 3. .info
110	93	Q765_4. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 4. .org
111	94	Q765_5. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 5. .cn
112	95	Q765_6. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 6. .vn
113	96	Q765_7. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 7. .ph
114	97	Q765_8. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 8. .jp
115	98	Q765_9. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 9. .kr
116	99	Q765_10. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 10. .ru
117	100	Q765_11. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 11. .in
118	101	Q765_12. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 12. .id
119	102	Q765_13. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 13. .ng
120	103	Q765_14. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 14. .za

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121	104	Q765_15. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 15. .eg
122	105	Q765_16. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 16. .co
123	106	Q765_17. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 17. .ar
124	107	Q765_18. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 18. .br
125	108	Q765_19. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 19. .it
126	109	Q765_20. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 20. .fr
127	110	Q765_21. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 21. .es
128	111	Q765_22. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 22. .pl
129	112	Q765_23. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 23. .uk
130	113	Q765_24. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 24. .ir
131	114	Q765_25. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 25. .de
132	115	Q765_26. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 26. .us
133	116	Q765_27. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 27. .ca
134	117	Q765_28. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 28. .mx
135	118	Q765_29. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 29. .eu
136	119	Q767. We'd like to ask you another question about restrictions on registration of a gTLD. Do you feel each of the following restrictions should be enforced? SUMMARY TABLE OF YES
137	120	Q767_1. We'd like to ask you another question about restrictions on registration of a gTLD. Do you feel each of the following restrictions should be enforced? 1. Requirements for validated credentials related to the gTLD (e.g., must be a licensed contractor to register a .builder domain)
138	121	Q767_2. We'd like to ask you another question about restrictions on registration of a gTLD. Do you feel each of the following restrictions should be enforced? 2. Validation that the person or company registering the site meets intended parameters (e.g., must be involved in the pharmaceutical industry to register a .pharmacy domain)
139	122	Q767_3. We'd like to ask you another question about restrictions on registration of a gTLD. Do you feel each of the following restrictions should be enforced? 3. Requirements for local presence within a specific city, country, or region for a domain related to that place (e.g., someone registering .ca would have to be located in Canada)
140	123	Q767_4. We'd like to ask you another question about restrictions on registration of a gTLD. Do you feel each of the following restrictions should be enforced? 4. Requirements for use of the name to be consistent with the meaning of the gTLD (e.g., use of a .net name must be for network operations purposes)
141	124	Q770. Does having purchase restrictions or requirements on a particular gTLD make it...?
142	125	Q780. How do you determine whether a website is legitimate or not?
147	126	Q785. Have you ever tried to identify who created a particular website?
148	127	Q790. What did you use to try and figure this out?
152	128	Q830x1. To the best of your knowledge, why have new gTLDs been created?
156	129	Q800. Which of the following new gTLDs, if any, have you heard of?
160	130	Q807. And have you personally registered a domain name using any of these new gTLDs?

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163	131	Q809. Of the (...) domains you have registered, how many are of these new gTLDs?
164	132	Q812. Would you say that your primary reason for a registering new gTLD was?
165	133	Q813_1. Please indicate how each of the following statements apply to your registration of new gTLDs? 1. I gave up a legacy gTLD registration when I registered the new gTLD
166	134	Q813_2. Please indicate how each of the following statements apply to your registration of new gTLDs? 2. I kept an existing gTLD registration(s) similar to the new gTLD
167	135	Q813_3. Please indicate how each of the following statements apply to your registration of new gTLDs? 3. This was a completely new registration, no prior domain was registered for this use
168	136	Q827. Have you considered switching from your existing registered domain name to one of the new gTLDs?
169	137	Q828. Why have you considered switching?
170	138	Q829. Why did you decide not to switch?
171	139	Q831. Why have you not considered switching?
172	140	Q820. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? SUMMARY TABLE OF TOP 2 BOX
176	141	Q820. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? SUMMARY TABLE OF BOTTOM 2 BOX
179	142	Q820_1. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 1. .email
180	143	Q820_2. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 2. .photography
181	144	Q820_3. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 3. .link
182	145	Q820_4. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 4. .guru
183	146	Q820_5. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 5. .realtor
184	147	Q820_6. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 6. .club
185	148	Q820_7. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 7. .xyz
186	149	Q820_16. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 16. .top
187	150	Q820_17. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 17. .pics
188	151	Q820_18. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 18. .online
189	152	Q820_19. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 19. .space
190	153	Q820_20. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 20. .website
191	154	Q820_21. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 21. .news
192	155	Q820_22. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 22. .site
193	156	Q820_23. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 23. .toronto
194	157	Q820_24. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 24. .guadalajara
195	158	Q820_25. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 25. .roma
196	159	Q820_26. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 26. .istanbul
197	160	Q820_27. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 27. .madrid
198	161	Q820_28. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 28. .warszawa
199	162	Q820_29. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 29. .paris
200	163	Q820_30. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 30. Foshan
201	164	Q820_31. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 31. .hanoi
202	165	Q820_32. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 32. .manilla

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203	166	Q820_33. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 33. .tokyo
204	167	Q820_34. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 34. .seoul
205	168	Q820_35. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 35. .MOCKBa
206	169	Q820_36. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 36. .delhi
207	170	Q820_37. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 37. .jakarta
208	171	Q820_38. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 38. .abuja
209	172	Q820_39. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 39. .capetown
210	173	Q820_40. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 40. .cairo
211	174	Q820_41. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 41. .bogota
212	175	Q820_42. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 42. .cordoba
213	176	Q820_43. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 43. .rio
214	177	Q820_8. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 8. .berlin
215	178	Q820_9. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 9. .ovh
216	179	Q820_10. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 10. .london
217	180	Q820_11. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 11. .nyc
218	181	Q820_12. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 12. .wang
219	182	Q820_13. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 13. .xn-ses554g (Chinese for network address)
220	183	Q820_14. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 14. .xn-55qx5d (Chinese for company)
221	184	Q823. Which of the following would be most important to you in determining which gTLD to register your domain name under?
222	185	Q825. Please rate the following gTLDs by how trustworthy you feel they are. SUMMARY TABLE OF TOP 2 BOX
226	186	Q825. Please rate the following gTLDs by how trustworthy you feel they are. SUMMARY TABLE OF BOTTOM 2 BOX
229	187	Q825_1. Please rate the following gTLDs by how trustworthy you feel they are. 1. .email
230	188	Q825_2. Please rate the following gTLDs by how trustworthy you feel they are. 2. .photography
231	189	Q825_3. Please rate the following gTLDs by how trustworthy you feel they are. 3. .link
232	190	Q825_4. Please rate the following gTLDs by how trustworthy you feel they are. 4. .guru
233	191	Q825_5. Please rate the following gTLDs by how trustworthy you feel they are. 5. .realtor
234	192	Q825_6. Please rate the following gTLDs by how trustworthy you feel they are. 6. .club
235	193	Q825_7. Please rate the following gTLDs by how trustworthy you feel they are. 7. .xyz
236	194	Q825_16. Please rate the following gTLDs by how trustworthy you feel they are. 16. .top
237	195	Q825_17. Please rate the following gTLDs by how trustworthy you feel they are. 17. .pics
238	196	Q825_18. Please rate the following gTLDs by how trustworthy you feel they are. 18. .online
239	197	Q825_19. Please rate the following gTLDs by how trustworthy you feel they are. 19. .space
240	198	Q825_20. Please rate the following gTLDs by how trustworthy you feel they are. 20. .website

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241	199	Q825_21. Please rate the following gTLDs by how trustworthy you feel they are. 21. .news
242	200	Q825_22. Please rate the following gTLDs by how trustworthy you feel they are. 22. .site
243	201	Q825_23. Please rate the following gTLDs by how trustworthy you feel they are. 23. .toronto
244	202	Q825_24. Please rate the following gTLDs by how trustworthy you feel they are. 24. .guadalajara
245	203	Q825_25. Please rate the following gTLDs by how trustworthy you feel they are. 25. .roma
246	204	Q825_26. Please rate the following gTLDs by how trustworthy you feel they are. 26. .istanbul
247	205	Q825_27. Please rate the following gTLDs by how trustworthy you feel they are. 27. .madrid
248	206	Q825_28. Please rate the following gTLDs by how trustworthy you feel they are. 28. .warszawa
249	207	Q825_29. Please rate the following gTLDs by how trustworthy you feel they are. 29. .paris
250	208	Q825_30. Please rate the following gTLDs by how trustworthy you feel they are. 30. Foshan
251	209	Q825_31. Please rate the following gTLDs by how trustworthy you feel they are. 31. .hanoi
252	210	Q825_32. Please rate the following gTLDs by how trustworthy you feel they are. 32. .manilla
253	211	Q825_33. Please rate the following gTLDs by how trustworthy you feel they are. 33. .tokyo
254	212	Q825_34. Please rate the following gTLDs by how trustworthy you feel they are. 34. .seoul
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257	215	Q825_37. Please rate the following gTLDs by how trustworthy you feel they are. 37. .jakarta
258	216	Q825_38. Please rate the following gTLDs by how trustworthy you feel they are. 38. .abuja
259	217	Q825_39. Please rate the following gTLDs by how trustworthy you feel they are. 39. .capetown
260	218	Q825_40. Please rate the following gTLDs by how trustworthy you feel they are. 40. .cairo
261	219	Q825_41. Please rate the following gTLDs by how trustworthy you feel they are. 41. .bogota
262	220	Q825_42. Please rate the following gTLDs by how trustworthy you feel they are. 42. .cordoba
263	221	Q825_43. Please rate the following gTLDs by how trustworthy you feel they are. 43. .rio
264	222	Q825_8. Please rate the following gTLDs by how trustworthy you feel they are. 8. .berlin
265	223	Q825_9. Please rate the following gTLDs by how trustworthy you feel they are. 9. .ovh
266	224	Q825_10. Please rate the following gTLDs by how trustworthy you feel they are. 10. .london
267	225	Q825_11. Please rate the following gTLDs by how trustworthy you feel they are. 11. .nyc
268	226	Q825_12. Please rate the following gTLDs by how trustworthy you feel they are. 12. .wang
269	227	Q825_13. Please rate the following gTLDs by how trustworthy you feel they are. 13. .xn-ses554g (Chinese for network address)
270	228	Q825_14. Please rate the following gTLDs by how trustworthy you feel they are. 14. .xn-55qx5d (Chinese for company)
271	229	Q848. As a registrant, how would you describe your satisfaction with the new gTLDs?
272	230	Q855. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? SUMMARY TABLE OF TOP 2 BOX
273	231	Q855. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? SUMMARY TABLE OF BOTTOM 2 BOX

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274	232	Q855_1. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 1. Innovative
275	233	Q855_2. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 2. Cutting edge
276	234	Q855_3. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 3. Extreme
277	235	Q855_4. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 4. Trustworthy
278	236	Q855_5. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 5. Unconventional
279	237	Q855_6. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 6. Practical
280	238	Q855_7. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 7. Technical
281	239	Q855_8. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 8. Confusing
282	240	Q855_9. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 9. Overwhelming
283	241	Q855_10. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 10. Useful
284	242	Q855_11. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 11. For people like me
285	243	Q855_12. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 12. Interesting
286	244	Q855_13. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 13. Exciting
287	245	Q855_14. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 14. Helpful
288	246	Q855_15. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 15. Informative
289	247	Q890. Which of the following online identities do you have, and which to you use to promote a business or organization, or to promote a personal activity or interest? SUMMARY TABLE OF HAVE
290	248	Q890. Which of the following online identities do you have, and which to you use to promote a business or organization, or to promote a personal activity or interest? SUMMARY TABLE OF PROMOTE BUSINESS
291	249	Q890. Which of the following online identities do you have, and which to you use to promote a business or organization, or to promote a personal activity or interest? SUMMARY TABLE OF PROMOTE ORGANIZATION
292	250	Q890. Which of the following online identities do you have, and which to you use to promote a business or organization, or to promote a personal activity or interest? SUMMARY TABLE OF PROMOTE PERSONAL
293	251	Q890. Which of the following online identities do you have, and which to you use to promote a business or organization, or to promote a personal activity or interest? SUMMARY TABLE OF SOCIAL MEDIA
294	252	Q890. Which of the following online identities do you have, and which to you use to promote a business or organization, or to promote a personal activity or interest? SUMMARY TABLE OF BLOGGING OR PUBLISHING
295	253	Q890. Which of the following online identities do you have, and which to you use to promote a business or organization, or to promote a personal activity or interest? SUMMARY TABLE OF WEB PAGE
296	254	Q895. How would you say your use of alternative identities, like social media accounts, blogging or publishing accounts or web pages, has impacted your decision to register a domain name, if at all?
297	255	Q896. And, do you expect these online identities to have an impact on domain registrations in the future?
298	256	Q897. What value do these alternative online identities provide over registering a domain name?
299	257	Q898. What value does a registered domain offer over these alternative identities?
300	258	Q865. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? SUMMARY TABLE OF STRICT/SOME RESTRICTIONS
304	259	Q865. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? SUMMARY TABLE OF STRICT RESTRICTIONS
308	260	Q865. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? SUMMARY TABLE OF SOME RESTRICTIONS
312	261	Q865. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? SUMMARY TABLE OF NO RESTRICTIONS

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316	262	Q865_1. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 1. .email
317	263	Q865_2. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 2. .photography
318	264	Q865_3. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 3. .link
319	265	Q865_4. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 4. .guru
320	266	Q865_5. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 5. .realtor
321	267	Q865_6. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 6. .club
322	268	Q865_7. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 7. .xyz
323	269	Q865_44. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 44. .bank
324	270	Q865_45. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 45. .pharmacy
325	271	Q865_46. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 46. .builder
326	272	Q865_23. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 23. .toronto
327	273	Q865_24. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 24. .quadalajara
328	274	Q865_25. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 25. .roma
329	275	Q865_26. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 26. .istanbul
330	276	Q865_27. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 27. .madrid
331	277	Q865_28. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 28. .warszawa
332	278	Q865_29. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 29. .paris
333	279	Q865_30. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 30. Foshan
334	280	Q865_31. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 31. .hanoi
335	281	Q865_32. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 32. .manilla
336	282	Q865_33. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 33. .tokyo
337	283	Q865_34. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 34. .seoul
338	284	Q865_35. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 35. .MOCKBa
339	285	Q865_36. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 36. .delhi

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340	286	Q865_37. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 37. .jakarta
341	287	Q865_38. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 38. .abuja
342	288	Q865_39. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 39. .capetown
343	289	Q865_40. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 40. .cairo
344	290	Q865_41. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 41. .bogota
345	291	Q865_42. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 42. .cordoba
346	292	Q865_43. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 43. .rio
347	293	Q865_8. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 8. .berlin
348	294	Q865_9. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 9. .ovh
349	295	Q865_10. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 10. .london
350	296	Q865_11. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 11. .nyc
351	297	Q865_12. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 12. .wang
352	298	Q865_13. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 13. .xn-ses554g (Chinese for network address)
353	299	Q865_14. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 14. .xn-55qx5d (Chinese for company)
354	300	Q910. How much do you trust that the restrictions on this new registration will actually be enforced?
355	301	Q900. How would you describe the processing of registering a domain?
356	302	Q905. What, if anything, would you change about the domain name purchase process?
357	303	Q913. How strongly do you agree or disagree with the following statements about the registration process? SUMMARY TABLE OF TOP 2 BOX
358	304	Q913. How strongly do you agree or disagree with the following statements about the registration process? SUMMARY TABLE OF BOTTOM 2 BOX
359	305	Q913_1. How strongly do you agree or disagree with the following statements about the registration process? 1. It was easy to find a domain name and extension that worked for my needs
360	306	Q913_2. How strongly do you agree or disagree with the following statements about the registration process? 2. There were plenty of choices between gTLDs that met my needs-for example, .photography and .photo, or .auto and .cars
361	307	Q913_3. How strongly do you agree or disagree with the following statements about the registration process? 3. If I had known more about the new gTLDs, choosing a domain to register would have been a lot easier
362	308	Q913_4. How strongly do you agree or disagree with the following statements about the registration process? 4. I did not feel like I had many alternatives that were available for registration
363	309	Q915. How much do you trust the domain name industry compared to these other industries? SUMMARY TABLE OF TOP 2 BOX
364	310	Q915. How much do you trust the domain name industry compared to these other industries? SUMMARY TABLE OF BOTTOM 2 BOX
365	311	Q915_1. How much do you trust the domain name industry compared to these other industries? 1. Internet service providers/the agency that provides my internet access
366	312	Q915_2. How much do you trust the domain name industry compared to these other industries? 2. Web based marketing companies
367	313	Q915_3. How much do you trust the domain name industry compared to these other industries? 3. E-commerce companies

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368	314	Q915_4. How much do you trust the domain name industry compared to these other industries? 4. Software companies
369	315	Q915_5. How much do you trust the domain name industry compared to these other industries? 5. Computer hardware companies
370	316	Q917. Why do you trust the domain name industry more than these other industries?
378	317	q919. Why do you trust the domain name industry less than these other industries?
382	318	Q1000. Which devices do you use to access the Internet?
383	319	Q1005. What is your experience with URL shorteners?
384	320	Q1010. Why haven't you used URL shorteners?
385	321	Q1015. Why do you use URL shorteners?
386	322	Q1020. What is your experience with QR codes?
387	323	Q1025. Why haven't you used QR codes?
388	324	Q1030. Why do you use QR codes?
389	325	Q1050. What is your preferred way of finding websites now?
390	326	Q1036_1. Which of these is the safest, which is the fastest, and which is the easiest way to navigate to a website that may have the information you are looking for? 1. Safest
391	327	Q1036_2. Which of these is the safest, which is the fastest, and which is the easiest way to navigate to a website that may have the information you are looking for? 2. Fastest
392	328	Q1036_3. Which of these is the safest, which is the fastest, and which is the easiest way to navigate to a website that may have the information you are looking for? 3. Easiest
393	329	Q1055_1. Which of these are the fastest, easiest and safest way to get to the website you want to buy from? 1. Safest
394	330	Q1055_2. Which of these are the fastest, easiest and safest way to get to the website you want to buy from? 2. Fastest
395	331	Q1055_3. Which of these are the fastest, easiest and safest way to get to the website you want to buy from? 3. Easiest
396	332	Q1060_1. Which of these is the safest, which is the easiest, and which is the fastest method to get to the website to access your personal information? 1. Safest
397	333	Q1060_2. Which of these is the safest, which is the easiest, and which is the fastest method to get to the website to access your personal information? 2. Fastest
398	334	Q1060_3. Which of these is the safest, which is the easiest, and which is the fastest method to get to the website to access your personal information? 3. Easiest
399	335	Q1100a. How would you describe your familiarity with each of the following abusive internet behaviors? SUMMARY TABLE OF TOP 2 BOX
400	336	Q1100a. How would you describe your familiarity with each of the following abusive internet behaviors? SUMMARY TABLE OF BOTTOM 2 BOX
401	337	Q1100a_1. How would you describe your familiarity with each of the following abusive internet behaviors? 1. Phishing - The attempt to acquire sensitive information such as usernames, passwords, and credit card details by masquerading as a trustworthy entity in electronic communication.
402	338	Q1100a_2. How would you describe your familiarity with each of the following abusive internet behaviors? 2. Spamming - The use of electronic messaging systems to send unsolicited messages.
403	339	Q1100a_3. How would you describe your familiarity with each of the following abusive internet behaviors? 3. Cyber squatting - Registering or using a domain name with bad faith intent to profit from the goodwill of a trademark belonging to someone else.
404	340	Q1100a_4. How would you describe your familiarity with each of the following abusive internet behaviors? 4. Stolen credentials - When hackers steal personal information stored online such as usernames, passwords, social security numbers, credit cards numbers, etc.
405	341	Q1100a_5. How would you describe your familiarity with each of the following abusive internet behaviors? 5. Malware - Short for "malicious software", used to disrupt computer operations, gather sensitive information or gain access to private computer systems.
406	342	Q1105. What do you think are the source(s) for each type of abusive Internet behavior? SUMMARY TABLE OF ORGANIZED GROUPS
407	343	Q1105. What do you think are the source(s) for each type of abusive Internet behavior? SUMMARY TABLE OF INDIVIDUALS
408	344	Q1105_1. What do you think are the source(s) for each type of abusive Internet behavior? 1. Phishing
409	345	Q1105_2. What do you think are the source(s) for each type of abusive Internet behavior? 2. Spamming
410	346	Q1105_3. What do you think are the source(s) for each type of abusive Internet behavior? 3. Cyber squatting
411	347	Q1105_4. What do you think are the source(s) for each type of abusive Internet behavior? 4. Stolen credentials
412	348	Q1105_5. What do you think are the source(s) for each type of abusive Internet behavior? 5. Malware
413	349	Q1115. How common do you feel each type of abusive Internet behavior is? SUMMARY TABLE OF TOP 2 BOX

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414	350	Q1115. How common do you feel each type of abusive Internet behavior is? SUMMARY TABLE OF BOTTOM 2 BOX
415	351	Q1115_1. How common do you feel each type of abusive Internet behavior is? 1. Phishing
416	352	Q1115_2. How common do you feel each type of abusive Internet behavior is? 2. Spamming
417	353	Q1115_3. How common do you feel each type of abusive Internet behavior is? 3. Cyber squatting
418	354	Q1115_4. How common do you feel each type of abusive Internet behavior is? 4. Stolen credentials
419	355	Q1115_5. How common do you feel each type of abusive Internet behavior is? 5. Malware
420	356	Q1120. Have you ever been affected by any of these types of abusive Internet behaviors? SUMMARY TABLE OF YES
421	357	Q1120_1. Have you ever been affected by any of these types of abusive Internet behaviors? 1. Phishing
422	358	Q1120_2. Have you ever been affected by any of these types of abusive Internet behaviors? 2. Spamming
423	359	Q1120_3. Have you ever been affected by any of these types of abusive Internet behaviors? 3. Cyber squatting
424	360	Q1120_4. Have you ever been affected by any of these types of abusive Internet behaviors? 4. Stolen credentials
425	361	Q1120_5. Have you ever been affected by any of these types of abusive Internet behaviors? 5. Malware
426	362	Q1125. How scared are you of each of the following? SUMMARY TABLE OF TOP 2 BOX
427	363	Q1125. How scared are you of each of the following? SUMMARY TABLE OF BOTTOM 2 BOX
428	364	Q1125_1. How scared are you of each of the following? 1. Phishing
429	365	Q1125_2. How scared are you of each of the following? 2. Spamming
430	366	Q1125_3. How scared are you of each of the following? 3. Cyber squatting
431	367	Q1125_4. How scared are you of each of the following? 4. Stolen credentials
432	368	Q1125_5. How scared are you of each of the following? 5. Malware
433	369	Q1130. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors? SUMMARY TABLE OF PURCHASED
434	370	Q1130_1. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors? 1. Phishing
435	371	Q1130_2. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors? 2. Spamming
436	372	Q1130_3. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors? 3. Cyber squatting
437	373	Q1130_4. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors? 4. Stolen credentials
438	374	Q1130_5. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors? 5. Malware
439	375	Q775. If you felt a website was being run improperly (for example, appears to be conducting illegal activity, appears to be a fake, etc.), who would you complain to?
441	376	Q300. Does the company for which you registered domains have multi-national operations?
442	377	Q305. Which of the following sectors does your business fall into?
446	378	Q318. In what state, province or territory do you currently reside?
464	379	Q320. U.S. Region-Harris Interactive Definition.
465	380	Q437. What is the highest level of education you have completed or the highest degree you have received?
466	381	Q437. What is the highest level of education you have completed or the highest degree you have received?
470	382	Q410. Which one of the following best describes your employment status?
471	383	Q462. Which of the following income categories best describes your total 2015 household income before/after taxes?
479	384	Q485. Racial Background.
481	385	Q364. What is your marital status?
482	386	QARREG. In which region do you currently reside?

483	387	QKRINC. Which of the following income categories best describes your total 2015 household income before taxes?
484	388	QKRBUY. In the past 12 months, did you purchase any products or services over the Internet?
485	389	QKRREG1. In which region do you currently reside?
487	390	QKRREG2. REGION CLASSIFICATION
488	391	QINED. What is the highest level of education/literacy you have completed/obtained or the highest degree you have received?
489	392	QININC2. Which of the following income categories best describes your total 2015 household income before taxes?
490	393	QINSUB. Which of the following best describes the area in which you live?
491	394	QINBUY. In the past month, did you purchase any products or services over the Internet?
492	395	QINREG1. In which division do you currently reside?
495	396	QINREG2. STATE SIZE CLASSIFICATION
496	397	Q1500. In which province do you currently reside?
499	398	Q1502. REGION CLASSIFICATION
500	399	Q1580. What is your marital status?
501	400	Q1503. In which state do you currently reside?
504	401	Q1504. STATE CLASSIFICATION
505	402	Q1585. Do you consider yourself...?
506	403	Q1505. In which governorate do you currently reside?
508	404	Q1506. REGION CLASSIFICATION
509	405	Q4005. Which of the following income categories best describes your total 2015 household income before taxes?
510	406	QCOREG2. In which region do you live?
511	407	Q4010. What is your current education level?
513	408	Q4015. What is your current occupation?
515	409	Q4020. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? 1. Household Income
516	410	Q4020. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? 2. Household Expenditure
517	411	Q4020. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? 3. Personal Income
518	412	Q4020. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? 4. Personal Expenditure
519	413	Q4025. BTS
520	414	Q4027. In what region do you live?
521	415	Q4030. What is your highest educational attainment?
522	416	Q4035. At the present time, what is your occupation?
523	417	Q4036. Please select the area in which you live?
525	418	Q1507. What is the highest level of education you have completed or the highest degree you have received?
526	419	QBRREG1. In which state do you currently reside?
528	420	QBRREG2. REGION CLASSIFICATION
529	421	Q1538. What is the highest level of education you have completed or the highest degree you have received?
530	422	QMXREG. In which state do you currently reside?
533	423	Q1574. What is the highest level of education you have completed or the highest degree you have received?
534	424	QTRED. What is the highest level of education you have completed or the highest degree you have received?
535	425	QCOED. What was the last year of schooling that you completed?
536	426	QIDED. What is the highest level of education you have completed or the highest degree you have received?
537	427	QJPED. What is the highest level of education you have completed or the highest degree you have received?
538	428	QNGED. What is the highest level of education you have completed or the highest degree you have received?
539	429	QPLED. What is the highest level of education you have completed or the highest degree you have received?
540	430	QRUED. What is the highest level of education you have completed or the highest degree you have received?
541	431	QKRED. What is the highest level of education you have completed or the highest degree you have received?
542	432	QCNINC. Which of the following income categories best describes your total monthly household income before taxes?
543	433	QZAREG. In which region do you currently reside?
544	434	Banner * Banner