

Base: All Respondents

Q616. Country

19 Aug 2016
Table 1

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
NORTH AMERICA (NET)	207	460	64	255	80	105	63	100	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	8%	14%	100%	100%	100%	100%	100%	100%														
	KOQSU	AJLNPRTV	AKMOGSU	BJLNPRTV	AKMOGSU	BJLNPRTV	AKMOGSU	BJLNPRTV														
US	64	255	64	255	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2%	8%	100%	100%																		
	AFHJLNPRTV	AEGKMOGSU	BFHJLNPRTV																			
CANADA	80	105	-	-	80	105	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	3%	3%			100%	100%																
		DV			ADGKMOGSU	BDHJLNPRTV																
MEXICO	63	100	-	-	-	-	63	100	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2%	3%					100%	100%														
		D					ACEKMOGSU	BDJLNPRTV														
EUROPE (NET)	419	534	-	-	-	-	-	-	26	50	45	50	38	50	53	53	74	100	75	106	108	125
	16%	16%							100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	CEG	DFH							BDFH	ACEG	BDFH	ACEG	BDFH	ACEG	BDFH	ACEG	BDFH	ACEG	BDFH	ACEG	BDFH	BDFH
ITALY	26	50	-	-	-	-	-	-	26	50	-	-	-	-	-	-	-	-	-	-	-	-
	1%	1%							100%	100%												
		D							BDHJLNPRTV													
TURKEY	45	50	-	-	-	-	-	-	-	-	45	50	-	-	-	-	-	-	-	-	-	-
	2%	1%									100%	100%										
		D									ACEGMOGSU	BDHJLNPRTV										
SPAIN	38	50	-	-	-	-	-	-	-	-	-	38	50	-	-	-	-	-	-	-	-	-
	1%	1%										100%	100%									
		D										ACEGKOQSU	BDHJLNPRTV									
POLAND	53	53	-	-	-	-	-	-	-	-	-	-	-	53	53	-	-	-	-	-	-	-
	2%	2%												100%	100%							
		D												ACEGKMOGSU	BDHJLNPRTV							
UK	74	100	-	-	-	-	-	-	-	-	-	-	-	-	-	74	100	-	-	-	-	-
	3%	3%														100%	100%					
		D														ACEGKMOGSU	BDHJLNPRTV					
FRANCE	75	106	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	75	106	-	-	-
	3%	3%																100%	100%			
		DV																ACEGKMOGSU	BDHJLNPRTV			
GERMANY	108	125	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	108	125
	4%	4%																			100%	100%
		DFHRT																			ACEGKMOGSU	BDHJLNPRTV
ASIA (NET)	1341	1539	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	52%	46%																				
	ICEGKMOGSU	DFHJLNPRTV																				
CHINA	548	551	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	21%	16%																				
	ICEGKMOGSU	DFHJLNPRTV																				
VIETNAM	52	52	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2%	2%																				
		D																				

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

Q616. Country

Base: All Respondents

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
PHILIPPINES	76 3%	101 3% DV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
JAPAN	176 7%	176 5% DFHRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SOUTH KOREA	69 3%	101 3% DV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
RUSSIA	73 3%	128 4% ADFHRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
INDIA	298 12%	330 10% DFHJLNPRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
INDONESIA	49 2%	100 3% AD	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
AFRICA (NET)	352 14%	401 12% DFHJLNPRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NIGERIA	190 7%	200 6% DFHRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SOUTH AFRICA	82 3%	101 3% DV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
EGYPT	80 3%	100 3% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SOUTH AMERICA (NET)	269 10%	415 12% DFHJLNPRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
COLOMBIA	64 2%	125 4% ADFHRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ARGENTINA	68 3%	104 3% DV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAZIL	137 5%	186 6% DFHRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

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

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

19 Aug 2016
Table 2

Base: All Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2015 Mexico (w/o client sample)	2016 US	2016 Canada	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
NORTH AMERICA (NET)	207 8%	460 14%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
United States	64 2%	255 8%	64 100%	255 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canada	80 3%	105 3%	-	-	80 100%	105 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico	63 2%	100 3%	-	-	-	-	63 100%	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
EUROPE (NET)	419 16%	534 16%	-	-	-	-	-	-	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%
Italy	26 1%	50 1%	-	-	-	-	-	-	26 100%	50 100%	-	-	-	-	-	-	-	-	-	-	-	-
Turkey	45 2%	50 1%	-	-	-	-	-	-	-	45 100%	50 100%	-	-	-	-	-	-	-	-	-	-	-
Spain	38 1%	50 1%	-	-	-	-	-	-	-	-	-	38 100%	50 100%	-	-	-	-	-	-	-	-	-
Poland	53 2%	53 2%	-	-	-	-	-	-	-	-	-	-	-	53 100%	53 100%	-	-	-	-	-	-	-
United Kingdom	74 3%	100 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	74 100%	100 100%	-	-	-	-	-
France	75 3%	106 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	75 100%	106 100%	-	-	-
Germany	108 4%	125 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	108 100%	125 100%
ASIA (NET)	1341 52%	1539 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China	548 21%	551 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: All Respondents

	Country																						
	2015 Total Registrants	North America										Europe											
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)		
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125	
Vietnam	52 2%	52 2% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines	76 3%	101 3% DV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan	176 7%	176 5% BCEGQGSU DFHRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South Korea	69 3%	101 3% DV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russian Federation	73 3%	128 4% ADFHRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India	298 12%	330 10% BCEGKMOGSU DFHJLNPRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesia	49 2%	100 3% AD	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
AFRICA (NET)	352 14%	401 12% CEGKMOGSU DFHJLNPRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria	190 7%	200 6% BCEGQGSU DFHRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South Africa	82 3%	101 3% DV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Egypt	80 3%	100 3% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SOUTH AMERICA (NET)	269 10%	415 12% CEGKMOGSU ADFHJLNPRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Colombia	64 2%	125 4% ADFHRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Argentina	68 3%	104 3% DV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazil	137 5%	186 6% EQSU DFHRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: All Respondents

	Country																					
	2015 Total Registrants	North America								Europe												
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

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

Q268. I identify my gender as...?

19 Aug 2016
Table 3

	Country																					
	North America										Europe											
	Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
Male	1477 57%	1886 56% T	38 59%	160 63% BHPT	43 54%	76 72%	34 54%	51 51%	16 62%	24 48%	30 67% M	26 52%	17 45%	27 54%	26 49%	24 45%	41 55%	52 52%	45 60%	49 46%	60 56%	67 54%
Female	1111 43%	1459 44% DF	26 41%	95 37%	37 46% F	29 28%	29 46%	49 49% DF	10 38%	26 52% F	15 33%	24 48% F	21 55% K	23 46% F	27 51%	29 55% DF	33 45%	48 48% F	30 40%	57 54% BDF	48 44%	57 46% F
Other/refuse	-	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1% B
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

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

Q280. Respondent Age.

Base: All Respondents

	Country																					
	2015 Total Registrants	North America								Europe												
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 US	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
18 - 19	50 2%	91 3% AD	-	2 1%	8 10% FACGMSU	1 1%	1 2%	5 5% DR	1 4%	1 2%	2 4%	2 4% R	-	1 2%	1 2%	1 2%	1 1%	-	1 1%	4 4% D	2 2%	2 2%
20 - 24	347 13%	458 14% DFJNT	2 3%	4 2%	11 14% FCQ	4 4%	14 22% ACQ	16 16% DFJNT	4 15%	2 4%	10 22% CQ	5 10% D	5 13%	2 4%	7 13% C	5 9% D	3 4%	11 11% D	10 13% CQ	7 7% D	13 12% C	14 11% DF
25 - 29	428 17%	607 18% DFR	6 9%	12 5%	14 18%	9 9%	7 11% DFRVT	23 23% D	4 15%	9 18% DR	7 16% DR	9 18% DR	4 11%	5 10%	7 13% D	7 8%	6 6%	6 6%	7 9% D	12 11% D	18 17% D	15 12% D
30 - 34	414 16%	610 18% ADFR	4 6%	17 7%	9 11%	11 10%	10 16% D	17 17% D	3 12% BDFHRTV	16 32% D	7 16% BDFHRTV	16 32% D	3 8%	11 22% DR	7 13% D	11 21% D	6 8%	10 10%	11 15% D	16 15% D	10 9% D	19 15% D
35 - 39	391 15%	463 14% DR	7 11%	24 9%	9 11%	9 9%	6 10% DFR	18 18% D	4 15%	9 18% R	6 13%	7 14%	7 18% U	6 12%	7 13%	8 15% D	11 15% D	7 7%	6 8%	11 10% E	7 6% D	14 11% C
40 - 44	264 10%	302 9%	3 5%	16 6%	4 5%	4 4%	9 14% F	12 12% F	4 15%	5 10% F	6 12% F	6 12% F	4 11% BDFHRTV	13 26% D	5 9% D	9 12% BDFR	9 12% D	6 6%	11 15% E	11 10% D	15 14% E	11 9% C
45 - 49	240 9%	237 7% B	2 3%	20 8%	6 8%	9 9%	6 10% H	6 6% H	2 8%	3 6% H	2 4% H	2 4% H	1 3% ACKS	3 12% H	3 6% H	4 13% PAC	5 8% H	4 8% H	4 5% BH	12 12% BH	10 9% A	9 7% H
50 - 54	165 6%	182 5% H	5 8%	24 9% BH	4 5% H	9 9% H	6 10% H	1 1% H	3 12% H	3 6% H	3 7% H	3 6% H	5 13% ACKS	4 8% H	8 15% PAC	4 8% H	4 5% BH	12 12% BH	5 7% AG	10 9% A	12 11% A	9 7% H
55 - 59	130 5%	129 4% B	2 3%	23 9% BHL	8 10% A	13 12% BHLPT	4 6% H	-	-	2 4% H	1 2% H	-	6 16% ACKS	4 13% H	7 13% PAC	1 2% H	6 8% BH	8 8% BH	3 4% AG	5 5% H	8 7% C	15 12% BHLPT
60 - 64	72 3%	110 3% AGKMOU	10 16% BHJLNPTV	38 15% G	5 6% BHJLNPTV	12 11% BHJLNPTV	-	2 2% G	1 4% G	-	2 2% G	-	-	-	1 2% AG	-	8 11% AGMU	10 10% BHJLNPTV	5 7% AG	6 6% G	3 3% G	7 6% HP
65 and over	87 3%	160 5% AH	23 36% AEGKMOUSU	75 29% BHJLNPTV	2 3% EBHJLNPTV	24 23% EBHJLNPTV	-	-	-	-	-	-	3 8% NGO	-	-	-	11 15% AEGKO	18 18% BHJLNPTV	4 5% H	5 5% H	7 6% G	9 7% HP
MEAN	37.3 K	36.8 HL	53.9 AEGKMOUSU	53.6 BFHJLNPTV	37.0 EBHJLNPTV	50.0 EBHJLNPTV	35.7 H	32.0	36.0	35.8 H	33.6	32.8	41.9 AGK	38.4 HL	38.5 K	36.5 HL	46.4 AEGKOSU	47.3 BHJLNPTV	40.5 AGK	40.8 BHJLP	40.4 AGK	41.5 BHJLP
STD. DEV.	12.49	13.19	17.52	15.24	15.30	15.78	11.33	8.91	11.52	8.78	10.88	7.98	14.06	9.10	12.33	9.52	14.63	16.05	13.30	12.87	13.66	14.85
STD. ERR.	0.25	0.23	2.19	0.95	1.71	1.54	1.43	0.89	2.26	1.24	1.62	1.13	2.28	1.29	1.69	1.31	1.70	1.60	1.54	1.25	1.31	1.33
MEDIAN	35	33	60	56	33	54	34	30	37	33	32	32	40	40	36	36	45	49	40	40	41	38
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

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

Q605. Have you ever registered a domain name?

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
Yes	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

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

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

Base: Has Registered A Domain Name

	Country																					
	North America										Europe											
	Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
I was the primary decision maker	1986 77%	2583 77%	54 84% E	207 81% H	55 69%	88 84% EHP	46 73%	69 69%	20 77%	38 76%	38 84%	39 78%	28 74%	41 82%	39 74%	37 70%	57 77%	79 79%	64 85% E	83 78%	88 81% E	107 86% BHP
It was a shared decision between myself and others	602 23%	766 23% V	10 16%	48 19%	25 31% FCSU	17 16%	17 27%	31 31% DFV	6 23%	12 24%	7 16%	11 22%	10 26%	9 18%	14 26%	16 30% FV	17 23%	21 21%	11 15%	23 22%	20 19%	18 14%
I had no say in the decision	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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 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 (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(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% DFHLNRT	-	48 48%	-	54 51%	-	80 64% DFLRT
Business use	-	1687 50% JPV	-	145 57% BJPTV	-	66 63% BJPTV	-	51 51% JPV	-	16 32%	-	25 50% P	-	27 54% JPV	-	15 28%	-	53 53% JPV	-	45 42%	-	47 38%
Non-profit group	-	465 14%	-	30 12%	-	13 12%	-	16 16%	-	12 24% BDV	-	17 34% BDFHNPRV	-	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% BDFHV	-	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

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

Base: Has Registered A Domain Name

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US, (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(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%	-	44 67%	-	20 39%	-	8 50%	-	13 52%	-	18 67%	-	9 60%	-	35 66%	-	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/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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

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

Base: Has Registered A Domain Name

	Country																					
	North America										Europe											
	Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
1 - 5 (NET)	2381 92% B	2945 88% L	59 92% C	228 89% D	72 90% E	88 84% F	61 97% G	86 86% H	24 92% I	44 88% J	40 89% K	42 84% L	38 100% NEK	45 90% N	49 92% O	48 91% P	68 92% Q	87 87% R	71 95% S	91 86% T	103 95% U	117 94% BFL
1	1116 43% B	1251 37% L	31 48% C	135 53% D BHJL	48 61% E AG	53 50% F BL	25 40% G	37 37% H L	12 46% I	17 34% J L	20 44% K	8 16% L	23 61% NAG	19 38% N	23 43% O	21 40% P	38 51% Q	42 42% R	42 56% S A	49 46% T L	58 54% U A	65 52% B HJL
2	678 26% E	865 26% F	17 27% C	55 22% D	12 15% E	17 16% F HAEMQ	25 40% G	18 18% H	6 23% I	16 32% J F	10 22% K	15 30% L	6 16% M	12 24% N	14 26% O	16 30% P F	13 18% Q	25 25% R	23 31% S E	26 25% T	31 29% U E	31 25% V
3	312 12% S	449 13% DT	4 6% C	17 7% D	9 11% E S	10 10% F	8 13% G S	15 15% H DT	4 15% I	8 16% J DT	6 13% K S	12 24% L BDFRTV	4 11% M S	13 26% N BDFRTV	8 15% O S	7 13% P	11 15% Q S	11 11% R	1 1% S	5 5% T	10 9% U S	10 8% V
4	142 5% U	163 5% AD	4 6% C	12 5% D	2 3% E	4 4% F	2 3% G	6 6% H	1 4% I	2 4% J	- - K	3 6% L	3 8% M	1 2% N	3 6% O	2 4% P	4 5% Q	5 5% R	2 3% S	4 4% T	3 3% U	6 5% V
5	133 5% U	217 6% AD	3 5% C	9 4% D	1 1% E	4 4% F	1 2% G	10 10% H GDN	1 4% I	2 4% J	4 9% K EU	4 8% L N	2 5% M	- - N	1 2% O	2 4% P	2 3% Q	4 4% R	3 4% S	7 7% T	1 1% U	5 4% V
6 - 10	128 5% U	220 7% AV	4 6% C GU	14 5% D	3 4% E	10 10% F V	- - G	8 8% H GV	2 8% I	4 8% J V	- - K	2 4% L	- - M	2 4% N	3 6% O	1 2% P	4 5% Q V	8 8% R	1 1% S	9 8% T SV	1 1% U	2 2% V
11 - 25	48 2% A	102 3% A	- - C	6 2% D	1 1% E	3 3% F	1 2% G	2 2% H	- - I	1 2% J ACEGMQU	5 11% K BDH	5 10% L	- - M	1 2% N	1 2% O	4 8% P	1 4% Q	4 4% R	2 3% S	3 3% T	2 2% U	5 4% V
26 OR MORE (NET)	31 1% A	82 2% A	1 2% C	7 3% D	4 5% E A	4 4% F	1 2% G	4 4% H	- - I	1 2% J	- - K	1 2% L	- - M	2 4% N	- - O	- - P	1 1% Q	1 1% R	1 1% S	3 3% T	2 2% U	1 1% V
26 - 50	10 - A	37 1% A	- - C	2 1% D	- - E	2 2% F	1 2% G	4 4% H BDV	- - I	- - J	- - K	- - L	- - M	2 4% N V	- - O	- - P	- - Q	1 1% R	- - S	1 1% T	1 1% U	- - V
51 or more	21 1% A	45 1% A	1 2% C	5 2% D	4 5% E A	2 2% F	- - G	- - H	- - I	1 2% J	- - K	1 2% L	- - M	- - N	- - O	- - P	1 1% Q	- - R	1 1% S	2 2% T	1 1% U	1 1% V
MEAN	4.1	5.4 A	3.1	6.8	8.0	7.0	2.6	4.3	2.3	4.5	3.2 M	6.6 R	1.8	4.3	2.4	3.2	6.3	3.3	3.4	4.8	2.9	3.2
STD. DEV.	20.41	23.23	7.43	37.46	29.08	28.31	4.49	7.10	1.76	11.01	3.75	14.77	1.23	8.97	2.24	4.58	34.24	4.82	12.65	15.45	7.28	9.33
STD. ERR.	0.40	0.40	0.93	2.35	3.25	2.76	0.57	0.71	0.34	1.56	0.56	2.09	0.20	1.27	0.31	0.63	3.98	0.48	1.46	1.50	0.70	0.83
MEDIAN	2	2	2	1	1	1	2	2	2	2	2	3	1	2	2	2	1	2	1	2	1	1
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

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

Q640. Have you ever registered duplicate domain names?

	Country																					
	North America										Europe											
	Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
Yes	831 32% EG	1206 36% ADV	15 23%	58 23%	13 16%	32 30% E	12 19%	33 33% D	12 46%	19 38% D	16 36% E	25 50% BDFHNRV	12 32%	15 30%	19 36% EG	19 36% D	17 23%	32 32%	26 35% EG	47 44% DFV	26 24%	34 27%
No	1757 68% B	2143 64% L	49 77% BHJLPT	197 77% FAKOS	67 84%	73 70% LT	51 81% AOS	67 67% L	14 54%	31 62%	29 64%	25 50%	26 68%	35 70% L	34 64%	34 64%	57 77%	68 68% L	49 65%	59 56%	82 76%	91 73% BLT
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

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

Q642. Why did you register duplicate domain names?

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(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

19 Aug 2016
Table 18

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
NORTH AMERICA (NET)	207	460	64	255	80	105	63	100	-	-	-	-	-	-	-	-	-	-	-	-	-	-
US	64	255	64	255	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CANADA	80	105	-	-	80	105	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEXICO	63	100	-	-	-	63	100	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
EUROPE (NET)	419	534	-	-	-	-	-	-	26	50	45	50	38	50	53	53	74	100	75	106	108	125
ITALY	26	50	-	-	-	-	-	-	26	50	45	50	38	50	53	53	74	100	75	106	108	125
TURKEY	45	50	-	-	-	-	-	-	-	45	50	-	-	-	-	-	-	-	-	-	-	-
SPAIN	38	50	-	-	-	-	-	-	-	-	38	50	-	-	-	-	-	-	-	-	-	-
POLAND	53	53	-	-	-	-	-	-	-	-	-	-	-	53	53	-	-	-	-	-	-	-
UNITED KINGDOM	74	100	-	-	-	-	-	-	-	-	-	-	-	-	-	74	100	-	-	-	-	-
FRANCE	75	106	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	75	106	-	-	-
GERMANY	108	125	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	108	125	-
ASIA (NET)	1341	1539	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CHINA	548	551	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q655. COUNTRY QUOTAS

Base: All Respondents

	Country																						
	2015 Total Registrants		North America							Europe													
	Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)		
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125	
VIETNAM	52 2%	52 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
PHILIPPINES	76 3%	101 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
JAPAN	176 7%	176 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
SOUTH KOREA	69 3%	101 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
RUSSIA	73 3%	128 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
INDIA	298 12%	330 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
INDONESIA	49 2%	100 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
AFRICA (NET)	352 14%	401 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NIGERIA	190 7%	200 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
SOUTH AFRICA	82 3%	101 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
EGYPT	80 3%	100 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
SOUTH AMERICA (NET)	269 10%	415 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
COLOMBIA	64 2%	125 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
ARGENTINA	68 3%	104 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
BRAZIL	137 5%	186 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%	

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

Q655. COUNTRY QUOTAS

Base: All Respondents

	Country																					
	North America										Europe											
	Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	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

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 (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
.com	2230 86% S	2844 85% JPTV	60 94% OS	229 90% BJNPRTV	71 89% JPTV	94 90% JPTV	54 86% JPTV	87 87% JPTV	21 81% JPTV	36 72% JPTV	41 91% JPTV	41 82% P	35 92% P	39 78% P	42 79% P	34 64% P	66 89% P	80 80% P	58 77% P	72 68% P	91 84% V	86 69% V
.net	1973 76% B	2301 69% P	58 91% DAKO	195 76% BJLNPRTV	64 80% P	75 71% P	53 84% JLNPTV	75 75% JLNPTV	20 77% JLNPTV	29 58% JLNPTV	33 73% JLNPTV	28 56% N	30 79% N	29 58% N	38 72% N	29 55% N	60 81% R	65 65% T	59 79% T	64 60% VA	91 84% VA	77 62% VA
.org	1810 70% B	2168 65% P	57 89% DAKOS	195 76% BNPTV	67 84% AK	75 71% TV	55 87% HAKOS	67 67% HAKOS	23 88% HAKOS	34 68% HAKOS	30 67% HAKOS	32 64% HAKOS	30 79% HAKOS	31 62% HAKOS	38 72% HAKOS	32 60% HAKOS	64 86% AKOS	75 75% BTV	54 72% T	60 57% T	84 78% V	72 58% V
.info	1289 50% BS	1437 43% T	35 55% DS	100 39% T	42 53% T	44 42% T	34 54% T	40 40% T	15 58% T	26 52% T	23 51% T	21 42% AS	25 66% AS	27 54% T	30 57% S	28 53% T	38 51% T	40 40% T	28 37% T	29 27% T	71 66% VAS	63 50% DT
.biz	972 38% M	1187 35% HNT	46 72% DAEGKMOSU	134 53% BHNTV	38 48% GM	50 48% BHNT	17 27% T	23 23% T	10 38% T	19 38% NT	22 49% GM	20 40% HNT	7 18% HNT	9 18% HNT	21 40% M	24 45% HNT	46 62% AGMOS	50 50% BHNT	28 37% TM	23 22% T	54 50% AGM	48 38% HNT
.mobi	588 23% BG	602 18% DPV	14 22% DPV	32 13% DPV	19 24% DPV	20 19% DPV	7 11% DPV	14 14% DPV	2 8% DPV	6 12% GMOS	15 33% GMOS	9 18% GMOS	5 13% GMOS	7 14% GMOS	13% GMOS	4 8% GMOS	18 24% G	16 16% G	13 17% G	13 12% G	22 20% G	14 11% G
.pro	364 14% BG	431 13% DR	8 13% D	12 5% D	10 13% D	9 9% D	6 10% D	14 14% D	4 15% DFR	10 20% DFR	7 16% DFR	6 12% DFR	2 5% DFR	7 14% DFR	11 21% M	7 13% D	12 16% R	6 6% R	13 17% R	16 15% DR	17 16% DR	12 10% DR
.cn	431 17% BCEGKMOSU	424 13% DFHJLNPRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.asia	388 15% BM	409 12% DF	10 16% DM	18 7% DM	11 14% DM	6 6% DM	5 8% DM	6 6% DM	3 12% DM	4 8% DM	6 13% DM	6 12% DM	1 3% DM	5 10% DM	5 9% DM	4 8% DM	12 16% M	9 9% M	12 16% M	11 10% M	12 11% M	12 10% M
.tel	400 15% B	407 12% B	6 9% B	22 9% FCG	18 23% FCG	10 10% FCG	6 10% FCG	15 15% FCG	4 15% FCG	8 16% FCG	8 18% FCG	5 10% FCG	3 8% FCG	5 10% FCG	8 15% FCG	6 11% FCG	16 22% FCG	11 11% FCG	10 13% FCG	13 12% FCG	24 22% ACG	17 14% ACG
.coop	248 10% G	314 9% D	7 11% G	14 5% G	4 5% G	11 10% G	-	6 6% G	5 19% BDHNPRV	11 22% BDHNPRV	3 7% G	4 8% G	2 5% G	2 4% G	2 4% G	1 2% RAEGKMOSU	15 20% RAEGKMOSU	9 9% AEGO	13 17% AEGO	12 11% P	10 9% G	11 9% G
.eu	-	240 7% ADFH	-	-	-	-	-	-	-	33 66% BDFHNLRT	-	-	-	18 36% MBDFHL	-	34 64% OBDFHLNRT	-	46 46% QBDFHL	-	41 39% SBDFHL	-	68 54% UBDFHLNT
.in	232 9% BCEGKMOSU	231 7% DFHPRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ng	153 6% CEGOSU	172 5% DFHRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.br	111 4% U	141 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; ** very small base (under 30) ineligible for sig testing

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 (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
.jp	160 6%	135 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	BCEGOSU DFHRTV																					
.us	46 2%	129 4%	46 72%	129 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	AFHRTV DAEGKMOOSU BDFHJLNPRTV																					
.ru	61 2%	113 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	ADV																					
.co	51 2%	104 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	ADV																					
.de	96 4%	104 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	96 89%	104 83%
	D ACEGKMOOS BDFHJLNPR																					
.ca	72 3%	88 3%	-	-	72 90%	88 84%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	D ACGKMOOSU BDFHJLNPRTV																					
.za	76 3%	86 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	D																					
.ar	60 2%	83 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	D																					
.mx	57 2%	83 2%	-	-	-	-	57 90%	83 83%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	D ACEKMOOSU BDFHJLNPRTV																					
.uk	63 2%	83 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	63 85%	83 83%	-	-	-	-	-
	D ACEGKMOOSU BDFHJLNPRTV																					
.kr	50 2%	78 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	D																					
.id	43 2%	77 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	D																					
.fr	60 2%	75 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	60 80%	75 71%	-	-	-
	D ACEGKMOOSU BDFHJLNPRTV																					
.eg	63 2%	68 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	D																					
.ph	59 2%	63 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	D																					

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

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 (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
.vn	39 2%	48 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.pl	45 2%	43 1%	-	-	-	-	-	-	-	-	-	-	-	-	45 85%	43 81%	-	-	-	-	-	-
.it	25 1%	41 1%	-	-	-	-	-	-	25 96%	41 82%	-	-	-	-	-	-	-	-	-	-	-	-
.tr	34 1%	32 1%	-	-	-	-	-	-	-	-	34 76%	32 64%	-	-	-	-	-	-	-	-	-	-
.es	32 1%	32 1%	-	-	-	-	-	-	-	-	-	-	32 84%	32 64%	-	-	-	-	-	-	-	-
I am not aware of any of these	27 1%	27 1%	-	4 2%	-	1 1%	-	-	-	1 2%	-	-	-	1 2%	-	1 2%	2 3%	-	2 3%	1 1%	-	2 2%
Not Sure	4 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-
TOTAL AWARENESS (NET)	2557 99%	3322 99%	64 100%	251 98%	80 100%	104 99%	63 100%	100 100%	26 100%	49 98%	45 100%	50 100%	38 100%	49 98%	53 100%	52 98%	72 97%	100 100%	73 97%	105 99%	107 99%	123 98%
TOTAL CONSISTENT AWARENESS (NET)	2557 99%	3316 99%	64 100%	251 98%	80 100%	104 99%	63 100%	100 100%	26 100%	49 98%	45 100%	50 100%	38 100%	49 98%	53 100%	49 92%	72 97%	99 99%	73 97%	104 98%	107 99%	122 98%
AWARENESS OF GLOBAL (NET)	2483 96%	3154 94%	64 100%	251 98%	78 98%	97 92%	63 100%	96 96%	25 96%	43 86%	45 100%	49 98%	37 97%	47 94%	48 91%	44 83%	71 96%	92 92%	70 93%	93 88%	101 94%	96 77%
HIGH (.com .net .org) (NET)	2407 93%	3081 92%	63 100%	246 96%	73 91%	97 92%	60 95%	94 94%	24 92%	41 82%	44 98%	46 92%	36 95%	44 88%	47 89%	41 77%	70 95%	88 88%	68 91%	86 81%	98 91%	94 75%
AWARENESS OF GEO-SPECIFIC (NET)	2119 82%	2547 76%	46 72%	129 51%	72 90%	88 84%	57 90%	83 83%	25 96%	43 86%	34 76%	32 64%	32 84%	34 68%	45 85%	46 87%	63 85%	85 85%	60 80%	78 74%	96 89%	106 85%
AWARENESS OF GEO-SPECIFIC CONSISTENT (NET)	2119 82%	2533 76%	46 72%	129 51%	72 90%	88 84%	57 90%	83 83%	25 96%	41 82%	34 76%	32 64%	32 84%	32 64%	45 85%	43 81%	63 85%	83 83%	60 80%	75 71%	96 89%	104 83%
MODERATE (.info.biz) (NET)	1486 57%	1718 51%	51 80%	150 59%	51 64%	57 54%	36 57%	44 44%	15 58%	28 56%	29 64%	28 56%	27 71%	27 54%	36 68%	31 58%	49 66%	57 57%	35 47%	35 33%	73 68%	65 52%
LOW (.mobi .pro .tel .asia .coop) (NET)	1014 39%	1123 34%	25 39%	61 24%	31 39%	34 32%	18 29%	29 29%	8 31%	18 36%	19 42%	16 32%	9 24%	12 24%	16 30%	12 23%	29 39%	28 28%	27 36%	33 31%	41 38%	29 23%

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

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

Base: All Qualified Respondents

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
AWARENESS OF GEO-SPECIFIC ADDED (NET)	-	240	-	-	-	-	-	-	-	33	-	-	18	-	34	-	46	-	41	-	68	7%
High (Avg) (.com .net .org)	2.5	2.4	2.8	2.5	2.8	2.5	2.7	2.4	2.7	2.4	2.4	2.2	2.6	2.3	2.5	2.3	2.7	2.5	2.5	2.3	2.7	2.5
Moderate (Avg) (.info.biz)	1.5	1.5	1.6	1.6	1.6	1.6	1.4	1.4	1.7	1.6	1.6	1.5	1.2	1.3	1.4	1.7	1.7	1.6	1.6	1.5	1.7	1.7
Low (Avg) (.mobi .pro .tel .asia .coop)	2.0	1.9	1.8	1.6	2.0	1.6	1.3	1.9	2.3	2.2	2.1	1.9	1.4	2.2	2.1	1.8	2.5	1.8	2.3	2.0	2.1	2.3
Sigma	12412	14900	347	1084	416	483	294	430	132	258	222	204	172	212	247	247	412	490	350	430	573	586
	480%	445%	542%	425%	520%	460%	467%	430%	508%	516%	493%	408%	453%	424%	466%	466%	557%	490%	467%	406%	531%	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; ** very small base (under 30) ineligible for sig testing

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 (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3322	64*	251	80*	104	63*	100	26**	49*	45*	50*	38*	49*	53*	52*	74*	100	75*	105	108	123
.com	1697 66%	2259 68%	51 80%	201 80%	42 53%	71 68%	44 70%	75 75%	10 38%	23 47%	33 73%	35 70%	24 63%	29 59%	15 28%	19 37%	35 47%	51 51%	32 43%	43 41%	29 27%	38 31%
.net	654 25%	857 26%	16 25%	63 25%	11 14%	22 21%	18 28%	28 28%	7 27%	8 16%	13 29%	14 28%	3 8%	10 20%	10 19%	8 15%	9 12%	11 11%	15 20%	23 22%	17 16%	18 15%
.org	448 17%	615 19%	24 38%	48 19%	16 20%	12 12%	10 16%	25 25%	8 31%	12 24%	20 45%	11 22%	13 33%	11 22%	13 26%	10 19%	12 16%	18 18%	16 21%	22 21%	15 14%	6 5%
.cn	265 10%	285 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.info	228 9%	270 8%	4 6%	18 7%	3 4%	9 9%	1 2%	11 11%	-	7 14%	6 13%	8 16%	2 5%	7 14%	6 11%	5 8%	6 8%	6 6%	5 7%	3 3%	7 6%	13 11%
.biz	127 5%	171 5%	7 11%	12 5%	5 6%	5 5%	2 3%	4 4%	2 8%	2 4%	2 4%	10 20%	1 3%	-	4 8%	2 4%	5 7%	6 6%	5 7%	1 1%	3 3%	2 2%
.in	143 6%	146 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ru	52 2%	102 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.jp	89 3%	97 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.br	76 3%	95 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.de	81 3%	87 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	81 75%	87 71%
.mobi	115 4%	72 2%	4 6%	3 1%	3 4%	2 2%	-	1 1%	1 4%	1 2%	2 4%	3 6%	-	2 4%	-	3 4%	1 1%	3 4%	2 2%	4 4%	2 2%	2 2%
.pro	65 3%	69 2%	2 3%	2 1%	3 4%	-	-	3 3%	1 4%	3 6%	3 7%	-	-	3 6%	1 2%	2 3%	-	2 3%	5 5%	2 2%	2 2%	
.coop	64 2%	69 2%	3 5%	2 1%	1 1%	2 2%	-	3 3%	1 4%	2 4%	1 2%	1 2%	-	-	1 2%	-	-	1 4%	3 3%	3 3%	3 3%	2 2%

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

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 (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3322	64*	251	80*	104	63*	100	26**	49*	45*	50*	38*	49*	53*	52*	74*	100	75*	105	108	123
.tel	77 3% B	66 2%	2 3%	2 1%	1 1%	-	1 2%	4 4%	2 8%	2 4%	1 2%	3 6%	-	1 2%	1 2%	-	2 3%	-	1 1%	3 3%	2 2%	1 1%
.za	51 2%	63 2% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ng	50 2%	62 2% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ca	48 2%	59 2% D	-	-	48 60%	59 57%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.co	20 1%	58 2% AD	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.fr	36 1%	57 2% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	36 48%	57 54%	-	-	-
.ar	33 1%	56 2% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.mx	26 1%	55 2% AD	-	-	-	-	26 41%	55 55%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.uk	41 2%	54 2% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	41 55%	54 54%	-	-	-	-
.asia	77 3% B	53 2%	4 6% DG	1	4 5% F	-	-	1	-	1 2%	1 2%	1 2%	-	1 2%	1 2%	1 2%	1 1%	1 1%	4 5%	3 3% D	2 2%	1 1%
.eu	-	48 1% A	-	-	-	-	-	-	-	7 14% BDFHL	-	-	-	3 6% BDFH	-	15 29% OBDFHLNRTV	-	6 6% QBDFH	-	7 7% SBDFH	-	10 8% UBDFHL
.id	18 1%	46 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ph	32 1%	43 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.kr	34 1%	42 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.pl	38 1%	37 1%	-	-	-	-	-	-	-	-	-	-	-	-	38 72% ACEGKMOSU	37 71% BDFHLNRTV	-	-	-	-	-	-

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

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

Base: Heard Of Extensions

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3322	64*	251	80*	104	63*	100	26**	49*	45*	50*	38*	49*	53*	52*	74*	100	75*	105	108	123
.vn	29 1%	33 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.it	16 1%	32 1%	-	-	-	-	-	-	16 62%	32 65%	-	-	-	-	-	-	-	-	-	-	-	-
.eg	18 1%	30 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.es	17 1%	21 1%	-	-	-	-	-	-	-	-	-	17 45%	21 43%	-	-	-	-	-	-	-	-	-
.tr	11*	15*	-	-	-	-	-	-	-	11 24%	15 30%	-	-	-	-	-	-	-	-	-	-	-
.us	5*	13*	5 8%	13 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	56 2%	75 2%	2 3%	6 2%	-	3 3%	2 3%	1 1%	1 4%	2 4%	1 2%	-	1 3%	1 2%	2 4%	-	8 11%	9 9%	1 1%	2 2%	3 3%	5 4%
TOTAL REGISTERED (NET)	2588 100%	3322 100%	64 100%	251 100%	80 100%	104 100%	63 100%	100 100%	26 100%	49 100%	45 100%	50 100%	38 100%	49 100%	53 100%	52 100%	74 100%	100 100%	75 100%	105 100%	108 100%	123 100%
TOTAL REGISTERED CONSISTENT (NET)	2588 100%	3313 100%	64 100%	251 100%	80 100%	104 100%	63 100%	100 100%	26 100%	49 100%	45 100%	50 100%	38 100%	49 100%	53 100%	49 94%	74 100%	99 99%	75 100%	103 98%	108 100%	120 98%
REGISTERED GLOBAL (NET)	2120 82%	2810 85%	64 100%	246 98%	57 71%	80 77%	54 86%	89 89%	20 77%	35 71%	42 93%	48 96%	30 79%	41 84%	29 55%	31 60%	50 68%	70 70%	56 75%	75 71%	51 47%	58 47%
REGISTERED GEO-SPECIFIC (NET)	1229 47%	1606 48%	5 8%	13 5%	48 60%	59 57%	26 41%	55 55%	16 62%	33 67%	11 24%	15 30%	17 45%	22 45%	38 72%	41 79%	41 55%	57 57%	36 48%	61 58%	81 75%	92 75%
REGISTERED GEO-SPECIFIC CONSISTENT (NET)	1229 47%	1588 48%	5 8%	13 5%	48 60%	59 57%	26 41%	55 55%	16 62%	32 65%	11 24%	15 30%	17 45%	21 43%	38 72%	37 71%	41 55%	54 54%	36 48%	57 54%	81 75%	87 71%
REGISTERED GEO-SPECIFIC ADDED (NET)	-	48 1%	-	-	-	-	-	-	-	7 14%	-	-	-	3 6%	15 29%	-	6 6%	-	7 7%	-	10 8%	
Sigma	4837 187%	6212 187%	124 194%	371 148%	137 171%	185 178%	104 165%	211 211%	49 188%	102 208%	83 184%	101 202%	53 139%	89 182%	86 162%	98 188%	124 168%	164 164%	123 164%	174 166%	168 156%	187 152%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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 (INCLUDING 0)

Base: Registered More Than One Domain Name

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
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/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																					
	2015 Total Registrants	North America							Europe													
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	**	2098	**	120	**	52*	**	63*	**	33*	**	42*	**	31*	**	32*	**	58*	**	57*	**	60*
0	-	1103 53% HNT	-	79 66% BHNPT	-	36 69% BHNPT	-	23 37%	-	19 58% NT	-	21 50%	-	9 29%	-	13 41%	-	33 57% HNT	-	20 35%	-	39 65% HNPT
1 - 2	-	824 39% DF	-	28 23%	-	12 23%	-	34 54% BDFV	-	12 36%	-	16 38%	-	18 58% BDFV	-	15 47% DF	-	21 36% BDFV	-	30 53% BDFV	-	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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
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																					
	2015 Total Registrants	North America							Europe													
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	**	2098	**	120	**	52*	**	63*	**	33*	**	42*	**	31*	**	32*	**	58*	**	57*	**	60*
0	-	1366 65%	-	93 78% B	-	47 90% BDHLPRT	-	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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
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	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
.biz	1058 41% BEGASU	1252 37% DFHNTV	22 34%	69 27%	20 25%	24 23%	14 22%	20 20%	9 35%	17 34% V	21 47% EGU	31 62% BDFHNR	10 26%	11 22%	21 40% GU	23 43% DFHNTV	22 30%	30 30%	22 29%	27 25%	23 21%	24 19%
.com	2243 87% BQSU	2701 81% RTV	60 94% EQSU	218 85% BHRTV	64 80%	86 82% RV	61 97% HAEQSU	76 76% V	21 81%	45 90% HRTV	41 91% QSU	44 88% RTV	33 87%	44 88% RTV	47 89% QSU	40 75% V	53 72%	69 69%	55 73%	75 71%	80 74% V	73 58%
.info	1339 52% BEQS	1586 47% DFV	26 41% D	63 25%	22 28%	26 25%	33 52% EQ	50 50% DF	13 50%	26 53% DF	24 60% EQ	30 60% DFRTV	19 50% E	28 56% DFTV	30 57% EQS	26 49% DF	25 34%	41 41% DF	27 36%	41 39% DF	48 44% E	48 38% DF
.mobi	902 35% BCMQU	999 30% DFV	10 16%	32 13%	21 26% F	11 10%	16 25% DF	29 29% DF	8 31%	14 28% DF	15 33% CQ	20 40% DFRV	7 18%	14 28% DF	12 23% DF	14 26% DF	10 14%	23 27% Q	20 27% DF	29 27% DF	21 19%	23 18%
.net	1837 71% BEQSU	2231 67% DFPRTV	46 72% EQ	150 59% V	37 46%	53 50% EMQSU	49 78% DFPRTV	71 71% DFPRTV	14 54%	33 66% V	38 84% AEMOQSU	42 84% BDFHNR	22 58%	33 66% V	35 86% E	27 51%	41 55%	50 50%	44 59%	57 54%	66 61% VE	59 47%
.org	1602 62% BU	1888 56% DFV	39 61% D	115 45%	43 54% F	41 39%	42 67% U	56 56% FV	16 62%	30 60% FV	34 76% EQSU	37 74% BDFHNR	25 66%	26 52%	32 60%	23 43%	41 55%	54 54% FV	41 55%	55 52%	55 51%	50 40%
.tel	827 32% BCEQQU	932 28% DFV	9 14%	28 11%	17 21%	13 12%	17 27%	25 25% DF	7 27%	16 32% DFV	14 31% CQU	19 38% DFRV	10 26%	14 28% DF	10 19%	17 32% DFV	10 14%	21 21% D	28 28% CQU	29 27% DFV	16 15%	19 15%
.asia	770 30% BCEQQU	881 26% DFV	10 16%	26 10%	12 15%	9 9%	10 16%	20 20% DF	9 35%	13 26% DFV	12 27% U	16 32% DFV	7 18%	12 24% DFV	12 23%	10 19%	10 14%	26 26% QDFV	19 25% U	22 21% DFV	14 13%	14 11%
.pro	848 33% EU	1031 31% DFV	14 22%	46 18%	16 20%	19 18%	18 29%	28 28% DV	5 19%	16 32% DV	12 27% BDFRV	22 44% DFRV	9 24%	13 26% DFV	11 21%	15 28% V	17 23%	26 26% V	26 35% EU	46 43% BDFHNR	20 19%	18 14%
.coop	756 29% BCQU	885 26% DFV	8 13%	27 11%	18 23% F	12 11%	13 21%	20 20% D	7 27%	12 24% DF	8 18% DFHRV	18 36% DFRV	11 29%	13 26% DF	11 21%	11 21% D	12 16%	20 20% D	23 23% CQU	28 28% DFV	16 15%	19 15%
.cn	473 86%	485 88%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.vn	49 94%	43 83%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ph	63 83%	78 77%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.jp	128 73%	134 76%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
.kr	56 81%	80 79%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ru	61 84%	114 89%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.in	260 87%	274 83%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.id	43 88%	88 88%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ng	168 88%	167 84%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.za	68 83%	84 83%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.eg	63 79%	77 77%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.co	51 80%	88 70%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ar	58 85%	82 79%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.br	113 82% B	135 73%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.it	21 81%	44 88%	-	-	-	-	-	21 81%	44 88%	-	-	-	-	-	-	-	-	-	-	-	-	-
.tr	36 80%	43 86%	-	-	-	-	-	-	-	36 80%	43 86%	-	-	-	-	-	-	-	-	-	-	-
.es	33 87%	45 90%	-	-	-	-	-	-	-	-	-	33 87%	45 90%	-	-	-	-	-	-	-	-	-
.pl	48 91%	45 85%	-	-	-	-	-	-	-	-	-	-	-	48 91%	45 85%	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - 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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
.uk	57 77%	82 82%	-	-	-	-	-	-	-	-	-	-	-	-	-	57 77%	82 82%	-	-	-	-	-
.fr	58 77%	75 71%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	58 77%	75 71%	-	-	-
.de	98 91% B	101 81%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	98 91% V	101 81%
.us	20 31%	73 29%	20 31%	73 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ca	67 84%	87 83%	-	-	67 84%	87 83%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.mx	60 95% B	75 75%	-	-	-	-	60 95% H	75 75%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.eu	-	216 45% R	-	-	-	-	-	-	30 60% BNRV	-	-	-	-	19 38%	-	36 68% BNRTV	-	31%	-	48 45% R	-	52 42%
CONSIDERED ALL (NET)	2481 96% BQ	3150 94% TV	62 97%	235 92%	78 98% Q	98 93%	63 100% HQS	93 93%	24 92%	45 90%	43 96% DJRTV	50 100%	36 95%	49 98% T	50 94%	50 94%	66 89%	90 90%	69 92%	93 88%	105 97% VQ	111 89%
CONSIDERED CONSISTENT (NET)	2481 96% BQ	3150 94% TV	62 97%	235 92%	78 98% Q	98 93%	63 100% HQS	93 93%	24 92%	45 90%	43 96% DJRTV	50 100%	36 95%	49 98% T	50 94%	50 94%	66 89%	90 90%	69 92%	93 88%	105 97% VQ	111 89%
CONSIDERED GLOBAL (NET)	2428 94% BQSU	3071 92% PRTV	62 97% QSU	235 92% PRTV	75 94%	92 88% V	63 100% HAEQSU	93 93% PRTV	24 92%	45 90% V	43 96% BDFJPRTV	50 100%	36 95%	48 96% PRTV	47 89%	43 81%	64 86%	83 83%	65 87%	88 83%	94 87% V	92 74%
CONSIDERED GEO-SPECIFIC (NET)	2152 83% BC	2619 78% D	20 31%	73 29%	67 84% C	87 83% D	60 95% HACEKQS	75 75% D	21 81%	44 88% D	36 80% C	43 86% D	33 87% C	48 96% BDFHRTV	48 91% CQ	48 91% BDHT	57 77% C	85 85% D	58 77% C	82 77% D	98 91% ACQS	105 84% D
CONSIDERED GEO-SPECIFIC CONSISTENT (NET)	2152 83% BC	2599 78% D	20 31%	73 29%	67 84% C	87 83% DT	60 95% HACEKQS	75 75% D	21 81%	44 88% DT	36 80% C	43 86% DT	33 87% C	45 90% BDHT	48 91% CQ	45 85% D	57 77% C	82 82% D	58 77% C	75 71% D	98 91% VACQS	101 81% D
CONSIDERED GEO-SPECIFIC ADDED (NET)	-	216 6% ADFH	-	-	-	-	-	-	30 60% BDFHLNRV	-	-	-	-	19 38% MBDFHL	-	36 68% QBDFHLNRV	-	31% QBDFHL	-	48 45% SBDFHLR	-	52 42% UBDFHL

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

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	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 US	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	74*	100	75*	106	108	125	
.biz	1198 46%	1631 49% L	36 56%	159 62% BLP	57 71% AKO	67 64% BLP	44 70% AKO	61 61% BLP	13 50%	25 50% L	20 44%	15 30%	20 53%	31 62% L	25 47%	23 43%	47 64% AK	64 64% BLP	45 60% A	63 59% BL	73 68% AKO	88 70% BJLP
.com	215 8% G	425 13% ADJ	3 5%	21 8%	10 13% G	12 11%	1 2%	15 15% GJN	4 15%	1 2%	2 4%	4 8%	2 5%	2 4%	2 4%	8 15% OJ	13 18% ACGKO	25 25% BDFJLN	17 23% ACGKMO	21 20% BDJN	21 19% ACGKO	43 34% UBDFHJLNT
.info	984 38%	1371 41% A	34 53%	165 65% A	50 63% AGKMO	66 63% BHLNPT	28 44%	36 36%	11 42%	19 38%	18 40%	15 30%	13 34%	16 32%	19 36%	42 57% AMO	50 50% HLN	40 53% A	49 46%	52 48% A	68 54% BHLNP	
.mobi	1348 52%	1863 56% A	44 69%	194 76% A	56 70% BHLJLNT	79 75% HA	44 70% HA	52 52%	15 58%	27 54%	27 60%	26 52%	23 61%	28 56%	32 60%	32 60% AKMOS	58 78% BHL	70 70% BHL	46 61%	64 60%	76 70% A	89 71% BHL
.net	550 21%	823 25% AL	15 23%	85 33% BHL	38 48% ACGKMOU	43 41% BHL	13 21%	22 22% L	9 35%	10 20%	5 11%	4 8%	9 24%	13 26% L	14 26%	22 42% BHL	27 36% AGK	40 40% BHL	26 35% AK	34 32% L	35 32% AK	61 49% UBDHJLNT
.org	768 30%	1148 34% AL	24 38% K	111 44% BJL	33 41% AK	54 51% BHLNRT	21 33%	36 36% L	7 27%	13 26%	8 18%	8 16%	9 24%	17 34%	16 30%	25 47% BJL	30 41% AK	37 37% L	32 43% AK	39 37% L	45 42% AK	64 51% BHLNRT
.tel	1391 54%	1911 57% A	46 72% AM	197 77% BHLNPT	58 73% AM	78 74% BHLNPT	42 67% A	54 54%	16 62%	26 52%	27 60%	27 54%	19 50%	27 54%	33 62%	31 58% AKMOS	58 78% BHLJLN	71 71% L	44 59%	62 58% AMS	80 74% AMS	91 73% BHLJLNT
.asia	1467 57%	1986 59% A	51 80% AS	207 81% BHLNRT	63 79% AS	87 83% BHLNRT	48 76% A	63 63%	13 50%	29 58%	30 67%	29 58%	24 63%	29 58%	34 64%	39 74% B	58 78% AS	69 69% B	47 63%	67 63%	85 79% AS	101 81% BHLNRT
.pro	1370 53%	1817 54% T	42 66% A	177 69% BHLJLT	59 74% AS	74 70% BHLJLT	42 67% HA	48 48%	19 73%	26 52%	30 67% L	23 46%	22 58%	31 62% T	34 64%	32 60% T	48 65% A	65 65% BHLT	39 52%	46 43%	77 71% AS	96 77% BHLNPT
.coop	1469 57%	1959 58%	50 78% AMS	196 77% BHLNPT	59 74% AMS	84 80% BHLNPT	47 75% HAM	56 56%	15 58%	29 58%	31 69%	27 54%	18 47%	31 62%	33 62%	31 58% AMS	55 74% AMS	71 71% BHL	44 59%	63 59%	82 76% AMS	94 75% BHLJLPT
.cn	50 9%	42 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.vn	-	6 12% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ph	6 8%	13 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.jp	32 18%	30 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
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Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
.kr	13 19%	17 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ru	5 7%	10 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.in	30 10%	40 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.id	4 8%	10 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ng	15 8%	21 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.za	8 10%	8 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.eg	15 19%	16 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.co	9 14%	31 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ar	6 9%	12 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.br	18 13%	39 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.it	3 12%	2 4%	-	-	-	-	-	3 12%	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
.tr	8 18%	5 10%	-	-	-	-	-	-	-	8 18%	5 10%	-	-	-	-	-	-	-	-	-	-	-
.es	1 3%	2 4%	-	-	-	-	-	-	-	-	-	1 3%	2 4%	-	-	-	-	-	-	-	-	-
.pl	3 6%	3 6%	-	-	-	-	-	-	-	-	-	-	-	3 6%	3 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

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																					
	2015 Total Registrants	North America							Europe													
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
.uk	13 18%	12 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13 18%	12 12%	-	-	-	-
.fr	12 16%	22 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12 16%	22 21%	-	-
.de	7 6%	16 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 6%	16 13%
.us	38 59%	156 61%	38 59%	156 61%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ca	12 15%	11 10%	-	-	12 15%	11 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.mx	3 5%	19 19% A	-	-	-	-	3 5%	19 19% G	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.eu	-	215 44% JP	-	-	-	-	-	-	-	15 30%	-	-	-	20 40%	-	14 26%	-	63 63% BJNPVT	-	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?

19 Aug 2016
Table 31

1. .biz

Base: All Qualified Respondents

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOP 2 BOX (NET)	1058 41% BEGQSU	1252 37% DFHNTV	22 34%	69 27%	20 25%	24 23%	14 22%	20 20%	9 35%	17 34% V	21 47% EGU	31 62% BDFHJNRTV	10 26%	11 22%	21 40% GU	23 43% DFHNTV	22 30%	30 30%	22 29%	27 25%	23 21%	24 19%
Very likely	373 14% EGMOU	457 14% DF	10 16% EGMO	24 9%	3 4%	4 4%	3 5%	8 8%	-	5 10%	4 9%	15 30% KBDFHJNRTV	1 3%	4 8%	2 4%	9 17% OF	6 8%	14 14% F	9 12%	8 8%	8 7%	13 10%
Somewhat likely	685 26% BU	795 24% DHV	12 19%	45 18% V	17 21%	20 19% V	11 17%	12 12%	9 35%	12 24% V	17 38% CEGSU	16 32% DHNRV	9 24%	7 14%	19 36% CGSU	14 26% HV	16 22%	16 16%	13 17%	19 18% V	15 14%	11 9%
BOTTOM 2 BOX (NET)	1198 46% L	1631 49% L	36 56%	159 62% BLP	57 71% AKO	67 64% BLP	44 70% AKO	61 61% BLP	13 50%	25 50% L	20 44% L	15 30% L	20 53%	31 62% L	25 47% C	23 43% AK	47 64% BLP	64 64% A	45 60% A	63 59% BL	73 68% AKO	88 70% BJLP
Somewhat unlikely	554 21%	705 21%	9 14%	46 18%	24 30% C	23 22% ACS	24 38% BDLPR	34 34% L	7 27%	15 30%	13 29%	9 18%	8 21%	12 24%	16 30% C	8 15%	18 24%	18 18%	15 20%	24 23%	27 25%	31 25%
Very unlikely	644 25%	926 28% AL	27 42% AKO	113 44% BHJLP	33 41% AKO	44 42% BHJL	20 32%	27 27% L	6 23%	10 20%	7 16%	6 12%	12 32%	19 38% L	9 17% L	15 28% L	29 39% AKO	46 46% BHJLP	30 40% AKO	39 37% BJL	46 43% AKO	57 46% BHJLP
Not sure	327 13% E	466 14% R	6 9%	27 11%	3 4%	14 13% E	5 8%	19 19% DR	4 15%	8 16% R	9 18%	4 8%	7 18% E	8 16% R	6 11%	7 13%	5 7%	6 6%	8 11%	16 15% R	12 11%	13 10%
Decline to Answer	5 B	-	-	-	-	-	-	-	-	-	-	-	1 3% A	-	2 4% A	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_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 (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	74*	100	75*	106	108	125	
TOP 2 BOX (NET)	2243 87% BQSU	2701 81% RTV	60 94% EQSU	218 85% BHRTV	64 80% U	86 82% RV	61 97% HAEQSU	76 76% V	21 81% HRTV	45 90% QSU	41 91% RTV	44 88% RTV	33 87% RTV	44 88% QSU	47 89% V	40 75% V	53 72% V	69 69% V	55 73% V	75 71% V	80 74% V	73 58% V
Very likely	1789 69% BQSU	2158 64% PRTV	49 77% QSU	182 71% BNPRTV	51 64% U	68 65% RTV	56 89% HAEQSU	66 66% PRTV	8 31% PRTV	32 64% RV	37 82% EQQSU	36 72% PRTV	27 71% QU	28 56% V	34 64% U	26 49% V	37 50% V	40 40% V	40 53% V	50 47% V	45 42% V	44 35% V
Somewhat likely	454 18% G	543 16% G	11 17% G	36 14% G	13 16% G	18 17% G	5 8% G	10 10% G	13 50% DH	4 26% DH	9 9% G	8 16% G	6 16% BDFH	16 32% GK	13 25% BDH	14 26% BDH	16 22% G	29 29% BDFH	15 20% G	25 24% BDH	35 32% ACEGK	29 23% BDH
BOTTOM 2 BOX (NET)	215 8% G	425 13% ADJ	3 5% ADJ	21 8% ADJ	10 13% G	12 11% G	1 2% G	15 15% GJN	4 15% GJN	1 2% GJN	2 4% GJN	4 8% GJN	2 5% GJN	2 4% GJN	2 4% GJN	8 15% OJ	13 18% ACGKO	25 25% BDFJLN	17 23% ACGKMO	21 20% BDJN	21 19% ACGKMO	43 34% UBDFJLINT
Somewhat unlikely	111 4% D	159 5% D	2 3% D	4 2% D	5 6% D	3 3% D	2 2% D	3 3% D	12% D	1 2% D	1 2% D	3 6% D	2 5% D	1 2% D	2 4% D	3 6% D	5 7% D	8 8% D	11 11% D	10 10% BDFH	13 12% ACG	19 15% BDFHJN
Very unlikely	104 4% AJ	266 8% AJ	1 2% AJ	17 7% AJ	5 6% G	9 9% J	- - GJLN	12 12% GJLN	1 4% GJLN	- - GJLN	1 2% GJLN	1 2% GJLN	- - GJLN	1 2% GJLN	- - GJLN	5 9% OJ	8 11% ACGMO	17 17% BDJLN	9 12% ACGMO	10 9% J	8 7% GO	24 19% UBDFJLINT
Not sure	128 5% A	223 7% A	1 2% A	16 6% A	6 8% A	7 7% A	1 2% A	9 9% A	1 4% A	4 8% A	2 4% A	2 4% A	3 8% A	4 8% A	4 8% A	5 9% ACG	8 11% ACG	6 6% ACG	3 4% ACG	10 9% ACG	7 6% ACG	9 7% ACG
Decline to Answer	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_3. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?
3. .info

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America							Europe													
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOP 2 BOX (NET)	1339 52% BEQS	1586 47% DFV	26 41% D	63 25%	22 28%	26 25%	33 52% EQ	50 50% DF	13 50%	26 52% DF	24 53% EQ	30 60% DFRTV	19 50% E	28 56% DFTV	30 57% EQS	26 49% DF	25 34%	41 41% DF	27 36%	41 39% DF	48 44% E	48 38% DF
Very likely	528 20% EMQ	629 19% DF	8 13%	26 10%	5 6%	7 7%	11 17% E	22 22% DF	3 12%	12 24% DF	11 EM	17 34% BDFNRTV	2 5%	6 12%	8 15%	12 23% DF	8 11%	15 15%	11 15%	17 16% F	19 18% E	17 14%
Somewhat likely	811 31% BE	957 29% DF	18 28% D	37 15%	17 21%	19 18%	22 35% E	28 28% D	10 38%	14 28% D	13 29% D	13 26% EQSU	17 45% BDFRTV	22 44% DFTV	22 42% EQS	14 26% D	17 23%	26 26% D	16 21%	24 23%	29 27% E	31 25% D
BOTTOM 2 BOX (NET)	984 38%	1371 41% A	34 53% A	165 65% BHLNPRTV	50 63% AGKMO	66 63% BHLNPT	28 44%	36 36%	11 42%	19 38%	18 40%	15 30%	13 34%	16 32%	19 36%	19 36%	42 57% AMO	50 50% HLN	40 53% A	49 46%	52 48% A	68 54% BHLNP
Somewhat unlikely	492 19%	598 18%	8 13%	46 18%	22 28% C	20 19%	15 24%	16 16%	6 23%	11 22%	14 31% LAC	5 10%	7 18%	8 16%	14 26%	7 13%	20 27% C	16 16%	16 21%	18 17%	24 22% L	29 23% L
Very unlikely	492 19%	773 23% A	26 41% AGKMOU	119 47% BHLNPRTV	28 35% AKMO	46 44% BHLNPT	13 21%	20 20%	5 19%	8 16%	4 9%	10 20%	6 16%	8 16%	5 9%	12 23%	22 30% AKO	34 34% BHLN	24 32% AKO	31 29%	28 26% KO	39 31% BJN
Not sure	263 10%	392 12%	4 6%	27 11%	8 10%	13 12%	2 3%	14 14% G	2 8%	5 10%	3 7%	5 10%	6 16% G	6 12%	4 8%	8 15%	7 9%	9 9%	8 11%	16 15%	8 7%	9 7%
Decline to Answer	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

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

Base: All Qualified Respondents

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOP 2 BOX (NET)	902 35% BCMQ	999 30% DFV	10 16%	32 13%	21 26% F	11 10%	16 25%	29 29% DF	8 31%	14 28% DF	15 33% CQ	20 40% DFRV	7 18%	14 28% DF	12 23%	14 26% DF	10 14%	23 27% Q	20 27% Q	29 27% DF	21 19%	23 18%
Very likely	325 13% B	336 10% DF	6 9%	13 5%	7 9%	4 4%	5 8%	11 11% D	1 4%	4 8%	4 9% BDFNPV	11 22%	1 3%	2 4%	4 8%	4 8%	6 8%	11 11% D	5 7%	12 11% DF	8 7%	13 10%
Somewhat likely	577 22% BCQU	663 20% DFRV	4 6%	19 7%	14 18% FCQ	7 7%	11 17% Q	18 18% DFV	7 27%	10 20% DFV	11 24% CQ	9 18% DF	6 16%	12 24% DFV	8 15%	10 19% DFV	4 5%	12 12% CQ	15 20% CQ	17 16% DF	13 12%	10 8%
BOTTOM 2 BOX (NET)	1348 52%	1863 56% A	44 69% A	194 76% A	56 70% A	79 75% A	44 70% HA	52 52% HA	15 58%	27 54%	27 60% CE	26 52%	23 61%	28 56% D	32 60% ACEQS	32 60% D	58 78% AKMOS	70 70% BHL	46 61%	64 60%	76 70% A	89 71% BHJL
Somewhat unlikely	598 23% C	712 21% D	7 11%	30 12%	12 15% HACEQS	18 17% SU	28 44% SU	23 23% D	10 38%	17 34% BDFR	14 31% CE	14 28% D	10 26% C	14 28% D	20 38% ACEQS	13 25% D	15 20%	18 18%	15 20%	22 21% D	25 23% C	27 22% D
Very unlikely	750 29%	1151 34% AJ	37 58% AGKMO	164 64% BHJLNRTV	44 55% AGKMO	61 58% BHJLNPT	16 25%	29 29%	5 19%	10 20%	13 29%	12 24%	13 34%	14 28%	12 23%	19 36% AGKMO	43 58% BHJLN	52 52% BHJLN	31 41% AO	42 40% J	51 47% AGKO	62 50% BHJLN
Not sure	336 13% EG	487 15% R	10 16% EG	29 11%	3 4%	15 14% E	3 5%	19 19% GR	3 12%	9 18% R	3 7%	4 8%	8 21% EG	8 16%	9 17% EG	7 13%	6 8%	7 7%	9 12%	13 12%	11 10%	13 10%
Decline to Answer	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

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

19 Aug 2016
Table 35

5. .net

Base: All Qualified Respondents

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 US	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOP 2 BOX (NET)	1837 71% BEQSU	2231 67% DFPRTV	46 72% EQ	150 59% V	37 46%	53 50%	49 78% EMQSU	71% DFPRTV	14 54%	33 66% V	38 84% AEMOQSU	42 84% BDFJNPRTV	22 58%	33 66% V	35 66% E	27 51%	41 55%	50 50%	44 59%	57 54%	66 61% VE	59 47%
Very likely	1040 40% BEMOQU	1237 37% DFPRTV	23 36%	75 29%	17 21%	21 20%	26 41% EMQ	40% FPRV	4 15%	18 36% FP	24 53% EMOQSU	28 56% BDFJNPRTV	8 21%	12 24%	13 25%	9 17%	16 22%	21 21%	24 32%	29 27%	30 28%	31 25%
Somewhat likely	797 31%	994 30%	23 36%	75 29%	20 25%	32 30%	23 37%	31 31%	10 38%	15 30%	14 31%	14 28%	14 37%	21 42% V	22 42% E	18 34%	25 34%	29 29%	20 27%	28 26%	36 33%	28 22%
BOTTOM 2 BOX (NET)	550 21% AL	823 25% AL	15 23%	85 33% BHL	38 48% ACGKMOU	43 41% BHJL	13 21%	22 22% L	9 35%	10 20%	5 11%	4 8%	9 24%	13 26% L	14 26% L	22 42% BHL	27 36% AGK	40 40% BHJL	26 35% AK	34 32% L	35 32% AK	61 49% UBDHJLNT
Somewhat unlikely	290 11%	389 12% L	4 6%	34 13% L	16 20% ACK	16 15% L	8 13%	7 7%	5 19%	7 14% L	3 7%	2 11%	4 11%	9 18% HL	12 25% ACK	12 23% BHL	11 15% HL	17 17% C	13 17% C	16 15% L	18 17% L	30 24% BDHL
Very unlikely	260 10%	434 13% A	11 17% KO	51 20% BJLN	22 28% AGKO	27 26% BJLN	5 8%	15 15%	4 15%	3 6%	2 4%	3 6%	5 13%	4 8%	2 4%	10 19% O	16 22% AGKO	23 23% BJLN	13 17% AKO	18 17% L	17 16% AO	31 25% BJLN
Not sure	198 8%	295 9%	3 5%	20 8%	5 6%	9 9%	1 2%	7 7%	12% V	7 14% V	2 4%	4 8%	7 18% ACEGKU	4 8%	4 8%	4 8%	6 8%	10 10%	5 7%	15 14% V	7 6%	5 4%
Decline to Answer	3 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

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

19 Aug 2016
Table 36

6. .org

Base: All Qualified Respondents

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOP 2 BOX (NET)	1602 62% BU	1888 56% DFV	39 61% D	115 45%	43 54% F	41 39%	42 67% U	56 56% FV	16 62%	30 60% FV	34 76% EQU	37 74% BDFHNPRTV	25 66%	26 52%	32 60%	23 43%	41 55% FV	54 54%	41 55%	55 52%	55 51%	50 40%
Very likely	847 33% BOQU	956 29% DFV	27 42% DEOQU	54 21%	20 25%	19 18%	20 32% O	26 26%	6 23%	15 30% V	22 49% AEMOQSU	23 46% BDFHRTV	10 26%	15 30% V	8 15%	15 28%	26 26%	21 28%	26 25%	21 19%	20 16%	
Somewhat likely	755 29% P	932 28% P	12 19%	61 24%	23 29%	22 21%	22 35% C	30 30% P	10 38%	15 30% P	12 27%	14 28%	15 39% C	11 22% PACS	24 45% PACS	8 15%	26 35% C	28 28%	20 27%	29 27%	34 31%	30 24%
BOTTOM 2 BOX (NET)	768 30%	1148 34% AL	24 38% K	111 44% BJL	33 41% AK	54 51% BHJLNRT	21 33%	36 36% L	7 27%	13 26%	8 18%	8 16%	9 24%	17 34% L	16 30% BJL	25 47% AK	30 41% AK	37 37% L	32 43% AK	39 37% L	45 42% AK	64 51% BHJLNRT
Somewhat unlikely	383 15%	523 16% AL	10 16% O	36 14% BJLN	15 19% O	23 22% BJLN	14 22%	16 16% L	7 27%	7 14%	4 9%	6 12%	5 13%	11 22% AK	13 25% AK	10 19%	14 19%	14 14%	17 23%	17 16%	18 17%	26 21%
Very unlikely	385 15%	625 19% AL	14 22% O	75 29% BJLN	18 23% O	31 30% BJLN	7 11%	20 20% L	-	6 12%	4 9%	2 4%	4 11%	6 12%	3 6% OJLN	15 28% OJLN	16 22% O	23 23% L	15 20% O	22 21% L	27 25% AGKO	38 30% BJLN
Not sure	214 8% CG	313 9% AL	2 3% O	29 11% C	4 5%	10 10%	-	8 8% G	3 12%	7 14%	3 7% G	5 10%	4 11% CG	7 14%	5 9% G	5 9%	3 4%	9 9%	2 3%	12 11% S	8 7% G	11 9%
Decline to Answer	4 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

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

Base: All Qualified Respondents

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOP 2 BOX (NET)	827 32% BCEQQU	932 28% DFV	9 14%	28 11%	17 21%	13 12%	17 27%	25 25% DF	7 27%	16 32% DFV	14 31% CQU	19 38% DFRV	10 26%	14 28% DF	10 19%	17 32% DFV	10 14%	21 21% D	21 28% CQU	29 27% DFV	16 15%	19 15%
Very likely	285 11% B	303 9% D	3 5%	9 4%	4 5%	5 5%	4 6%	7 7%	1 4%	5 10% D	5 11%	8 16% DF	2 5%	4 8%	2 4%	5 9%	5 7%	9 9% D	8 11%	13 12% D	6 6%	9 7%
Somewhat likely	542 21% BCQU	629 19% DFV	6 9%	19 7%	13 16%	8 8%	13 21% QU	18 18% DFV	6 23%	11 22% DFV	9 20% Q	11 22% DFV	8 21% Q	10 20% DFV	8 15%	12 23% DFV	5 7%	12 12%	13 17%	16 15% D	10 9%	10 8%
BOTTOM 2 BOX (NET)	1391 54% A	1911 57% AM	46 72% AM	197 77% BHJLNPT	58 73% AM	78 74% BHJLNPT	42 67% A	54 54%	16 62%	26 52%	27 60%	19 50%	27 54%	33 62%	31 58% AKMOS	58 78% BHJLN	71 71%	44 59%	62 58%	80 74% AMS	91 73% BHJLNPT	
Somewhat unlikely	599 23% C	718 21% D	6 9%	31 12%	13 16%	16 15%	22 35% ACE	21 21% D	11 42%	16 32% DFR	19 42% ACEMQSU	12 24% D	8 21%	12 24% D	19 36% ACE	12 23% D	17 23% C	15 15%	16 21%	21 20%	26 24% C	26 21% D
Very unlikely	792 31% AJ	1193 36% AGKMOS	40 63% BHJLNPTV	166 65% AGKMOS	45 58% BHJLNPT	62 59% BHJLNPT	20 32%	33 33%	5 19%	10 20%	8 18%	15 30%	11 29%	15 30%	14 26%	19 36% AGKMOS	41 55% BHJLNPT	56 56%	28 37% K	41 39% J	54 50% AGKMO	65 52% BHJLNPT
Not sure	366 14% E	506 15% R	9 14%	30 12%	5 6%	14 13%	4 6%	21 21% GDLR	3 12%	8 16%	4 9%	4 8%	8 21% EG	9 18%	9 17%	5 9%	6 8%	8 8%	10 13%	15 14%	12 11%	15 12%
Decline to Answer	4 B	-	-	-	-	-	-	-	-	-	-	-	1 3% A	-	2 2% A	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

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

Base: All Qualified Respondents

	Country																					
	North America										Europe											
	Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOP 2 BOX (NET)	770 30% BCEGQU	881 26% DFV	10 16%	26 10%	12 15%	9 9%	10 16%	20 20% DF	9 35%	13 26% DFV	12 27% U	16 32% DFV	7 18%	12 24% DFV	12 23%	10 19%	10 14%	26 26% QDFV	19 25% U	22 21% DFV	14 13%	14 11%
Very likely	275 11% BEMOU	277 8% DF	6 9%	11 4%	3 4%	3 3%	4 6%	6 6%	1 4%	3 6%	5 11% M	7 14% DFN	-	1 2%	1 2%	3 6%	5 7%	13 13% DFN	3 4%	8 8%	4 4%	8 6%
Somewhat likely	495 19% CGQU	604 18% DFV	4 6%	15 6%	9 11%	6 6%	6 10%	14 14% DFV	8 31%	10 20% DFV	7 16%	9 18% DFV	7 18%	11 22% DFV	11 21% CQU	7 13%	5 7%	13 13% DV	16 21% CQU	14 13% DV	10 9%	6 5%
BOTTOM 2 BOX (NET)	1467 57%	1986 59% A	51 80% AS	207 81% BHJLNRT	63 79% AS	87 83% BHJLNRT	48 76% A	63 63%	13 50%	29 58%	30 67%	29 58%	24 63%	29 58%	34 64%	39 74% B	58 78% AS	69 69% B	47 63%	67 63%	85 79% AS	101 81% BHJLNRT
Somewhat unlikely	553 21% BC	640 19% DFR	4 6%	15 6%	12 15%	9 9%	21 33% ACEQSU	29 29% BDFRT	8 31%	10 20% DF	16 36% ACEQSU	14 28% DFR	7 18%	11 22% DFR	16 30% CEQS	10 19% D	11 15%	10 10%	11 15%	17 16% D	20 19% C	23 18% DF
Very unlikely	914 35%	1346 40% A	47 73% AGKMOS	192 75% BHJLNRTV	51 64% AGKO	78 74% BHJLNPT	27 43%	34 34%	5 19%	19 38%	14 31%	15 30%	17 45%	18 36%	18 34%	29 55% OBHL	47 64% AGKO	59 59% BHJLN	36 48% A	50 47% L	65 60% AGKO	78 62% BHJLNPT
Not sure	349 13% C	482 14% DRV	3 5%	22 9%	5 6%	9 9%	5 8%	17 17% DRV	4 15%	8 16% R	3 7%	5 10%	7 18% CE	9 18% DR	7 13%	4 8%	6 8%	5 5%	9 12%	17 16% DR	9 8%	10 8%
Decline to Answer	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

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

Base: All Qualified Respondents

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOP 2 BOX (NET)	848 33% EU	1031 31% DFV	14 22%	46 18%	16 20%	19 18%	18 29%	28 28% DV	5 19%	16 32% DV	12 27% BDFRV	22 44%	9 24%	13 26%	11 21%	15 28% V	17 23%	26 26% V	26 35% EU	46 43% BDFHNRV	20 19%	18 14%
Very likely	278 11%	332 10% F	7 11%	18 7%	5 6%	4 4%	3 5%	8 8%	-	6 12%	5 11% BDFHV	11 22%	1 3%	5 10%	3 6%	5 9%	8 11%	12 12% F	7 9% BDFHV	20 19%	8 7%	11 9%
Somewhat likely	570 22% CQU	699 21% DV	7 11%	28 11%	11 14%	15 14% V	15 24% U	20 20% DV	5 19%	10 20% V	7 16%	11 22% DV	8 21%	8 16% V	8 15%	10 19% V	9 12%	14 14% V	19 25% CQU	26 25% DV	12 11%	7 6%
BOTTOM 2 BOX (NET)	1370 53%	1817 54% T	42 66% A	177 69% BHJLT	59 74% AS	74 70% BHJLT	42 67% HA	48 48%	19 73%	26 52%	30 67% L	23 46%	22 58%	31 62% T	34 64%	32 60% T	48 65% A	65 65% BHJLT	39 52%	46 43%	77 71% AS	96 77% BHJLNT
Somewhat unlikely	606 23% BC	686 20% DT	7 11%	28 11%	19 24% C	15 14% HACSU	23 37% HACSU	21 21% D	14 54%	14 28% DFRT	17 38% ACS	11 22% D	10 26% C	16 32% BDFRT	23 43% PACEQSU	11 21%	16 22% O	13 13%	14 19%	12 11%	24 22% AGKOS	26 21% BHJLNT
Very unlikely	764 30%	1131 34% A	35 55% AGKMOS	149 58% BHJLNT	40 50% AGKOS	59 56% BHJLNT	19 30%	27 27%	5 19%	12 24%	13 29%	12 24%	12 32%	15 30%	11 21%	21 40% O	32 43% AO	52 52% BHJLNT	25 33%	34 32% AGKOS	53 49% BHJLNT	70 56% D
Not sure	367 14% EG	501 15% V	8 13%	32 13%	5 6%	12 11%	3 5%	24 24% GBDFLRTV	2 8%	8 16%	3 7%	5 10%	7 18% EG	6 12%	7 13%	6 11%	9 12%	9 9%	10 13%	14 13%	11 10%	11 9%
Decline to Answer	3 B	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

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

19 Aug 2016
Table 40

10. .coop

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only (A)	2016 Total Registrants (B)	2015 US (w/o client sample) (C)	2016 US (D)	2015 Canada (w/o client sample) (E)	2016 Canada (F)	2015 Mexico (w/o client sample) (G)	2016 Mexico (H)	2015 Italy (w/o client sample) (I)	2016 Italy (J)	2015 Turkey (w/o client sample) (K)	2016 Turkey (L)	2015 Spain (w/o client sample) (M)	2016 Spain (N)	2015 Poland (w/o client sample) (O)	2016 Poland (P)	2015 UK (w/o client sample) (Q)	2016 UK (R)	2015 France (w/o client sample) (S)	2016 France (T)	2015 Germany (w/o client sample) (U)
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOP 2 BOX (NET)	756 29% BCQU	885 26% DFV	8 13%	27 11%	18 23% F	12 11%	13 21%	20 20% D	7 27%	12 24% DF	8 18% DFHRV	18 36% C	11 29% DF	13 26% DF	11 21% D	11 21% D	12 16%	20 20% D	23 31% CQU	28 26% DFV	16 15%	19 15%
Very likely	269 10% BE	270 8% D	5 8%	9 4%	2 3%	4 4%	3 5%	7 7%	2 8%	3 6%	2 4%	7 14% DF	1 3%	2 4%	4 8%	4 8%	4 5%	9 9% D	12 16% EGMQ	9 8% D	8 7%	9 7%
Somewhat likely	487 19% CU	615 18% DFV	3 5%	18 7%	16 20% FCU	8 8%	10 16% C	13 13%	5 19%	9 18% D	6 13% DFV	11 22% CQU	10 26% DFV	11 22% DFV	7 13%	7 13%	8 11%	11 11% DFV	11 15% DFV	19 18% DFV	8 7%	10 8%
BOTTOM 2 BOX (NET)	1469 57%	1959 58%	50 78% AMS BHJLNPT	196 77% AMS BHJLNPT	59 74% AMS BHJLNPT	84 80% HAM	47 75% HAM	56 56%	15 58%	29 58%	31 69%	27 54%	18 47%	31 62%	33 62%	31 58%	55 74% AMS	71 71% BHL	44 59%	63 59% AMS BHJLNPT	82 76% AMS BHJLNPT	94 75% AMS BHJLNPT
Somewhat unlikely	596 23% B	692 21% D	9 14%	32 13%	14 18%	17 16% HACEMOSU	28 44% DRV	26 26% DRV	10 38%	13 26% D LACEMOSU	20 44%	11 22%	6 16%	14 28% DR	18 34% PCE	8 15%	14 19%	14 14% DFV	14 19% DFV	23 22% D	24 22% D	19 15%
Very unlikely	873 34%	1267 38% A	41 64% AGKMOS	164 64% BHJLNPT	45 56% AGKMOS	67 64% BHJLNPT	19 30%	30 30%	5 19%	16 32%	11 24%	16 32%	12 32%	17 34%	15 28%	23 43% AGKMO BHJLNPT	41 55% AGKMO BHJLNPT	57 57% BHJLNPT	30 40%	40 38% AGKMO BHJLNPT	58 54% AGKMO BHJLNPT	75 60% AGKMO BHJLNPT
Not sure	361 14% EG	505 15%	6 9%	32 13%	3 4%	9 9%	3 5%	24 24% GBDFLRV	4 15%	9 18%	6 13% E	5 10%	9 24% EGQU	6 12%	9 17% EG	11 21% FRV	7 9%	9 9%	8 11%	15 14%	10 9%	12 10%
Decline to Answer	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_11. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

19 Aug 2016
Table 41

11. .cn

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	548	551	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	473 86%	485 88%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	323 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	548 100%	551 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

19 Aug 2016
Table 42

12. .vn

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(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?

19 Aug 2016
Table 43

13. .ph

Base: All Qualified Respondents

	Country																									
	2015 Total Registrants	North America										Europe														
		2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)		2015 Mexico (w/o client sample)		2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)		2016 Spain	2015 Poland (w/o client sample)		2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)		2016 France	2015 Germany (w/o client sample)		2016 Germany
				2016 US	2016 Canada	2016 Mexico	2016 Italy						2016 Spain	2016 Poland		2016 France	2016 Germany									
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)					
Unweighted Base	76*	101
TOP 2 BOX (NET)	63 83%	78 77%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	46 61%	46 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	17 22%	32 32%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	6 8%	13 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	4 5%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	2 3%	10 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	7 9%	10 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	76 100%	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(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?

19 Aug 2016
Table 45

15. .kr

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	69*	101	
TOP 2 BOX (NET)	56 81%	80 79%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	41 59%	45 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	15 22%	35 35%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	13 19%	17 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	9 13%	10 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	4 6%	7 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	69 100%	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	73*	128	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
TOP 2 BOX (NET)	61 84%	114 89%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	55 75%	104 81%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	6 8%	10 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	5 7%	10 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	4 5%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	1 1%	8 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	7 10%	4 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	73 100%	128 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_17. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

19 Aug 2016
Table 47

17. .in

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	298	330
TOP 2 BOX (NET)	260 87%	274 83%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	199 67%	212 64%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	61 20%	62 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	30 10%	40 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	21 7%	13 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	9 3%	27 8% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	8 3%	16 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	298 100%	330 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

19 Aug 2016
Table 48

18. .id

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	49*	100	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
TOP 2 BOX (NET)	43 88%	88 88%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	34 69%	63 63%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	9 18%	25 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	4 8%	10 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	4 8%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	-	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	2 4%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	49 100%	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_19. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

19 Aug 2016
Table 49

19. .ng

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	190	200	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	168 88%	167 84%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	128 67%	120 60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	40 21%	47 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	15 8%	21 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	8 4%	13 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	7 4%	8 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	6 3%	12 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	190 100%	200 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/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																				
	2015 Total Registrants	North America								Europe											
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(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*	101	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	68 83%	84 83%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	57 70%	66 65%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	11 13%	18 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	8 10%	8 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	3 4%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	5 6%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	6 7%	9 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	82 100%	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_21. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

19 Aug 2016
Table 51

21. .eg

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	80*	100	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
TOP 2 BOX (NET)	63 79%	77 77%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	36 45%	43 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	27 34%	34 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	15 19%	16 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	7 9%	11 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	8 10%	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	2 3%	7 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	80 100%	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

19 Aug 2016
Table 52

22. .co

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	64*	125	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
TOP 2 BOX (NET)	51 80%	88 70%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	40 63%	64 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	11 17%	24 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	9 14%	31 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	-	6 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	9 14%	25 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	4 6%	6 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	64 100%	125 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_23. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

19 Aug 2016
Table 53

23. .ar

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)		2015 Mexico (w/o client sample)		2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)		2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)		2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)		2015 Germany (w/o client sample)	
					2016 US	2016 Canada	2016 Mexico	2016 Turkey			2016 Poland	2016 France			2016 Germany							
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	68*	104	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	
TOP 2 BOX (NET)	58 85%	82 79%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very likely	47 69%	65 63%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Somewhat likely	11 16%	17 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
BOTTOM 2 BOX (NET)	6 9%	12 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Somewhat unlikely	4 6%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very unlikely	2 3%	10 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Not sure	4 6%	10 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Sigma	68 100%	104 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

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

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	137	186	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	113 82% B	135 73%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	94 69%	117 63%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	19 14%	18 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	18 13%	39 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	6 4%	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	12 9%	33 18% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	6 4%	12 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	137 100%	186 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

19 Aug 2016
Table 55

25. .it

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America							Europe												
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(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**	50*	-.**	-.**	-.**	-.**	-.**	-.**	26**	50*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
TOP 2 BOX (NET)	21 81%	44 88%	-	-	-	-	-	-	21 81%	44 88%	-	-	-	-	-	-	-	-	-	-	-
Very likely	13 50%	31 62%	-	-	-	-	-	-	13 50%	31 62%	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	8 31%	13 26%	-	-	-	-	-	-	8 31%	13 26%	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	3 12%	2 4%	-	-	-	-	-	-	3 12%	2 4%	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	2 8%	1 2%	-	-	-	-	-	-	2 8%	1 2%	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	1 4%	1 2%	-	-	-	-	-	-	1 4%	1 2%	-	-	-	-	-	-	-	-	-	-	-
Not sure	2 8%	4 8%	-	-	-	-	-	-	2 8%	4 8%	-	-	-	-	-	-	-	-	-	-	-
Sigma	26 100%	50 100%	-	-	-	-	-	-	26 100%	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?

26. .tr

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	45*	50*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	45*	50*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
TOP 2 BOX (NET)	36 80%	43 86%	-	-	-	-	-	-	-	36 80%	43 86%	-	-	-	-	-	-	-	-	-	-
Very likely	27 60%	34 68%	-	-	-	-	-	-	-	27 60%	34 68%	-	-	-	-	-	-	-	-	-	-
Somewhat likely	9 20%	9 18%	-	-	-	-	-	-	-	9 20%	9 18%	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	8 18%	5 10%	-	-	-	-	-	-	-	8 18%	5 10%	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	6 13%	3 6%	-	-	-	-	-	-	-	6 13%	3 6%	-	-	-	-	-	-	-	-	-	-
Very unlikely	2 4%	2 4%	-	-	-	-	-	-	-	2 4%	2 4%	-	-	-	-	-	-	-	-	-	-
Not sure	1 2%	2 4%	-	-	-	-	-	-	-	1 2%	2 4%	-	-	-	-	-	-	-	-	-	-
Sigma	45 100%	50 100%	-	-	-	-	-	-	-	45 100%	50 100%	-	-	-	-	-	-	-	-	-	-

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

19 Aug 2016
Table 57

27. .es

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	38*	50*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	38*	50*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
TOP 2 BOX (NET)	33 87%	45 90%	-	-	-	-	-	-	-	-	-	33 87%	45 90%	-	-	-	-	-	-	-	-
Very likely	23 61%	29 58%	-	-	-	-	-	-	-	-	-	23 61%	29 58%	-	-	-	-	-	-	-	-
Somewhat likely	10 26%	16 32%	-	-	-	-	-	-	-	-	-	10 26%	16 32%	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	1 3%	2 4%	-	-	-	-	-	-	-	-	-	1 3%	2 4%	-	-	-	-	-	-	-	-
Somewhat unlikely	-	1 2%	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-
Very unlikely	1 3%	1 2%	-	-	-	-	-	-	-	-	-	1 3%	1 2%	-	-	-	-	-	-	-	-
Not sure	4 11%	3 6%	-	-	-	-	-	-	-	-	-	4 11%	3 6%	-	-	-	-	-	-	-	-
Sigma	38 100%	50 100%	-	-	-	-	-	-	-	-	-	38 100%	50 100%	-	-	-	-	-	-	-	-

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

19 Aug 2016
Table 58

28. .pl

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(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*	-.**	-.**	-.**	-.**	-.**
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?

19 Aug 2016
Table 59

29. .uk

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	74*	100	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	74*	100	-**	-**	-**	-**
TOP 2 BOX (NET)	57 77%	82 82%	-	-	-	-	-	-	-	-	-	-	-	-	-	57 77%	82 82%	-	-	-	-
Very likely	39 53%	46 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	39 53%	46 46%	-	-	-	-
Somewhat likely	18 24%	36 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	18 24%	36 36%	-	-	-	-
BOTTOM 2 BOX (NET)	13 18%	12 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	13 18%	12 12%	-	-	-	-
Somewhat unlikely	9 12% B	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	9 12% R	2 2%	-	-	-	-
Very unlikely	4 5%	10 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	4 5%	10 10%	-	-	-	-
Not sure	4 5%	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	4 5%	6 6%	-	-	-	-
Sigma	74 100%	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	74 100%	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

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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	75*	106	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	75*	106	-**	-**
TOP 2 BOX (NET)	58 77%	75 71%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	58 77%	75 71%	-	-
Very likely	47 63%	55 52%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	47 63%	55 52%	-	-
Somewhat likely	11 15%	20 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11 15%	20 19%	-	-
BOTTOM 2 BOX (NET)	12 16%	22 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12 16%	22 21%	-	-
Somewhat unlikely	7 9%	11 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 9%	11 10%	-	-
Very unlikely	5 7%	11 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 7%	11 10%	-	-
Not sure	5 7%	9 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 7%	9 8%	-	-
Sigma	75 100%	106 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	75 100%	106 100%	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_31. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

19 Aug 2016
Table 61

31. .de

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	108	125	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	108	125
TOP 2 BOX (NET)	98 91% B	101 81%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	98 91% V	101 81%
Very likely	77 71%	75 60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	77 71%	75 60%
Somewhat likely	21 19%	26 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21 19%	26 21%
BOTTOM 2 BOX (NET)	7 6%	16 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 6%	16 13%
Somewhat unlikely	5 5%	5 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 5%	5 4%
Very unlikely	2 2%	11 9% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	11 9% U
Not sure	3 3%	8 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 3%	8 6%
Sigma	108 100%	125 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	108 100%	125 100%

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

32. .us

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America								Europe											
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	64*	255	64*	255	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	20 31%	73 29%	20 31%	73 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	8 13%	21 8%	8 13%	21 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	12 19%	52 20%	12 19%	52 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	38 59%	156 61%	38 59%	156 61%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	8 13%	41 16%	8 13%	41 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	30 47%	115 45%	30 47%	115 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	6 9%	26 10%	6 9%	26 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	64 100%	255 100%	64 100%	255 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_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																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	80*	105	-**	-**	80*	105	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	67 84%	87 83%	-	-	67 84%	87 83%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	60 75% B	58 55%	-	-	60 75% F	58 55%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	7 9%	29 28% A	-	-	7 9%	29 28% E	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	12 15%	11 10%	-	-	12 15%	11 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	4 5%	5 5%	-	-	4 5%	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	8 10%	6 6%	-	-	8 10%	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	1 1%	7 7%	-	-	1 1%	7 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	80 100%	105 100%	-	-	80 100%	105 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_34. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

19 Aug 2016
Table 64

34. .mx

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America										Europe										
		2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)		2015 Mexico (w/o client sample)		2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)		2015 Poland (w/o client sample)		2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)		2015 Germany (w/o client sample)	
				2016 US	2016 Canada	2016 Mexico	2016 Spain						2016 Poland	2016 France	2016 Germany							
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	63*	100	-**	-**	-**	-**	63*	100	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	60 95% B	75 75%	-	-	-	-	60 95% H	75 75%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	47 75% B	57 57%	-	-	-	-	47 75% H	57 57%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	13 21%	18 18%	-	-	-	-	13 21%	18 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	3 5%	19 19% A	-	-	-	-	3 5%	19 19% G	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	3 5%	3 3%	-	-	-	-	3 5%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	-	16 16% A	-	-	-	-	-	16 16% G	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	6 6% A	-	-	-	-	-	6 6% G	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	63 100%	100 100%	-	-	-	-	63 100%	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

19 Aug 2016
Table 65

38. .eu

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America							Europe													
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	**	484	**	**	**	**	**	**	**	50*	**	**	**	50*	**	53*	**	100	**	106	**	125
TOP 2 BOX (NET)	-	216 45% R	-	-	-	-	-	-	-	30 60% BNRV	-	-	-	19 38%	-	36 68% BNRTV	-	31 31%	-	48 45% R	-	52 42%
Very likely	-	88 18% NR	-	-	-	-	-	-	-	12 24% NR	-	-	-	4 8%	-	20 38% BNRTV	-	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% J
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 (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
Weighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
IDENTIFICATION (NET)	951 37% KS	1627 49% A	24 38% K	123 48% K	36 45% KS	57 54% K	32 51% AKS	60 60% BDP	5 19% K	25 50% K	8 18% K	22 44% KS	18 47% KS	27 54% K	20 38% K	21 40% K	34 46% KS	50 50% K	19 25% K	51 48% S	61 56% ACKOS	78 62% BDLPT
CLASSIFICATION (SUB-NET)	550 21% KS	993 30% ANRTV	17 27% KOS	86 34% NRTV	15 19% K	28 27% K	15 24% KS	32 32% NRTV	-	12 24% K	4 9% K	13 26% K	8 21% K	7 14% K	6 11% K	12 23% S	17 23% S	19 19% S	8 11% S	19 18% S	21 19% S	24 19% S
To differentiate/Determine type of business/work/organization/fields	271 10% S	482 14% ATV	13 20% AKOSU	54 21% BNPTV	13 16% OS	22 21% NTV	9 14% S	20 20% NTV	-	5 10% K	2 4% K	7 14% V	4 11% S	3 6% K	2 4% K	5 9% K	10 14% S	14 14% V	1 1% K	8 8% S	10 9% S	6 5% S
To differentiate between other sites/domains	184 7% E	289 9% AFR	3 5% K	14 5% K	1 1% K	1 1% K	3 5% K	8 8% F	-	4 8% F	1 2% K	5 10% F	1 3% K	1 2% K	3 6% K	4 8% F	5 7% K	3 3% K	4 5% K	8 8% F	8 7% F	11 9% F
To determine categories/groupings (Unspec)	58 2% A	173 5% A	1 2% K	16 6% K	1 1% K	6 6% K	1 2% K	3 3% K	-	2 4% K	-	1 2% K	1 3% K	3 6% K	-	3 6% K	-	2 2% K	1 1% K	2 2% K	-	4 3% K
To determine classification/status	39 2% A	74 2% A	2 3% K	5 2% K	-	-	2 3% K	2 2% K	-	1 2% K	1 2% K	1 2% K	1 3% K	1 2% K	1 2% K	-	-	-	2 3% K	1 1% K	4 4% K	3 2% K
Other classification mentions	19 1% B	8 * K	-	-	1 1% K	-	-	-	-	-	-	-	1 3% K	-	-	-	2 3% K	-	-	-	-	1 1% K
LOCATION (SUB-NET)	450 17% DL	637 19% DL	8 13% K	33 13% ACKOS	30 38% BDL	35 33% BDL	21 33% ACKS	34 34% BDL	5 19% DL	13 26% DL	4 9% DL	4 8% DL	12 32% ACK	21 42% BDLP	11 21% DL	10 19% DL	27 36% ACKS	37 37% BDLP	12 16% DL	34 32% SBDL	49 45% ACKOS	55 44% BDJLP
To indicate country/different countries	254 10% DL	333 10% DL	2 3% K	18 7% AC	15 19% AC	15 14% D	10 16% C	14 14% D	3 12% DL	10 20% BDL	3 7% DL	2 4% DL	7 18% C	10 20% BDL	8 15% C	7 13% ACK	16 22% ACK	19 19% BDL	9 12% DL	16 15% DL	39 36% ACEGKMOOS	46 37% BDFHJLNPR
To indicate location/area extensions	150 6% K	235 7% K	6 9% K	15 6% AKS	13 16% BDJLPV	18 17% AK	9 14% AK	17 17% BDJLV	2 8% K	1 2% K	-	-	4 11% BDJLPV	11 22% BDJLPV	3 6% K	3 6% AK	10 14% AK	19 19% BDJLPV	4 5% SBDJLPV	18 17% SBDJLPV	8 7% K	8 6% K
To indicate region/different regions	71 3% D	110 3% D	-	2 1% K	3 4% K	3 3% K	4 6% CS	4 4% D	-	3 6% D	-	2 4% D	1 3% K	1 2% K	-	1 2% K	2 3% K	1 1% K	-	1 1% K	4 4% K	3 2% K
Other location mentions	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TYPES OF EXTENSIONS (SUB-NET)	53 2% AT	264 8% AKMQSU	7 11% AKMQSU	34 13% BTV	3 4% K	12 11% TV	2 3% K	14 14% GBTV	-	2 4% K	-	7 14% KTV	-	2 4% K	2 4% K	3 6% K	-	11 11% QTV	1 1% K	1 1% K	2 2% K	5 4% K

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	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	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	74*	100	75*	106	108	125	
Business/Commercial	27 1%	172 5%	1 2%	15 6%	1 1%	6 6%	1 2%	7 7%	-	2 4%	-	5 10%	-	2 4%	-	1 2%	6 6%	1 1%	-	2 2%	5 4%	
Profit Vs. Non profit	22 1%	94 3%	5 8%	20 8%	2 3%	4 4%	2 3%	5 5%	-	1 2%	-	2 4%	-	2 4%	-	-	4 4%	1 1%	1 1%	1 1%	2 2%	
Government extension	7 *	71 2%	3 5%	12 5%	-	1 1%	-	6 6%	-	-	-	2 4%	-	-	2 4%	-	4 4%	-	-	-	-	
Education extension	6 *	56 2%	2 3%	17 7%	-	3 3%	-	2 2%	-	-	-	1 2%	-	-	-	-	1 1%	-	-	-	1 1%	
Network	7 *	27 1%	1 2%	4 2%	2 3%	1 1%	-	2 2%	-	-	-	1 2%	-	1 2%	-	-	1 1%	-	-	-	-	
Other type of extensions mentions	17 1%	41 1%	1 2%	2 1%	3 4%	1 1%	-	4 4%	-	-	-	-	-	2 4%	-	-	3 3%	-	-	1 1%	-	
MISCELLANEOUS IDENTIFICATION (SUB-NET)	35 1%	102 3%	-	6 2%	1 1%	1 1%	1 2%	3 3%	-	2 4%	-	2 4%	-	1 2%	1 2%	2 4%	-	1 1%	-	2 2%	3 3%	6 5%
Form of identity/identification (Unspec.)	18 1%	92 3%	-	6 2%	1 1%	1 1%	-	3 3%	-	2 4%	-	2 4%	-	1 2%	-	2 4%	-	-	2 2%	-	2 2%	
Due to language/different languages	7 *	7 *	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	3 3%	2 2%	
Other miscellaneous identification mentions	11 B	4 *	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	2 2%	
CONTENT (NET)	728 28%	756 23%	19 30%	43 17%	16 20%	21 20%	39 62%	34 34%	9 35%	3 6%	11 24%	12 24%	13 34%	16 32%	11 21%	10 19%	20 27%	16 16%	13 17%	9 8%	21 19%	14 11%
Different purposes/content/features of website	635 25%	685 20%	15 23%	34 13%	14 14%	20 19%	30 48%	31 31%	7 27%	3 6%	11 24%	10 20%	11 29%	15 30%	11 21%	9 17%	20 27%	13 13%	12 16%	8 8%	18 17%	13 10%
Based on the type of information they provide	91 4%	53 2%	3 5%	8 3%	5 6%	2 2%	9 14%	2 2%	2 8%	-	-	2 4%	1 3%	1 2%	-	1 2%	2 2%	1 1%	1 1%	4 4%	1 1%	
Based on the type of service they provide	37 1%	23 1%	1 2%	2 1%	1 1%	-	3 5%	1 1%	-	-	-	1 2%	1 3%	1 2%	-	-	1 1%	2 3%	-	-	-	
Other content mentions	15 1%	3 *	-	-	1 1%	-	-	-	-	-	-	-	1 3%	-	1 2%	-	-	-	-	-	-	

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

19 Aug 2016
Table 66

Base: All Qualified Respondents

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	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	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
ACCESSIBILITY (NET)	124 5%	185 6%	-	6 2%	-	3 3%	-	4 4%	-	3 6%	1 2%	1 2%	-	-	1 2%	4 8%	-	4 4%	2 3%	3 3%	-	-
To simplify search/easy to use	26 1%	96 3%	-	1 *	-	2 2%	-	3 3%	-	3 6%	1 2%	-	-	-	1 2%	3 6%	-	3 3%	-	2 2%	-	-
Convenience	53 2%	39 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For easy/quick accessibility	35 1%	36 1%	-	3 1%	-	1 1%	-	-	-	-	-	1 2%	-	-	-	-	-	1 1%	-	1 1%	-	-
Other accessibility mentions	13 1%	16 *	-	2 1%	-	-	-	1 1%	-	-	-	-	-	-	-	1 2%	-	-	2 3%	-	-	-
INCREASE TRAFFIC/ATTRACT CUSTOMERS (NET)	164 6%	97 3%	5 8%	8 3%	11 14%	4 4%	-	2 2%	-	4 9%	3 6%	-	1 2%	5 9%	1 2%	5 7%	1 1%	9 12%	3 3%	6 6%	1 1%	
To attract customers/increase traffic	68 3%	33 1%	2 3%	2 1%	4 5%	2 2%	-	-	-	3 7%	1 2%	-	1 2%	-	1 2%	2 3%	1 1%	6 8%	-	3 3%	-	-
Attract a variety/different target audience(s)	50 2%	27 1%	2 3%	4 2%	5 6%	-	-	-	-	-	-	1 2%	-	-	3 6%	-	1 1%	-	3 4%	2 2%	2 2%	-
Popularity of site	18 1%	23 1%	-	2 1%	1 1%	1 1%	-	-	-	-	-	1 2%	-	-	1 2%	-	-	-	-	1 1%	-	-
To make it easy to remember	14 1%	5 *	1 2%	-	-	1 1%	-	-	-	-	1 2%	-	-	-	1 2%	-	-	-	-	-	1 1%	-
Other increase traffic/attract customers mentions	16 1%	11 *	-	-	1 1%	-	-	2 2%	-	-	-	-	-	-	-	-	2 3%	-	-	-	-	1 1%
TECHNOLOGY DRIVEN (NET)	83 3%	79 2%	-	4 2%	1 1%	-	6 10%	2 2%	-	-	-	-	1 3%	1 2%	7 13%	4 8%	-	1 1%	1 1%	1 1%	3 3%	5 4%
Different servers	45 2%	60 2%	-	2 1%	1 1%	-	2 3%	1 1%	-	-	-	-	1 3%	1 2%	6 11%	4 8%	-	1 1%	-	1 1%	3 3%	4 3%
Different network/service providers	18 1%	10 *	-	1 *	-	-	3 5%	1 1%	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	1 1%
Other technology driven mentions	23 1%	11 *	-	1 *	-	-	1 2%	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																					
	2015 Total Registrants	North America										Europe										
		2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	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	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
SITE CHARACTERISTICS (NET)	97 4% B	72 2%	1 2%	2 1%	1 1%	1 1%	2 3%	7 7%	-	-	1 2%	3 6%	1 3%	1 2%	-	1 2%	1 1%	-	3 4%	3 3%	1 1%	-
To be different/unique	52 2% B	29 1%	1 2%	2 1%	1 1%	-	-	3 3% B	-	-	-	2 4%	-	-	-	-	1 1%	-	2 3%	-	1 1%	-
Reliability/Trustworthiness of website	18 1%	12 *	-	-	-	-	1 2%	1 1%	-	-	-	1 2% D	-	-	-	-	-	-	1 1%	-	-	-
Other site characteristics mentions	28 1%	34 1%	-	-	-	1 1%	1 2%	3 3% D	-	-	1 2%	-	1 3%	1 2% D	-	1 2% D	-	-	-	3 3% D	-	-
SECURITY (NET)	77 3% B	59 2%	2 3%	3 1%	-	-	-	2 2%	-	-	1 2%	-	-	1 2%	1 2%	-	-	-	4 5% EQ	2 2%	2 2%	1 1%
Safety/Security reasons	68 3% B	49 1%	2 3%	2 1%	-	-	-	2 2%	-	-	1 2%	-	-	1 2%	1 2%	-	-	-	3 4%	1 1%	2 2%	1 1%
Other security mentions	11 *	10 *	1 2%	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	1 1%	1 1%	-
SITE/STORAGE SIZE (NET)	93 4% B	52 2%	5 8%	12 5% BTV	5 6% F	1 1%	1 2%	1 1%	-	1 2%	2 4%	-	-	-	2 4%	-	4 5% BTV	4 4% BTV	1 1%	-	7 6% V	-
Ran out of space on the other domains/extensions	68 3% B	46 1%	4 6%	11 4% BHTV	5 6% FA	1 1%	1 2%	-	-	1 2%	2 4%	-	-	-	1 2%	-	4 5% BHTV	4 4% BHTV	1 1%	-	5 5% V	-
Size of site	17 1% B	5 *	1 2%	1 *	-	-	-	1 1% B	-	-	-	-	-	-	1 2%	-	-	-	-	-	1 1%	-
Other site/storage size mentions	8 *	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-
DECISION MAKING (NET)	43 2%	44 1%	2 3%	4 2%	2 3%	2 2%	-	2 2%	1 4%	-	1 2%	-	-	2 4% RT	1 2%	-	3 4% RU	-	-	-	-	2 2%
Depends on/determined by the owner	37 1%	36 1%	2 3%	4 2%	2 3%	2 2%	-	2 2%	-	-	1 2%	-	-	2 4% BRT	1 2%	-	3 4% RU	-	-	-	-	2 2%
Other decision making mentions	6 *	8 *	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	200 8%	304 9%	12 19% AGQSU	44 17% BHNTV	7 9%	12 11%	1 2%	5 5%	2 8%	4 8%	5 11% G	7 14%	4 11% G	2 4%	4 8%	8 15% H	4 5%	9 9%	3 4%	8 8%	5 5%	9 7%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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 (w/o client sample)	2015 Canada (w/o client sample)	2015 Mexico (w/o client sample)	2016 US	2016 Canada	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	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	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
To expand the registrable domain names	22 1%	141 4% A	2 3%	30 12% CBHNT	2 3%	8 8% H	-	1 1%	-	2 4%	-	5 10% KBH	1 3%	1 2%	1 2%	2 4%	1 1%	8 8% H	-	3 3%	-	7 6% U
To eliminate competitors registering same domain name	44 2%	40 1%	3 5% D	2 1%	3 4% F	-	-	1 1%	-	-	-	-	1 3%	-	1 2%	1 2%	-	-	1 1%	2 2%	2 2%	-
Costs/Different costs	41 2%	36 1%	2 3%	4 2%	1 1%	-	-	-	1 4%	2 2%	2 4%	1 2%	2 5% QS	1 2%	1 2%	1 2%	-	-	-	1 1%	1 1%	1 1%
Rules/Regulations	7 *	16 *	-	2 1%	-	-	-	1 1%	-	1 2%	-	-	-	-	-	1 2%	-	-	1 1%	-	-	-
Specific website names	7 *	12 *	-	1 *	-	2 2% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	85 3% B	67 2%	5 8% DA	6 2%	2 3%	2 2%	1 2%	2 2%	1 4%	-	3 7%	1 2%	-	-	2 4%	3 6% V	3 4%	1 1%	1 1%	2 2%	2 2%	1 1%
EXCLUSIVE (NET)	537 21% BG	610 18% H	13 20% G	54 21% H	20 25% G	21 20% H	3 5%	8 8%	11 42%	15 30% BH	16 36% AG	12 24% H	9 24% G	13 26% H	15 28% G	12 23% H	19 26% G	33 33% BDFH	29 39% ACG	33 31% BDH	27 25% G	30 24% H
Illegible data	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	39 2%	39 1% DAEGKOU	6 9%	-	-	3 3% D	-	2 2% D	1 4%	-	-	-	1 3%	3 6% BDV	-	1 2% D	2 3%	1 1%	2 3%	2 2% D	-	-
Don't know	305 12%	393 12% H	7 11%	37 15% H	10 13%	8 8%	3 5%	5 5%	8 31%	12 24% BFHV	12 27% ACEGU	8 16% H	6 16% H	8 16% H	12 23% AGU	7 13%	11 15%	23 23% BFHV	20 27% ACEGU	20 19% BFH	11 10%	15 12%
Declined to answer	193 7% BCG	178 5% H	-	17 7% CH	10 13% CG	10 10% H	-	1 1%	2 8%	3 6% CG	4 9% CG	4 8% H	2 5%	2 4%	3 6% H	4 8% H	6 8% CG	9 9% H	7 9% CG	11 10% BH	16 15% ACG	15 12% BH
Sigma	3382 131%	4552 136%	100 156%	382 150%	122 153%	148 141%	97 154%	164 164%	28 108%	56 112%	50 111%	70 140%	49 129%	73 146%	69 130%	68 128%	101 136%	146 146%	90 120%	119 112%	155 144%	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; ** very small base (under 30) ineligible for sig testing

Base: All Qualified Respondents

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

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOP 2 BOX (NET)	2302 89%	2882 86%	63 98%	241 95%	67 84%	96 91%	53 84%	83 83%	22 85%	41 82%	40 89%	44 88%	34 89%	48 96%	52 96%	48 91%	70 95%	87 87%	63 84%	81 76%	84 78%	96 77%
Very satisfied	1036 40%	1070 32%	39 61%	113 44%	38 48%	38 36%	15 24%	25 25%	5 19%	7 14%	21 47%	20 40%	7 18%	6 12%	11 21%	12 23%	40 54%	36 36%	22 29%	26 25%	33 31%	34 27%
Somewhat satisfied	1266 49%	1812 54%	24 38%	128 50%	29 36%	58 55%	38 60%	58 68%	17 65%	34 68%	19 42%	24 48%	27 71%	42 84%	41 77%	36 68%	30 41%	51 51%	41 55%	55 52%	51 47%	62 50%
BOTTOM 2 BOX (NET)	281 11%	467 14%	1 2%	14 5%	12 15%	9 9%	10 16%	17 17%	4 15%	9 18%	5 11%	6 12%	3 8%	2 4%	1 2%	5 9%	4 5%	13 13%	12 16%	25 24%	24 22%	29 23%
Somewhat dissatisfied	153 6%	268 8%	-	11 4%	8 10%	4 4%	-	2 2%	2 8%	8 16%	5 11%	4 8%	1 3%	1 2%	1 2%	2 4%	4 5%	11 11%	7 9%	22 21%	12 11%	16 13%
Very dissatisfied	128 5%	199 6%	1 2%	3 1%	4 5%	5 5%	10 16%	15 15%	2 8%	1 2%	-	2 4%	2 5%	1 2%	-	3 6%	-	2 2%	5 7%	3 3%	12 11%	13 10%
Not Sure	5 B	-	-	-	1 1%	-	-	-	-	-	-	-	1 3%	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

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

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 (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
An Internet search engine to find articles, posts or similar information	2113 82% BQS	2495 74% LRT	54 84% LRT	194 76% LRT	64 80% LR	80 76% HKQS	57 90% L	74 74% L	20 77% L	38 76% L	34 76% L	28 56% L	32 84% L	38 76% PQS	46 87% PQS	37 70% PQS	53 72% PQS	62 62% PQS	53 71% PQS	69 65% VQS	91 84% VQS	87 70% VQS
My Internet service provider	1010 39% COQ	1461 44% ADFTV	15 23% ADFTV	47 18% ADFTV	23 29% ADFTV	28 27% ADFTV	19 30% GDFTV	47 47% GDFTV	8 31% GDFTV	19 38% D	22 49% CEMOQU	34 68% BDFHJNPRTV	10 26% DF	22 44% DF	11 21% D	20 38% D	17 23% QDF	40 40% QDF	25 33% QDF	33 31% D	34 31% D	39 31% D
An Internet encyclopedia	947 37% Q	1369 41% ADFNPR	19 30% A	48 19% BT	26 33% BT	22 21% BHT	25 40% Q	40 40% DFR	10 38% DFR	18 36% DF	21 47% OQS	25 50% DFNPR	12 32% DFNPR	12 24% DFNPR	13 25% DFNPR	13 25% DFNPR	16 22% DFNPR	24 24% DFNPR	21 28% DFNPR	40 38% DFR	37 34% A	44 35% DF
Other	74 3% A	111 3% A	5 8% A	22 9% BT	4 5% BT	11 10% BHT	3 5% Q	3 3% DFR	- - -	3 6% DF	1 2% OQS	1 2% DFNPR	1 3% DFNPR	1 2% DFNPR	2 4% DFNPR	1 2% DFNPR	2 3% DFNPR	4 4% DFNPR	3 4% DFNPR	2 2% DFNPR	9 8% A	7 6% DF
Decline to Answer	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	64 2% A	88 3% A	2 3% A	22 9% BHT	- - -	8 8% EBH	- - -	- - -	- - -	1 2% DF	- - -	1 2% DFNPR	1 3% DFNPR	1 2% DFNPR	1 2% DFNPR	4 8% BH	12 16% RACEGKMOSU	5 5% H	3 4% H	3 3% H	3 3% H	5 4% H
Sigma	4209 163%	5524 165%	95 148%	333 131%	117 146%	149 142%	104 165%	164 164%	38 146%	79 158%	78 173%	89 178%	56 147%	74 148%	73 138%	75 142%	100 135%	135 135%	105 140%	147 139%	174 161%	182 146%

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

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

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America								Europe												
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
Innovative	1894 73% BCEQU	2285 68% DFR	28 44%	117 46%	49 61% FC	46 44%	47 75% CQU	74 74% DFNVR	20 77%	34 68% DF	31 69% CQ	37 74% DFR	25 66% C	29 58% CQU	40 75% DF	36 68% DF	36 49%	52 52% CQU	56 75% DF	66 62% DF	59 55%	76 61% DF
Cutting edge	1795 69% BCEMQ	2091 62% DFR	25 39%	90 35%	40 50% F	32 30%	45 71% CEQ	76 76% BDFNRT	20 77%	32 64% DFR	30 67% CQ	39 78% BDFRT	20 53% DF	30 60% CEMQ	41 77% DFR	38 72% DFR	33 45%	46 46% F	55 73% CEMQ	64 60% DFR	72 67% CEQ	83 66% DFR
Extreme	1415 55% BCEKQSU	1572 47% DFPRTV	15 23%	51 20%	24 30%	25 24%	51 81% ACEKMOGSU	80 80% BDFJLPRTV	11 42%	17 34% D	18 40% DFPRV	24 48% CEQU	22 58% BDFJLPRTV	36 72% CQ	23 43% CQ	15 28%	19 26%	27 27% CQ	32 43% CQ	35 33% D	38 35%	35 28%
Trustworthy	2148 83% BCEK	2652 79% DFRV	45 70%	153 60%	58 73%	70 67%	56 89% CEKQ	87 87% BDFRV	23 88%	39 78% D	32 71% DFR	42 84% DFR	32 84% DFR	42 84% DFR	46 87% D	43 81% D	56 76%	66 66% C	64 85% DFRV	87 82% DFRV	83 77%	87 70%
Unconventional	1194 46% BCEGMO	1365 41% DFR	12 19%	54 21%	19 24%	18 18%	21 33% DF	37 37% DF	13 50% DFR	25 50% CEQ	19 42% DF	18 36% DF	11 29% F	17 34% ACEGKMOGSU	39 74% BDFHLNRTV	35 66% D	14 19%	28 28% CEQ	36 48% DF	39 37% DF	47 44% CEQ	57 46% DFR
Practical	2193 85% U	2775 83% U	57 89%	205 80%	67 84%	82 78%	57 90% U	88 88% V	21 81%	44 88% DFR	35 78% DFR	42 84% DFR	32 84% DFR	41 82% KU	49 92% DFR	45 85%	62 84%	79 79% U	66 88% U	87 82% DFR	80 74%	96 77%
Technical	2052 79% EQU	2611 78% DFRVT	45 70%	165 65%	53 66%	63 60%	53 84% EQU	85 85% DFJRTV	19 73%	35 70% DFRVT	32 71% DFRVT	42 84% DFRVT	28 74% DFJRTV	44 88% DFRVT	43 81% Q	40 75%	47 64%	68 68% N	54 72% C	72 68% C	76 70%	86 69%
Confusing	885 34% BC	1034 31% N	14 22%	76 30%	20 25%	33 31%	18 29% N	37 37% N	8 31%	14 28% BDFJNPTV	16 36% DFRVT	24 48% DFRVT	8 21% DFRVT	9 18% DFRVT	18 34% DFRVT	13 25%	18 24%	35 35% N	29 39% C	28 26%	30 28%	40 32%
Overwhelming	1386 54% BCEKMOGSU	1549 46% DFJNPRTV	14 22%	69 27%	23 29%	23 22%	31 49% CEKMQ	49 49% DFJNPRTV	10 38%	12 24% DFRVT	13 29% DFRVT	19 38% DFRVT	10 26% DFRVT	12 24% DFRVT	18 34% DFRVT	12 23%	20 27%	29 29% U	28 37% U	29 27% U	40 37% C	39 31%
Useful	2269 88% TV	2889 86% TV	56 88%	210 82%	68 85%	84 80%	60 95% KSU	91 91% DFTV	23 88%	44 88% DFRVT	36 80% DFRVT	42 84% DFRVT	34 89% DFRVT	42 84% DFRVT	48 91% DFRVT	46 87%	63 85%	86 86% U	62 83% U	84 79% DFRVT	90 83%	95 76%
For people like me	2100 81% B	2611 78% DFV	52 81% D	172 67%	65 81%	73 70%	55 87% BDFLV	86 86% DFRVT	22 85%	37 74% DFRVT	37 82% DFRVT	36 72% DFRVT	30 79% DFRVT	42 84% DFRVT	46 87% DFRVT	44 83% DFRVT	57 77%	75 75% U	57 76% U	83 78% DFRVT	84 78%	83 66%
Interesting	2035 79% BCEQ	2439 73% DFRV	43 67% D	123 48%	53 66% F	52 50%	54 86% CEQ	89 89% BDFJPRTV	22 85%	37 74% DFRVT	37 82% DFRVT	39 78% DFRVT	29 76% DFRVT	41 82% DFRVT	43 81% DFRVT	36 68% DFRVT	46 62% DFRVT	60 60% D	63 84% CEQ	77 73% DFRVT	81 75% V	74 59% D
Exciting	1665 64% BCEMQU	1954 58% DFPRV	21 33%	79 31%	36 45%	37 35%	35 56% CU	54 54% DFV	19 73%	27 54% DFRVT	25 56% DFRVT	35 70% DFRVT	18 47% DFRVT	29 58% DFRVT	28 53% DFRVT	22 42% DFRVT	30 41% DFRVT	43 43% D	47 63% CEQU	61 58% DFRVT	39 36%	49 39%
Helpful	2180 84% QU	2775 83% DFV	54 84% DU	174 68%	63 79%	79 75%	52 83% U	81 81% D	22 85%	37 74% DFRVT	37 82% DFRVT	40 80% DFRVT	32 84% DFRVT	40 80% DFRVT	49 92% EQU	46 87% DFRVT	56 76% DFRVT	78 78% U	65 87% U	89 84% DFRVT	74 69%	90 72%

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

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

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
Informative	2221	2753	56	187	63	73	61	88	22	42	34	41	33	44	49	47	60	82	64	86	84	92
	86% BKU	82% DFV	88% D	73%	79%	70%	97% AEKQSU	88% DFV	85%	84%	76%	82%	87%	88% DFV	92% EKU	89% DFV	81% F	82%	85%	81%	78%	74%

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

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

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
Innovative	671 26%	1064 32% A AEGKMOS	35 55%	138 54%	29 36% A EBHJLPTV	59 56%	16 25%	26 26%	6 23%	16 32%	12 27%	13 26%	12 32%	21 42% H	12 23%	17 32%	37 50% AGKOS	48 48% BHL	18 24%	40 38% AGKOS	48 44% AGKOS	49 39% H
Cutting edge	764 30%	1258 38% AHL	38 59%	165 65%	38 48% AGKOSU	73 70%	18 29%	24 24%	6 23%	18 36%	13 29%	11 22%	16 42% O	20 40% H	10 19%	15 28%	40 54% AGKOSU	54 54% BHLPTV	19 25%	42 40% SHL	35 32%	42 34%
Extreme	1142 44% G	1777 53% AHN	48 75%	204 80%	53 66% AGM	80 76% BHLN	12 19%	20 20%	15 58%	33 66% HN	25 56% G	26 52% HN	14 37%	14 28%	28 53% G	38 72% OBHLN	53 73% AGMOS	73 73% BHLN	42 56% AG	71 67% BHN	68 63% AGM	90 72% BHLN
Trustworthy	416 16%	697 21% AH	18 28%	102 40%	20 25% AGOS	35 33% BHLNT	7 11%	13 13%	3 12%	11 22%	8 24% O	5 13%	8 16%	5 13%	9 19%	10 23% O	17 34% BHLNT	34 34% O	12 12%	19 18% AO	25 23% AO	38 30% BHT
Unconventional	1363 53% O	1984 59% AP	51 80%	201 79%	60 75% AKOSU	86 82% BHLNPTV	42 67% AOS	63 63%	13 50%	25 50%	24 53% O	32 64% P	25 66% O	33 66% P	13 25%	18 34% AKOSU	59 80% BJPV	72 72% O	36 48% O	67 63% SP	59 55% O	68 54% P
Practical	376 15%	574 17% A	6 9%	50 20%	13 16%	23 22%	6 10%	12 12%	5 19%	6 12%	8 18%	8 16%	5 13%	9 18%	3 6%	8 15%	11 15% AGKOS	21 21% O	8 11%	19 18% ACGOS	27 25% AGKOS	29 23% H
Technical	513 20%	738 22% A	17 27%	90 35% BHLN	27 34% AGO	42 40% BHLN	10 16%	15 15%	7 27%	15 30% HN	11 24%	8 16%	9 24%	6 12%	9 17%	13 25% AGO	26 35% BHLN	32 32% O	19 25% BHLN	34 32% SL	31 29% A	39 31% BHLN
Confusing	1671 65%	2315 69% AL	49 77% AS	179 70% L	58 73% L	72 69% L	44 70%	63 63%	18 69%	36 72% L	27 60%	26 52%	28 74% BHLR	41 82% L	34 64% L	40 75% L	55 74% S	65 65% S	43 57% SL	78 74% SL	77 71% SL	85 68% L
Overwhelming	1171 45%	1800 54% A	48 75% AG	186 73% BH	55 69% AG	82 78% BHL	32 51%	51 51%	16 62%	38 76% BH	30 67% A	31 62%	26 68% A	38 76% BH	34 64% A	41 77% BH	53 72% AG	71 71% BH	45 60% A	77 73% BH	66 61% A	86 69% BH
Useful	299 12%	460 14% A	7 11%	45 18% H	12 15% H	21 20% H	3 5%	9 9%	2 8%	6 12% H	7 16% H	8 16% H	3 8% H	8 16% H	3 6% H	7 13% H	10 14% H	14 14% H	11 15% BH	22 21% BH	18 17% G	30 24% BH
For people like me	464 18%	738 22% AH	11 17% CBHNPT	83 33% BH	15 19% BH	32 30% BH	8 13%	14 14%	4 15%	13 26% H	6 13% H	14 28% H	7 18% H	8 16% H	5 9% H	9 22% H	16 25% H	25 25% H	17 23% H	23 22% H	23 21% UBHNPT	42 34% H
Interesting	530 20%	910 27% AH	20 31% CBHJLNPTV	132 52% AGKOS	27 34% AGKOSU	53 50% EBHJLNPTV	9 14%	11 11%	4 15%	13 26% H	6 13% H	11 22% H	7 18% H	9 18% H	8 15% OH	17 32% AGKOS	27 36% AGKOS	40 40% BHLN	11 15% SH	29 27% SH	26 24% UBHLNT	51 41% H
Exciting	898 35%	1395 42% A	42 66% AGKOS	176 69% BHJLNRT	43 54% AS	68 65% BHLJLNT	28 44%	46 46%	7 27%	23 46% H	18 40% H	15 30% H	18 47% H	21 42% H	24 45% BL	31 58% AS	43 58% AS	57 57% BLT	25 33% AGKOS	45 42% AGKOS	68 63% BHLNT	76 61% H
Helpful	389 15% O	574 17% A	9 14% CBHPT	81 32% O	17 21% O	26 25% B	11 17% O	19 19%	3 12%	13 26% O	6 13% O	10 20% O	5 13% O	10 20% O	2 4% O	7 13% O	17 23% O	22 22% O	9 12% ACGKMOS	17 16% ACGKMOS	34 31% BPT	35 28% BPT

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

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

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
Informative	344 13% G	596 18% A	7 11% CBHNP	68 27%	17 21% AGO	32 30% BHNPR	2 3%	12 12%	3 12%	8 16%	9 20% GO	9 18%	3 8%	6 12%	3 6%	6 11%	12 16% G	18 18%	10 13% G	20 19%	24 22% AGO	33 26% BHNPR

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

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

19 Aug 2016
Table 71

1. Innovative

Base: All Qualified Respondents

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOP 2 BOX (NET)	1894 73% BCEQU	2285 68% DFR	28 44%	117 46%	49 61% FC	46 44%	47 75% CQU	74 74% DFNRV	20 77%	34 68% DF	31 69% CQ	37 74% DFR	25 66% C	29 58%	40 75% CQU	36 68% DF	36 49%	52 52% CQU	56 75% DF	66 62% DF	59 55%	76 61% DF
Describes very well	786 30% BCEMQU	818 24% DFRV	10 16%	23 9%	16 20% F	9 9%	17 27% DFPRV	29 29%	6 23%	12 24% DF	15 33% CMQU	14 28% DFRV	4 11%	9 18%	12 23%	7 13%	12 16%	13 13%	16 21%	19 18% DF	19 18%	16 13%
Describes somewhat well	1108 43% C	1467 44% D	18 28%	94 37%	33 41%	37 35%	30 48% C	45 45%	14 54%	22 44%	16 36%	23 46%	21 55% CQ	20 40%	28 53% CQ	29 55% DF	24 32%	39 39% CQU	40 53% CQU	47 44% CQU	40 37%	60 48% D
BOTTOM 2 BOX (NET)	671 26%	1064 32% A AEGKMOS	35 55% BHLPTV	138 54% BHLPTV	29 36% A EBHJLPTV	59 56%	16 25%	26 26%	6 23%	16 32%	12 27%	13 26%	12 32%	21 42% H	12 23%	17 32% AGKOS	37 50% AGKOS	48 48% BHL	18 24%	40 38% AGKOS	48 44% AGKOS	49 39% H
Does not describe very well	508 20%	771 23% A AEEKOS	23 36% BHL	88 35% BHL	15 19% EBH	36 34%	13 21%	20 20%	6 23%	12 24%	8 18%	10 20%	9 24% BHLRV	21 42% BHLRV	9 17%	13 25% AGKOS	21 28%	26 26%	15 20%	30 28% VAEGKOS	40 37%	31 25%
Does not describe at all	163 6%	293 9% AN AGOSU	12 19% BHLNPT	50 20% BHLNPT	14 18% AGOSU	23 22%	3 5%	6 6%	-	4 8% N	4 9%	3 6%	3 8% N	-	3 6%	4 8% AGOSU	16 22% AGOSU	22 22% BHLNPT	3 4%	10 9% N	8 7%	18 14% BHN
Not Sure	23 1% B	-	1 2% D	-	2 3%	-	-	-	-	-	2 4% A	-	1 3%	-	1 2%	-	1 1%	-	1 1%	-	1 1%	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

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

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

2. Cutting edge

Base: All Qualified Respondents

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	74*	100	75*	106	108	125	
TOP 2 BOX (NET)	1795 69% BCEMQ	2091 62% DFR	25 39%	90 35%	40 50% F	32 30%	45 71% CEQ	76 76% BDFNRT	20 77%	32 64% DFR	30 67% CQ	39 78% BDFRT	20 53%	30 60% DF	41 77% CEMQ	38 72% DFR	33 45%	46 46% F	55 73% CEMQ	64 60% DFR	72 67% CEQ	83 66% DFR
Describes very well	683 26% BCEMQ	684 20% DFR	8 13%	19 7%	11 14%	7 7%	20 32% CEMQ	28 28% DFRT	8 31%	9 18% DF	15 33% CEMQ	13 26% DFR	3 8%	8 16%	10 19%	8 15%	12 16%	10 10%	18 24% M	15 14% D	25 23% M	25 20% DFR
Describes somewhat well	1112 43% CQ	1407 42% DF	17 27%	71 28%	29 36%	25 24%	25 40% CEMQ	48 48% DF	12 46%	23 46% DF	15 33% CEMQ	26 52% DF	17 45%	22 44% DF	31 58% ACEGKQ	30 57% BDFR	21 28%	36 36%	37 49% CQ	49 46% DF	47 44% CQ	58 46% DF
BOTTOM 2 BOX (NET)	764 30% AHL	1258 38% AGKOSU	38 59% BHJLNPTV	165 65% AGKOSU	38 48% EBHJLNPTV	73 70%	18 29%	24 24%	6 23%	18 36%	13 29%	11 22%	16 42% O	20 40% H	10 19%	15 28% AGKOSU	40 54% BHJLPTV	54 54% SHL	19 25%	42 40% SHL	35 32%	42 34%
Does not describe very well	560 22% A	885 26% AO	21 33% BHLP	88 35% BHLP	20 25% EBHLPV	42 40%	15 24%	19 19%	5 19%	14 28%	11 24%	8 16%	8 21%	18 36% HL	8 15%	10 19%	22 30%	28 28%	15 20%	33 31% HL	27 25%	32 26%
Does not describe at all	204 8% AH	373 11% AGKOSU	17 27% BHJLNPTV	77 30% AGKOSU	18 23% BHJLNPTV	31 30%	3 5%	5 5%	1 4%	4 8%	2 4%	3 6%	8 21% NAGKOSU	2 4%	2 4%	5 9% AGKOSU	18 24% BHJLNPTV	26 26%	4 5%	9 8%	8 7%	10 8%
Not Sure	29 1% B	-	1 2% D	-	2 3%	-	-	-	-	-	2 4% A	-	2 5% A	-	2 4%	-	1 1%	-	1 1%	-	1 1%	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

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

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

3. Extreme

Base: All Qualified Respondents

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOP 2 BOX (NET)	1415 55% BCEKQSU	1572 47% DFPRTV	15 23%	51 20%	24 30%	25 24%	51 81% ACEKMOGSU	80 80% BDFJLPRTV	11 42%	17 34% D	18 40% DFPRV	24 48% CEQU	22 58% BDFJLPRTV	36 72% CQ	23 43% CQ	15 28%	19 26%	27 27%	32 43% CQ	35 33% D	38 35%	35 28%
Describes very well	508 20% BCMQU	529 16% DFPTV	6 9%	17 7%	10 13%	7 7%	18 29% CEMOGSU	36 36% BDFJLPRTV	4 15%	4 8%	6 13%	7 14% P	2 5% DFPTV	10 20%	6 11%	1 2%	6 9%	9 9%	10 13%	8 8%	9 8%	7 6%
Describes somewhat well	907 35% BCEQ	1043 31% DFRV	9 14%	34 13%	14 18%	18 17%	33 52% ACEKMOGSU	44 44% BDFJLPRTV	7 27%	13 26% D	12 27% DFR	17 34% ACEKQSU	20 53% BDFJLPRTV	26 52% C	17 32% C	14 26% D	13 18%	18 18%	22 29% C	27 25% D	29 27%	28 22% D
BOTTOM 2 BOX (NET)	1142 44% G	1777 53% AHN	48 75% AGKMOS	204 80% BHJLNT	53 66% AGM	80 76% BHLN	12 19% AGM	20 20%	15 58% HN	33 66% HN	25 56% G	26 52% HN	14 37% HN	14 28%	28 53% G	38 72% OBHLN	53 72% AGMOS	73 73% BHLN	42 56% AG	71 67% BHN	68 63% AGM	90 72% BHLN
Does not describe very well	711 27% G	1010 30% AH	18 28% G	76 30% H	24 30% G	31 30% H	6 10% G	16 16% H	10 38% H	20 40% H	13 29% G	14 28% G	12 32% G	11 22%	16 30% G	18 34% H	20 27% G	30 30% H	24 32% G	48 45% BDFHLNR	32 30% G	43 34% H
Does not describe at all	431 17%	767 23% AHN	30 47% AGKMOS	128 50% BHJLNTV	29 36% AGM	49 47% BHLNT	6 10%	4 4%	5 19%	13 26% HN	12 27% GM	12 24% HN	2 5%	3 6%	12 23% M	20 38% BHNT	33 45% AGMOS	43 43% BHJLNT	18 24% GM	23 22% HN	36 33% AGM	47 38% BHNT
Decline to Answer	3 B	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-
Not Sure	28 1% B	-	1 2% D	-	3 4% FA	-	-	-	-	-	2 4% A	-	2 5% A	-	1 2%	-	2 3%	-	1 1%	-	2 2%	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

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

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

4. Trustworthy

Base: All Qualified Respondents

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOP 2 BOX (NET)	2148 83%	2652 79%	45 70%	153 60%	58 73%	70 67%	56 89%	87 87%	23 88%	39 78%	32 71%	42 84%	32 84%	42 84%	46 87%	43 81%	56 76%	66 66%	64 85%	87 82%	83 77%	87 70%
Describes very well	1021 39%	1069 32%	22 34%	49 19%	29 36%	18 17%	27 43%	46 46%	8 31%	7 14%	14 31%	18 36%	6 16%	12 24%	14 26%	6 11%	28 38%	15 15%	19 25%	25 24%	32 30%	28 22%
Describes somewhat well	1127 44%	1583 47%	23 36%	104 41%	29 36%	52 50%	29 46%	41 41%	15 58%	32 64%	18 40%	24 48%	26 68%	30 60%	32 60%	37 70%	28 38%	51 51%	45 60%	62 58%	51 47%	59 47%
BOTTOM 2 BOX (NET)	416 16%	697 21%	18 28%	102 40%	20 25%	35 33%	7 11%	13 13%	3 12%	11 22%	11 24%	8 16%	5 13%	8 16%	5 9%	10 19%	17 23%	34 34%	9 12%	19 18%	25 23%	38 30%
Does not describe very well	312 12%	498 15%	15 23%	59 23%	14 18%	14 13%	4 6%	10 10%	2 8%	11 22%	11 24%	7 14%	4 11%	6 12%	3 6%	8 15%	10 14%	23 23%	8 11%	17 16%	20 19%	23 18%
Does not describe at all	104 4%	199 6%	3 5%	43 17%	6 8%	21 20%	3 5%	3 3%	1 4%	-	-	1 2%	1 3%	2 4%	2 4%	2 4%	7 9%	11 11%	1 1%	2 2%	5 5%	15 12%
Not Sure	24 1%	-	1 2%	-	2 3%	-	-	-	-	-	2 4%	-	1 3%	-	2 4%	-	1 1%	-	2 3%	-	-	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

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

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

19 Aug 2016
Table 75

5. Unconventional

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOP 2 BOX (NET)	1194 46% BCEGMQ	1365 41% DFR	12 19%	54 21%	19 24%	19 18%	21 33%	37 37% DF	13 50%	25 50% DFR	19 42% CEQ	18 36% DF	11 29%	17 34% F	39 74% ACEGKMOSU	35 66% BDFHLNRTV	14 19%	28 28% CEQ	36 48% DF	39 37% DF	47 44% CEQ	57 46% DFR
Describes very well	390 15% BGQ	360 11% DF	5 8% Q	15 6%	6 8% Q	3 3%	2 3%	10 10% F	4 15%	6 12% F	6 13% Q	4 8%	2 5% Q	3 6%	8 15% GQ	7 13% F	- 10% QF	10 8% Q	6 8% Q	11 10% F	18 17% GQ	17 14% DF
Describes somewhat well	804 31% CEQ	1005 30% DFR	7 11%	39 15%	13 16%	16 15%	19 30% C	27 27% DF	9 35%	19 38% DFR	13 29% C	14 28% D	9 24%	14 28% D	31 58% ACEGKMOSU	28 53% BDFHLNRTV	14 19%	18 18% CEQ	30 40% DF	28 26% DF	29 27% C	40 32% DFR
BOTTOM 2 BOX (NET)	1363 53% O	1984 59% AP	51 80% AKOSU	201 79% BHLPTV	60 75% AKOSU	86 82% BHLNPTV	42 67% AOS	63 63% P	13 50%	25 50%	24 53% O	32 64% P	25 66% O	33 66% P	13 25% AKOSU	18 34% BJPV	59 80% O	72 72% BJPV	36 48% O	67 63% SP	59 55% O	68 54% P
Does not describe very well	856 33% O	1200 36% A	25 39% O	84 33%	26 33%	41 39%	27 43% O	39 39%	12 46%	17 34%	11 24%	16 32%	12 32%	20 40%	10 19%	13 25% AKOSU	24 32% BJPV	33 33%	26 35% PV	43 41% PV	32 30%	35 28%
Does not describe at all	507 20% O	784 23% AP	26 41% AGOSU	117 46% BHLNPTV	34 43% AGOSU	45 43% BHLNPTV	15 24% O	24 24% P	1 4%	8 16%	13 29% OS	16 32% P	13 34% AOS	13 26% P	3 6%	5 9% AGOSU	35 47% BHLPTV	39 39% BHLPTV	10 13%	24 23% P	27 25% O	33 26% P
Decline to Answer	3 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1% A	-
Not Sure	28 1% B	-	1 2% D	-	1 1%	-	-	-	-	-	2 4% A	-	2 5% A	-	1 2%	-	1 1%	-	3 4% TA	-	1 1%	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

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

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

6. Practical

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America							Europe													
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOP 2 BOX (NET)	2193 85% U	2775 83%	57 89% U	205 80%	67 84%	82 78%	57 90% U	88 88% V	21 81%	44 88%	35 78%	42 84%	32 84%	41 82%	49 92% KU	45 85%	62 84%	79 79%	66 88% U	87 82%	80 74%	96 77%
Describes very well	982 38% B	1081 32% FR	29 45% MO	84 33% FR	28 35% F	21 20%	24 38% BFRV	43 43%	12 46%	14 28%	14 31%	16 32%	9 24%	14 28%	16 26%	16 30%	27 36% R	20 20%	26 35%	30 28%	37 34%	34 27%
Describes somewhat well	1211 47%	1694 51% A	28 44%	121 47%	39 49%	61 58%	33 52%	45 45%	9 35%	30 60%	21 47%	26 52%	23 61% U	27 54% ACQU	35 66% ACQU	29 55%	35 47%	59 59% H	40 53%	57 54%	43 40%	62 50%
BOTTOM 2 BOX (NET)	376 15%	574 17% A	6 9%	50 20%	13 16%	23 22%	6 10%	12 12%	5 19%	6 12%	8 18%	8 16%	5 13%	9 18%	3 6%	8 15%	11 15%	21 21%	8 11%	19 18% ACGOS	27 25% ACGO	29 23% H
Does not describe very well	284 11%	427 13% A	4 6%	36 14%	8 10%	12 11%	4 6%	10 10%	5 19%	6 12%	7 16%	6 12%	4 11%	8 16%	3 6%	6 11%	7 9%	14 14%	7 9%	17 16% ACGO	20 19% ACGO	19 15%
Does not describe at all	92 4%	147 4%	2 3%	14 5%	5 6% BHJT	11 10% BHJT	2 3%	2 2%	-	-	1 2%	2 4%	1 3%	1 2%	-	2 4%	4 5%	7 7%	1 1%	2 2% BHJT	7 6% BHJT	10 8% BHJT
Not Sure	19 1% B	-	1 2% D	-	-	-	-	-	-	-	2 4% A	-	1 3%	-	1 2%	-	1 1%	-	1 1%	-	1 1%	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

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

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	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOP 2 BOX (NET)	2052 79%	2611 78%	45 70%	165 65%	53 66%	63 60%	53 84%	85 85%	19 73%	35 70%	32 71%	42 84%	28 74%	44 88%	43 81%	40 75%	47 64%	68 68%	54 72%	72 68%	76 70%	86 69%
Describes very well	869 34%	972 29%	17 27%	59 23%	21 26%	17 16%	12 19%	32 32%	7 27%	11 22%	16 36%	16 32%	2 5%	12 24%	14 26%	12 23%	15 20%	16 16%	19 25%	19 18%	25 23%	26 21%
Describes somewhat well	1183 46%	1639 49%	28 44%	106 42%	32 40%	46 44%	41 65%	53 53%	12 46%	24 48%	16 36%	26 52%	26 68%	32 64%	29 55%	28 53%	32 43%	52 52%	35 47%	53 50%	51 47%	60 48%
BOTTOM 2 BOX (NET)	513 20%	738 22%	17 27%	90 35%	27 34%	42 40%	10 16%	15 15%	7 27%	15 30%	11 24%	8 16%	9 24%	6 12%	9 17%	13 25%	26 35%	32 32%	19 25%	34 32%	31 29%	39 31%
Does not describe very well	393 15%	547 16%	12 19%	57 22%	21 26%	24 23%	7 11%	13 13%	6 23%	14 28%	8 18%	4 8%	7 18%	6 12%	8 15%	11 21%	19 26%	19 19%	16 21%	26 25%	20 19%	27 22%
Does not describe at all	120 5%	191 6%	5 8%	33 13%	6 8%	18 17%	3 5%	2 2%	1 4%	1 2%	3 7%	4 8%	2 5%	-	1 2%	2 4%	7 9%	13 13%	3 4%	8 8%	11 10%	12 10%
Not Sure	23 1%	-	2 3%	-	-	-	-	-	-	-	2 4%	-	1 3%	-	1 2%	-	1 1%	-	2 3%	-	1 1%	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

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

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

19 Aug 2016
Table 78

8. Confusing

Base: All Qualified Respondents

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOP 2 BOX (NET)	885 34% BC	1034 31% N	14 22%	76 30%	20 25%	33 31%	18 29%	37 37% N	8 31%	14 28%	16 36%	24 48% BDFJNPTV	8 21%	9 18%	18 34%	13 25%	18 24%	35 35% N	29 39% C	28 26%	30 28%	40 32%
Describes very well	272 11% B	290 9%	4 6%	29 11% NP	4 5%	7 7%	3 5%	13 13% NP	2 8%	3 6%	7 16% E	4 8%	1 3%	1 2%	3 6%	1 2%	9 12%	11 11% P	7 9%	8 8%	11 10%	9 7%
Describes somewhat well	613 24% Q	744 22%	10 16%	47 18%	16 20%	26 25%	15 24%	24 24%	6 23%	11 22%	9 20%	20 40% KBDHNRV	7 18%	8 16%	15 28% Q	12 23%	9 12%	24 24%	22 29% Q	20 19%	19 18%	31 25%
BOTTOM 2 BOX (NET)	1671 65% AL	2315 69% AS	49 77% AS	179 70% L	58 73%	72 69% L	44 70%	63 63%	18 69%	36 72% L	27 60%	26 52%	28 74% BHRL	41 82%	34 64%	40 75% L	55 74% S	65 65%	43 57%	78 74% SL	77 71%	85 68% L
Does not describe very well	882 34% V	1195 36% V	21 33%	82 32%	25 31%	33 31%	25 40%	40 40% V	10 38%	23 46% LRV	17 38%	12 24%	17 45% BDFLPRV	27 54%	16 30%	18 34%	27 36%	28 28%	24 32%	46 43% DLRV	42 39% V	33 26%
Does not describe at all	789 30% AH	1120 33% AH	28 44% AKS	97 38% H	33 41% AKS	39 37% H	19 30%	23 23%	8 31%	13 26%	10 22%	14 28%	11 29%	14 28%	18 34%	22 42% H	28 38%	37 37% H	19 25%	32 30%	35 32%	52 42% BH
Decline to Answer	3 - B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	29 1% B	-	1 2% D	-	2 3%	-	1 2%	-	-	-	2 4% A	-	2 5% A	-	1 2%	-	1 1%	-	3 4% TA	-	1 1%	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

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

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	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOP 2 BOX (NET)	1386 54%	1549 46%	14 22%	69 27%	23 29%	23 22%	31 49%	49 49%	10 38%	12 24%	13 29%	19 38%	10 26%	12 24%	18 34%	12 23%	20 27%	29 29%	28 37%	29 27%	40 37%	39 31%
Describes very well	516 20%	502 15%	6 9%	20 8%	4 5%	7 7%	7 11%	14 14%	2 8%	3 6%	4 9%	4 8%	1 3%	3 6%	4 8%	3 6%	6 8%	10 10%	5 7%	7 7%	12 11%	11 9%
Describes somewhat well	870 34%	1047 31%	8 13%	49 19%	19 24%	16 15%	24 38%	35 35%	8 31%	9 18%	9 20%	15 30%	9 24%	9 18%	14 26%	9 17%	14 19%	19 19%	23 31%	22 21%	28 26%	28 22%
BOTTOM 2 BOX (NET)	1171 45%	1800 54%	48 75%	186 73%	55 69%	82 78%	32 51%	51 51%	16 62%	38 76%	30 67%	31 62%	26 68%	38 76%	34 64%	41 77%	53 72%	71 71%	45 60%	77 73%	66 61%	86 69%
Does not describe very well	711 27%	1004 30%	21 33%	70 27%	26 33%	36 34%	19 30%	37 37%	9 35%	23 46%	16 36%	12 24%	13 34%	21 42%	17 32%	20 38%	24 32%	37 37%	24 32%	44 42%	34 31%	43 34%
Does not describe at all	460 18%	796 24%	27 42%	116 45%	29 36%	46 44%	13 21%	14 14%	7 27%	15 30%	14 31%	19 38%	13 34%	17 34%	17 32%	21 40%	29 39%	34 34%	21 28%	33 31%	32 30%	43 34%
Decline to Answer	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-
Not Sure	29 1%	-	2 3%	-	2 3%	-	-	-	-	2 4%	-	2 5%	-	1 2%	-	1 1%	-	2 3%	-	1 1%	-	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

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

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

10. Useful

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America							Europe													
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOP 2 BOX (NET)	2269 88%	2889 86% TV	56 88%	210 82%	68 85%	84 80%	60 95% KSU	91 91% DFTV	23 88%	44 88%	36 80%	42 84%	34 89%	42 84%	48 91%	46 87%	63 85%	86 86%	62 83%	84 79%	90 83%	95 76%
Describes very well	1145 44% BOQS	1265 38% DFPRTV	28 44% D	74 29% F	32 40% F	17 16% Q	32 51% QSU	44 44% DFPRTV	10 38%	14 28%	21 47% S	17 34% F	15 39%	14 28%	15 28%	11 21%	24 32%	27 27%	21 28%	22 21%	38 35%	31 25%
Describes somewhat well	1124 43%	1624 48% A	28 44%	136 53%	36 45%	67 64% EBH	28 44% Q	47 47%	13 50%	30 60%	15 33%	25 50%	19 50%	28 56%	33 62% ACK	35 66% BH	39 53% K	59 59% B	41 55% AK	62 58% B	52 48%	64 51%
BOTTOM 2 BOX (NET)	299 12%	460 14% A	7 11%	45 18% H	12 15% H	21 20% H	3 5%	9 9%	2 8%	6 12%	7 16%	8 16%	3 8%	8 16%	3 6%	7 13%	10 14%	14 14%	11 15%	22 21% BH	18 17% G	30 24% BH
Does not describe very well	230 9% O	343 10%	5 8% O	31 12%	7 9% O	8 8% A	2 3% BDHJLNFT	8 8%	2 8%	5 10%	7 16% GO	7 14%	2 5%	7 14%	-	7 13% O	8 11% O	9 9%	9 12% O	17 16% B	13 12% O	19 15%
Does not describe at all	69 3%	117 3%	2 3%	14 5%	5 6% A	13 12% BDHJLNFT	1 2%	1 1%	-	1 2%	-	1 2%	1 3%	1 2%	3 6%	-	2 3%	5 5%	2 3%	5 5%	5 5%	11 9% BHP
Not Sure	20 1% B	-	1 2% D	-	-	-	-	-	1 4%	-	2 4% AU	-	1 3%	-	2 4% AU	-	1 1%	-	2 3%	-	-	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

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

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

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America							Europe													
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOP 2 BOX (NET)	2100 81% B	2611 78% DFV	52 81% D	172 67%	65 81%	73 70%	55 87%	86 86%	22 85%	37 74%	37 82%	36 72%	30 79%	42 84% DV	46 87%	44 83% DV	57 77%	75 75%	57 76%	83 78% DV	84 78%	83 66%
Describes very well	912 35% BU	985 29% FJT	20 31%	62 24% F	24 30% F	14 13%	18 29%	35 35% DFJTV	9 35%	8 16%	14 31%	12 24%	8 21%	12 24%	13 25%	11 21%	22 30%	24 24%	25 33%	22 21%	23 21%	27 22%
Describes somewhat well	1188 46%	1626 49% A	32 50%	110 43%	41 51%	59 56% D	37 59% A	51 51%	13 50%	29 58%	23 51%	24 48%	22 58%	30 60% D	33 62% AS	33 62% BDV	35 47%	51 51%	32 43%	61 58% D	61 56% A	56 45%
BOTTOM 2 BOX (NET)	464 18%	738 22% AH	11 17% CBHNPT	83 33%	15 19%	32 30% BH	8 13%	14 14%	4 15%	13 26%	6 13%	14 28% H	7 18%	8 16%	5 9%	9 17%	16 22%	25 25%	17 23%	23 22%	23 21% UBHNPT	42 34%
Does not describe very well	344 13% O	519 15% A	6 9%	47 18%	11%	19 18%	4 6%	12 12%	4 15%	12 24% P	4 9%	12 24% P	5 13%	7 14%	2 4%	4 8%	10 14%	18 18%	11 15% O	15 14%	15 14%	27 22% P
Does not describe at all	120 5%	219 7% A	5 8% BHJLN	36 14%	6 8%	13 12% BHJN	4 6%	2 2%	-	1 2%	2 4%	2 4%	2 5%	1 2%	3 6%	5 9% H	6 8%	7 7%	6 8%	8 8%	8 7% BHJN	15 12%
Not Sure	24 1% B	-	1 2% D	-	-	-	-	-	-	-	2 4% A	-	1 3%	-	2 4% A	-	1 1%	-	1 1%	-	1 1%	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

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

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

12. Interesting

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOP 2 BOX (NET)	2035 79% BCEQ	2439 73% DFRV	43 67% D	123 48% D	53 66% F	52 50% D	54 86% CEQ	89 89% BDFJPRV	22 85% DF	37 74% DF	37 82% Q	39 78% DFRV	29 76% DFRV	41 82% Q	43 81% Q	36 68% DF	46 62% D	60 60% D	63 84% CEQ	77 73% DFV	81 75% V	74 59% D
Describes very well	842 33% BEMOQU	834 25% DFRV	14 22% D	25 10% D	17 21% F	6 6% D	16 25% D	28 28% DFRV	8 31% DFRV	8 16% F	12 27% F	9 18% F	6 16% DF	12 24% DF	9 17% DF	8 15% DF	15 20% F	15 15% F	18 24% DF	20 19% DF	21 19% DF	19 15% F
Describes somewhat well	1193 46% D	1605 48% D	29 45% D	98 38% D	36 45% D	46 44% D	38 60% AQ	61 61% BDFRV	14 54% D	29 58% D	25 56% D	30 60% D	23 61% D	29 58% D	34 64% ACEQ	28 53% D	31 42% D	45 45% AQ	45 60% AQ	57 54% D	60 56% A	55 44% A
BOTTOM 2 BOX (NET)	530 20% AH	910 27% AH	20 31% AGKOS	132 52% CBHJLNPRV	27 34% AGKOS	53 50% EBHJLNPT	9 14% D	11 11% D	4 15% H	13 26% H	6 13% H	11 22% H	7 18% H	9 18% H	8 15% H	17 32% OH	27 36% AGKOS	40 40% BHLN	11 15% SH	29 27% SH	26 24% UBHLNT	51 41% UBHLNT
Does not describe very well	406 16% AH	670 20% AH	13 20% BHLN	83 33% BHLN	19 24% AGO	33 31% BHN	6 10% D	8 8% D	4 15% H	10 20% H	6 13% H	9 18% H	6 16% H	8 16% H	5 9% H	12 23% H	19 26% AGOS	25 25% H	9 12% H	24 23% H	22 20% H	31 25% H
Does not describe at all	124 5% A	240 7% A	7 11% AK	49 19% BHJLNPT	8 10% AK	20 19% BHJLNPT	3 5% D	3 3% D	- - D	3 6% D	- - D	2 4% D	1 3% A	1 2% D	3 6% D	5 9% AKS	8 11% BHLNT	15 15% D	2 3% D	5 5% D	4 4% UBHLNT	20 16% UBHLNT
Decline to Answer	2	-	-	-	-	-	-	-	-	-	-	-	1 3% A	-	-	-	-	-	-	-	1 1% A	-
Not Sure	21 1% B	-	1 2% D	-	-	-	-	-	-	-	2 4% AU	-	1 3% D	-	2 4% AU	-	1 1% D	-	1 1% D	-	-	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

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

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

13. Exciting

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOP 2 BOX (NET)	1665 64% BCEMQU	1954 58% DFPRV	21 33%	79 31%	36 45%	37 35%	35 56% CU	54 54% DFV	19 73%	27 54% DF	25 56% CU	35 70% DFPRV	18 47%	29 58% DFV	28 53% CU	22 42%	30 41% D	43 43% D	47 63% CEQU	61 58% DFRV	39 36%	49 39%
Describes very well	664 26% BCEGMOU	606 18% DFPRV	9 14%	19 7%	10 13%	9 9%	6 10%	14 14%	9 35%	7 14%	9 20% U	10 20% DFRV	3 8%	4 8%	4 8%	4 8%	15 20% RU	7 7%	12 16%	13 12%	9 8%	9 7%
Describes somewhat well	1001 39% CQU	1348 40% DF	12 19%	60 24%	26 33%	28 27%	29 46% CQU	40 40% DF	10 38%	20 40% D	16 36% U	25 50% DFV	15 39% CQ	25 50% DFV	24 45% CQU	18 34%	15 20% QD	36 36% QD	35 47% CQU	48 45% DFV	30 28%	40 32%
BOTTOM 2 BOX (NET)	898 35%	1395 42% A	42 66% AGKOS	176 69% BHLJLNT	43 54% AS	68 65% BHLJLNT	28 44% A	46 46%	7 27%	23 46%	18 40%	15 30%	18 47%	21 42%	24 45% BL	31 58% AS	43 58% AS	57 57% BLT	25 33%	45 42% AGKOS	68 63% BHLJLNT	76 61%
Does not describe very well	633 24%	893 27% A	26 41% A	89 35% BL	22 28%	33 31%	24 38% A	28 28%	5 19%	18 36%	12 27%	10 20%	14 37%	17 34%	13 25%	20 38%	20 27%	25 25%	19 25%	27 25%	44 41% AOS	37 30%
Does not describe at all	265 10%	502 15% A	16 25% AGS	87 34% BHLJLNT	21 26% AGS	35 33% BHLJLNT	4 6%	18 18% G	2 8%	5 10%	6 13%	5 10%	4 11%	4 8%	11 21% AGS	11 21% AGKMS	23 31% BHLJLNT	32 32%	6 8%	18 17%	24 22% AGS	39 31%
Decline to Answer	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1% A	-
Not Sure	24 1% B	-	1 2% D	-	1 1%	-	-	-	-	-	2 4% AU	-	2 5% AU	-	1 2%	-	1 1%	-	3 4% TAU	-	-	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

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

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

14. Helpful

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America							Europe													
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOP 2 BOX (NET)	2180 84% QU	2775 83% DFV	54 84% DU	174 68%	63 79%	79 75%	52 83% U	81 81% D	22 85%	37 74%	37 82%	40 80%	32 84%	40 80%	49 92% EQU	46 87% DV	56 76%	78 78%	65 87% U	89 84% DV	74 69%	90 72%
Describes very well	1011 39% BGMQU	1134 34% DFRV	21 33%	58 23%	26 33% F	17 16%	14 22% GDFRV	37 37%	6 23%	12 24%	21 47% GMOQU	14 28% R	8 21%	12 24%	14 26%	12 23%	18 24%	14 14%	27 36%	32 30% FR	25 23%	25 20%
Describes somewhat well	1169 45%	1641 49% A	33 52%	116 45%	37 46%	62 59% BDH	38 60% HAK	44 44%	16 62%	25 50%	16 36%	26 52%	24 63% AK	28 56%	35 66% AEKU	34 64% BDH	38 51%	64 64% BDH	38 51%	57 54%	49 45%	65 52%
BOTTOM 2 BOX (NET)	389 15% O	574 17% A	9 14% CBHPT	81 32%	17 21% O	26 25% B	11 17% O	19 19%	3 12%	13 26%	6 13%	10 20%	5 13%	10 20%	2 4%	7 13% O	17 23% O	22 22%	9 12%	17 16% ACGK MOS	34 31% BPT	35 28% BPT
Does not describe very well	299 12% O	430 13%	6 9% O	56 22% CBT	11 14% O	16 15%	6 10% O	15 15%	3 12%	12 24% B	6 13% O	8 16%	4 11% O	9 18%	-	6 11% O	12 16% O	15 15%	8 11% O	13 12% ACGOS	25 23% AKS	21 17%
Does not describe at all	90 3%	144 4%	3 5%	25 10% B	6 8% A	10 10% B	5 8%	4 4%	-	1 2%	-	2 4%	1 3%	1 2%	2 4%	1 2%	5 7% O	7 7%	1 1%	4 4% AKS	9 8% BHPT	14 11%
Not Sure	19 1% B	-	1 2% D	-	-	-	-	-	1 4%	-	2 4% AU	-	1 3%	-	2 4% AU	-	1 1%	-	1 1%	-	-	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

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

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

15. Informative

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America							Europe													
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOP 2 BOX (NET)	2221 86% BKU	2753 82% DFV	56 88% D	187 73%	63 79%	73 70%	61 97%	88 88%	22 85%	42 84%	34 76%	41 82%	33 87%	44 88%	49 92%	47 89%	60 81%	82 82%	64 85%	86 81%	84 78%	92 74%
Describes very well	1051 41% BMOQSU	1136 34% DFJRTV	27 42% D	59 23% F	26 33% F	11 10%	24 38% O	48 48%	9 35%	10 20%	16 36%	16 32% FV	8 21%	15 30% FV	10 19%	12 23% F	21 28%	24 24% F	22 29%	23 22% F	33 31% V	20 16%
Describes somewhat well	1170 45%	1617 48% A	29 45%	128 50%	37 46%	62 59% BH	37 59% HA	40 40%	13 50%	32 64% BH	18 40%	25 50%	25 66% ACK	29 58% H	39 74% ACEKQSU	35 66% BDH	39 53%	58 58% BH	42 56%	63 59% BH	51 47%	72 58% BH
BOTTOM 2 BOX (NET)	344 13% G	596 18% A	7 11% CBHNP	68 27% CBHNP	17 21% AGO	32 30% BHNPR	2 3%	12 12%	3 12%	8 16%	9 20% GO	9 18%	3 8%	6 12%	3 6%	6 11% G	12 16% G	18 18% G	10 13% GO	20 19% GO	24 22% AGO	33 26% BHNPR
Does not describe very well	263 10% GO	446 13% A	6 9%	46 18% B	13 16% GMO	19 18%	1 2%	10 10% G	3 12%	7 14%	7 16% GO	8 16%	1 3%	4 8%	1 2%	5 9%	8 11% G	13 13% GO	17 12% GO	18 17% GMO	17 16% GMO	20 16%
Does not describe at all	81 3%	150 4% A	1 2% D	22 9% BHT	4 5% BHT	13 12% BHT	1 2%	2 2%	-	1 2%	2 4%	1 2%	2 5%	2 4%	2 4%	1 2%	4 5%	5 5%	1 1%	2 2% A	7 6% A	13 10% BHT
Not Sure	23 1% B	-	1 2% D	-	-	-	-	-	1 4%	-	2 4% AU	-	2 5% AEU	-	1 2%	-	2 3%	-	1 1%	-	-	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																					
	2015 Total Registrants	North America							Europe													
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
.com	1475 57% EGMQQS	2119 63% ADHV	33 52% G	136 53%	36 45%	69 66% EDHV	20 32%	50 50% G	12 46%	28 56%	24 53% G	31 62%	15 39%	28 56%	22 42%	30 57%	31 42%	63 63% Q	34 45%	68 64% SH	61 56% G	66 53%
.net	1547 60% GMQS	2163 65% AHNPV	39 61% G	153 60%	43 54% G	72 69% EHNPV	23 37%	55 55% G	13 50%	31 62%	23 51%	27 54%	16 42%	24 48%	25 47%	25 47%	35 47%	62 62%	35 47%	64 60% G	64 59% G	67 54%
.info	1643 63% M	2119 63%	41 64%	162 64%	53 66%	70 67%	36 57%	57 57%	9 35%	33 66%	27 60%	29 58%	18 47%	33 66%	27 51%	29 55%	43 58%	59 59%	42 56%	69 65%	66 61%	75 60%
.org	1733 67% S	2417 72% AGMQQSU	52 81% JV	189 74% JV	58 73% MS	77 73%	37 59%	73 73%	15 58%	29 58%	30 67%	33 66%	20 53%	33 66%	30 57%	33 62%	48 65%	69 69%	38 51%	72 68% S	66 61%	80 64%
.cn	375 68%	380 69%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.vn	35 67%	43 83%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ph	63 83%	88 87%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.jp	121 69%	122 69%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.kr	50 72%	67 66%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ru	30 41%	75 59% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.in	219 73%	246 75%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.id	25 51%	53 53%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ng	124 65%	147 74%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.za	43 52%	78 77% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
.eg	55 69%	78 78%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.co	35 55%	74 59%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ar	29 43%	48 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.br	73 53%	111 60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.it	9 35%	28 56%	-	-	-	-	-	9 35%	28 56%	-	-	-	-	-	-	-	-	-	-	-	-	-
.tr	29 64%	32 64%	-	-	-	-	-	-	-	29 64%	32 64%	-	-	-	-	-	-	-	-	-	-	-
.es	17 45%	27 54%	-	-	-	-	-	-	-	-	-	17 45%	27 54%	-	-	-	-	-	-	-	-	-
.pl	20 38%	24 45%	-	-	-	-	-	-	-	-	-	-	-	20 38%	24 45%	-	-	-	-	-	-	-
.uk	41 55%	71 71% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	41 55%	71 71% Q	-	-	-	-
.fr	33 44%	66 62% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	33 44%	66 62% S	-	-
.de	57 53%	63 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	57 53%	63 50%
.us	51 80%	177 69%	51 80%	177 69%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ca	54 68%	73 70%	-	-	54 68%	73 70%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.mx	29 46%	63 63% A	-	-	-	-	29 46%	63 63% G	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	2015 Total Registrants	Country																				
		North America									Europe											
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
.eu	-	316 65%	-	-	-	-	-	-	-	32 64%	-	-	-	33 66%	-	30 57%	-	71 71%	-	76 72%	-	74 59%
RESTRICTIONS TOTAL (NET)	2077 80%	2852 85%	58 91%	210 82%	68 85%	90 86%	47 75%	86 86%	16 62%	37 74%	35 78%	39 78%	20 53%	38 76%	33 62%	42 79%	55 74%	83 83%	48 64%	90 85%	78 72%	95 76%
RESTRICTIONS CONSISTENT (NET)	2077 80%	2852 85%	58 91%	210 82%	68 85%	90 86%	47 75%	86 86%	16 62%	37 74%	35 78%	39 78%	20 53%	38 76%	33 62%	42 79%	55 74%	83 83%	48 64%	90 85%	78 72%	95 76%
RESTRICTIONS GLOBAL (NET)	2050 79%	2809 84%	56 88%	207 81%	65 81%	90 86%	46 73%	86 86%	16 62%	36 72%	33 73%	38 76%	20 53%	38 76%	33 62%	42 79%	53 72%	78 78%	48 64%	89 84%	78 72%	95 76%
RESTRICTIONS GEO-SPECIFIC (NET)	1617 62%	2297 69%	51 80%	177 69%	54 68%	73 70%	29 46%	63 63%	9 35%	35 70%	29 64%	32 64%	17 45%	36 72%	20 38%	30 57%	41 55%	78 78%	33 44%	83 78%	57 53%	80 64%
RESTRICTIONS CONSISTENT (NET)	1617 62%	2234 67%	51 80%	177 69%	54 68%	73 70%	29 46%	63 63%	9 35%	28 56%	29 64%	32 64%	17 45%	27 54%	20 38%	24 45%	41 55%	71 71%	33 44%	66 62%	57 53%	63 50%
RESTRICTIONS GEO-SPECIFIC ADDED (NET)	-	316 9%	-	-	-	-	-	-	-	32 64%	-	-	-	33 66%	-	30 57%	-	71 71%	-	76 72%	-	74 59%
		ADFHL								BDFHL				MBDFHL		OBDLHL		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

	2015 Total Registrants	Country																				
		North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
.com	523 20% EGMO	786 23% ATV	9 14%	51 20%	8 10%	25 24% E	3 5%	21 21% G	5 19%	8 16%	7 16%	10 20%	2 5%	6 12%	5 9%	8 15%	13 18% G	18 18%	9 12%	15 14%	15 14%	18 14%
.net	429 17% S	625 19% ARV	10 16%	48 19% V	10 13%	17 16%	6 10%	17 17%	5 19%	5 10%	4 9%	6 12%	2 5%	5 10%	5 9%	5 9%	9 12%	11 11%	5 7%	16 15%	14 13%	12 10%
.info	444 17% O	537 16% RT	11 17%	46 18% RT	13 16%	20 19% RT	12 19% O	19 19% RT	3 12%	7 14%	5 11%	7 14%	4 11%	7 14%	3 6%	7 13%	15 20% RO	7 7%	11 15%	8 8%	19 18% O	14 11%
.org	620 24% U	925 28% AJTV	22 34% AMOSU	86 34% BJRTV	19 24%	28 27% T	18 29% OU	35 35% JRTV	3 12%	7 14%	9 20%	14 28% T	5 13%	12 24% T	7 13%	14 26% T	22 30% OSU	20 20%	12 16%	12 11%	17 16%	22 18%
.cn	114 21%	126 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.vn	16 31%	19 37%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ph	26 34%	34 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.jp	37 21%	29 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.kr	11 16%	21 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ru	6 8%	23 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.in	108 36%	106 32%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.id	10 20%	23 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ng	47 25%	54 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.za	16 20%	27 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

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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
.eg	16 20%	26 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.co	10 16%	14 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ar	13 19% B	9 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.br	20 15%	40 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.it	2 8%	8 16%	-	-	-	-	-	2 8%	8 16%	-	-	-	-	-	-	-	-	-	-	-	-	-
.tr	9 20%	14 28%	-	-	-	-	-	-	-	9 20%	14 28%	-	-	-	-	-	-	-	-	-	-	-
.es	1 3%	4 8%	-	-	-	-	-	-	-	-	-	1 3%	4 8%	-	-	-	-	-	-	-	-	-
.pl	2 4%	7 13%	-	-	-	-	-	-	-	-	-	-	-	2 4%	7 13%	-	-	-	-	-	-	-
.uk	16 22%	21 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	16 22%	21 21%	-	-	-	-	-
.fr	9 12%	19 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 12%	19 18%	-	-	-
.de	18 17%	20 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18 17%	20 16%
.us	20 31%	75 29%	20 31%	75 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ca	15 19%	30 29%	-	-	15 19%	30 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.mx	10 16%	25 25%	-	-	-	-	10 16%	25 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	2015 Total Registrants	Country																				
		North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
.eu	-	73 15%	-	-	-	-	-	-	-	9 18%	-	-	-	6 12%	-	7 13%	-	15 15%	-	17 16%	-	19 15%
RESTRICTIONS TOTAL (NET)	1063 41%	1609 48%	31 48%	122 48%	30 38%	45 43%	26 41%	53 53%	8 31%	15 30%	18 40%	25 50%	6 16%	20 40%	11 21%	25 47%	30 41%	36 36%	20 27%	34 32%	38 35%	45 36%
RESTRICTIONS CONSISTENT (NET)	1063 41%	1598 48%	31 48%	122 48%	30 38%	45 43%	26 41%	53 53%	8 31%	13 26%	18 40%	25 50%	6 16%	18 36%	11 21%	23 43%	30 41%	36 36%	20 27%	34 32%	38 35%	40 32%
RESTRICTIONS GLOBAL (NET)	987 38%	1481 44%	24 38%	107 42%	28 35%	40 38%	25 40%	50 50%	8 31%	13 26%	14 31%	21 42%	6 16%	17 34%	10 19%	22 42%	29 39%	31 31%	19 25%	31 29%	32 30%	34 27%
RESTRICTIONS GEO-SPECIFIC (NET)	552 21%	806 24%	20 31%	75 29%	15 19%	30 29%	10 16%	25 25%	2 8%	12 24%	9 20%	14 28%	1 3%	8 16%	2 4%	11 21%	16 22%	26 26%	9 12%	27 25%	18 17%	27 22%
RESTRICTIONS CONSISTENT (NET)	552 21%	774 23%	20 31%	75 29%	15 19%	30 29%	10 16%	25 25%	2 8%	8 16%	9 20%	14 28%	1 3%	4 8%	2 4%	7 13%	16 22%	21 21%	9 12%	19 18%	18 17%	20 16%
RESTRICTIONS GEO-SPECIFIC ADDED (NET)	-	73 2%	-	-	-	-	-	-	-	9 18%	-	-	-	6 12%	-	7 13%	-	15 15%	-	17 16%	-	19 15%
		AD								BDFHL				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

	2015 Total Registrants	Country																				
		North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
.com	952 37% Q	1333 40% ADH	24 38%	85 33%	28 35%	44 42%	17 27%	29 29%	7 27%	20 40%	17 38%	21 42%	13 34%	22 44%	17 32%	22 42%	18 24%	45 45% QDH	25 33%	53 50% SBDH	46 43% GQ	48 38%
.net	1118 43% G	1538 46% A	29 45% G	105 41%	33 41%	55 52% H	17 27%	38 38%	8 31%	26 52%	19 42%	21 42%	14 37%	19 38%	20 38%	20 38%	26 35%	51 51% Q	30 40%	48 45%	50 46% G	55 44%
.info	1199 46%	1582 47%	30 47%	116 45%	40 50%	50 48%	24 38%	38 38%	6 23%	26 52%	22 49%	22 44%	14 37%	26 52%	24 45%	22 42%	28 38%	52 52% H	31 41%	61 58% SBDH	47 44%	61 49%
.org	1113 43% G	1492 45%	30 47%	103 40%	39 49% G	49 47%	19 30%	38 38%	12 46%	22 44%	21 47%	19 38%	15 39%	21 42%	23 43%	19 36%	26 35%	49 49%	26 35% SBDHLP	60 57%	49 45%	58 46%
.cn	261 48%	254 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.vn	19 37%	24 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ph	37 49%	54 53%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.jp	84 48%	93 53%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.kr	39 57%	46 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ru	24 33%	52 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.in	111 37%	140 42%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.id	15 31%	30 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ng	77 41%	93 47%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.za	27 33%	51 50% 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

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																						
	2015 Total Registrants	North America								Europe													
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)		
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125	
.eg	39 49%	52 52%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.co	25 39%	60 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ar	16 24%	39 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.br	53 39%	71 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.it	7 27%	20 40%	-	-	-	-	-	-	7 27%	20 40%	-	-	-	-	-	-	-	-	-	-	-	-	-
.tr	20 44%	18 36%	-	-	-	-	-	-	-	-	20 44%	18 36%	-	-	-	-	-	-	-	-	-	-	-
.es	16 42%	23 46%	-	-	-	-	-	-	-	-	-	-	16 42%	23 46%	-	-	-	-	-	-	-	-	-
.pl	18 34%	17 32%	-	-	-	-	-	-	-	-	-	-	-	-	18 34%	17 32%	-	-	-	-	-	-	-
.uk	25 34%	50 50% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	25 34%	50 50% Q	-	-	-	-	-
.fr	24 32%	47 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24 32%	47 44%	-	-	-
.de	39 36%	43 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	39 36%	43 34%	
.us	31 48%	102 40%	31 48%	102 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ca	39 49%	43 41%	-	-	39 49%	43 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.mx	19 30%	38 38%	-	-	-	-	19 30%	38 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
.eu	-	243 50%	-	-	-	-	-	-	-	23 46%	-	-	-	27 54%	-	23 43%	-	56 56%	-	59 56%	-	55 44%
RESTRICTIONS TOTAL (NET)	1834 71% MS	2555 76% AD	53 83% DAGMOGSU	176 69% MS	61 76% MQS	75 71% MS	41 65% MS	77 77% MS	15 58% MS	34 68% MS	32 71% M	36 72% MS	18 47% MS	36 72% M	32 60% MS	38 72% MS	45 61% MS	76 76% Q	44 59% MS	86 81% SD	69 64% MS	89 71% MS
RESTRICTIONS CONSISTENT (NET)	1834 71% MS	2551 76% AD	53 83% DAGMOGSU	176 69% MS	61 76% MQS	75 71% MS	41 65% MS	77 77% MS	15 58% MS	34 68% MS	32 71% M	36 72% MS	18 47% MS	35 70% M	32 60% MS	38 72% MS	45 61% MS	75 75% Q	44 59% MS	85 80% SD	69 64% MS	88 70% MS
RESTRICTIONS GLOBAL (NET)	1777 69% MQ	2448 73% AD	51 80% DAGMOGSU	168 66% MS	57 71% M	75 71% MS	39 62% MS	74 74% MS	14 54% MS	33 66% MS	29 64% MS	33 66% MS	18 47% MS	34 68% MS	31 58% MS	37 70% MS	43 58% MS	70 70% MS	44 59% MS	84 79% SD	67 62% MS	86 69% MS
RESTRICTIONS GEO-SPECIFIC (NET)	1065 41% AD	1538 46% AD	31 48% G	102 40% MS	39 49% GS	43 41% MS	19 30% MS	38 38% MS	7 27% MS	26 52% MS	20 44% MS	18 36% MS	16 42% MS	31 62% BDFHL	18 34% MS	25 47% MS	25 34% MS	63 63% QBDFHL	24 32% MS	70 66% SBDFFHLPV	39 36% MS	63 50% U
RESTRICTIONS GEO-SPECIFIC CONSISTENT (NET)	1065 41% AD	1460 44% V	31 48% G	102 40% MS	39 49% GS	43 41% MS	19 30% MS	38 38% MS	7 27% MS	20 40% MS	20 44% MS	18 36% MS	16 42% MS	23 46% MS	18 34% MS	17 32% MS	25 34% MS	50 50% QPV	24 32% MS	47 44% MS	39 36% MS	43 34% MS
RESTRICTIONS GEO-SPECIFIC ADDED (NET)	-	243 7% ADFHL	-	-	-	-	-	-	-	23 46% BDFHL	-	-	-	27 54% MBDFHL	-	23 43% OBDFFHL	-	56 56% QBDFHL	-	59 56% SBDFFHL	-	55 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																					
	2015 Total Registrants	North America							Europe													
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
.com	1083 42% B	1230 37%	28 44%	119 47% BF	43 54% FA	36 34% HACKU	42 67% BFT	50 50%	13 50%	22 44%	20 44%	19 38%	21 55%	22 44%	30 57% A	23 43%	42 57% RA	37 37%	38 51% T	38 36%	46 43%	59 47% BF
.net	1009 39% B	1186 35%	22 34%	102 40%	36 45%	33 31% HACEU	39 62% BF	45 45% BF	12 46%	19 38%	21 47%	23 46%	20 53%	26 52% BF	27 51% BF	28 53% BF	37 50% A	38 38%	37 49%	42 40%	43 40%	58 46% BF
.info	913 35%	1230 37%	19 30%	93 36%	26 33%	35 33%	26 41%	43 43%	16 62%	17 34%	17 38%	21 42%	19 50% C	17 34%	25 47%	24 45%	30 41%	41 41%	30 40%	37 35%	41 38%	50 40%
.org	826 32% BC	932 28%	9 14%	66 26% C	21 26%	28 27%	25 40% C	27 27%	10 38%	21 42% BD	14 31% C	17 34%	17 45% CE	17 34%	22 42% C	20 38%	25 34% C	31 31% ACE	34 45%	34 32%	40 37% C	45 36% BD
.cn	170 31%	171 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.vn	17 33%	9 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ph	13 17%	13 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.jp	53 30%	54 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.kr	17 25%	34 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ru	43 59% B	53 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.in	76 26%	84 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.id	24 49%	47 47%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ng	66 35%	53 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.za	39 48% B	23 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
.eg	24 30%	22 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.co	29 45%	51 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ar	39 57%	56 54%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.br	63 46%	75 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.it	16 62%	22 44%	-	-	-	-	-	16 62%	22 44%	-	-	-	-	-	-	-	-	-	-	-	-	-
.tr	15 33%	18 36%	-	-	-	-	-	-	-	15 33%	18 36%	-	-	-	-	-	-	-	-	-	-	-
.es	19 50%	23 46%	-	-	-	-	-	-	-	-	-	19 50%	23 46%	-	-	-	-	-	-	-	-	-
.pl	32 60%	29 55%	-	-	-	-	-	-	-	-	-	-	-	32 60%	29 55%	-	-	-	-	-	-	-
.uk	32 43%	29 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	32 43%	29 29%	-	-	-	-	-
.fr	38 51%	40 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	38 51%	40 38%	-	-	-
.de	50 46%	62 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	50 46%	62 50%
.us	9 14%	78 31% A	9 14%	78 31% C	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ca	25 31%	32 30%	-	-	25 31%	32 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.mx	33 52%	37 37%	-	-	-	-	33 52%	37 37%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	2015 Total Registrants	Country																				
		North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
.eu	-	168 35%	-	-	-	-	-	-	-	18 36%	-	-	-	17 34%	-	23 43%	-	29 29%	-	30 28%	-	51 41%
RESTRICTIONS TOTAL (NET)	1544 60%	1988 59%	34 53%	151 59%	54 68%	58 55%	51 81%	74 74%	18 69%	30 60%	27 60%	30 60%	22 58%	33 66%	37 70%	42 79%	46 62%	56 56%	50 67%	66 62%	66 61%	81 65%
RESTRICTIONS CONSISTENT (NET)	1544 60%	1980 59%	34 53%	151 59%	54 68%	58 55%	51 81%	74 74%	18 69%	29 58%	27 60%	30 60%	22 58%	32 64%	37 70%	42 79%	46 62%	52 52%	50 67%	65 61%	66 61%	80 64%
RESTRICTIONS GLOBAL (NET)	1503 58%	1909 57%	34 53%	146 57%	53 66%	57 54%	50 79%	73 73%	18 69%	27 54%	26 58%	30 60%	22 58%	30 60%	36 68%	41 77%	46 62%	50 50%	48 64%	63 59%	60 56%	77 62%
RESTRICTIONS GEO-SPECIFIC (NET)	942 36% C	1141 34%	9 14%	78 31% C	25 31% C	32 30%	33 52% ACE	37 37%	16 62%	25 50% BDF	15 33% C	18 36%	19 50% C	26 52% BDF	32 60% ACEK	29 55% BDFHR	32 43% C	36 36%	38 51% ACE	47 44% BDF	50 46% ACE	68 54% BDFHLR
RESTRICTIONS GEO-SPECIFIC CONSISTENT (NET)	942 36% BC	1115 33%	9 14%	78 31% C	25 31% C	32 30%	33 52% ACE	37 37%	16 62%	22 44% BDFHL	15 33% C	18 36%	19 50% C	23 46% DR	32 60% ACEK	29 55% BDFHRT	32 43% C	29 29%	38 51% ACE	40 38% BDF	50 46% ACE	62 50% BDFR
RESTRICTIONS GEO-SPECIFIC ADDED (NET)	-	168 5% ADFH	-	-	-	-	-	-	-	18 36% BDFHL	-	-	-	17 34% MBDFHL	-	23 43% OBDFHL	-	29 29% QBDFHL	-	30 28% SBDFHL	-	51 41% 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																					
	2015 Total Registrants	North America							Europe													
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
STRICT/SOME RESTRICTIONS (NET)	1475 57% EGMOQS	2119 63% ADHV	33 52% G	136 53%	36 45%	69 66% EDHV	20 32%	50 50% G	12 46%	28 56%	24 53% G	31 62%	15 39%	28 56%	22 42%	30 57%	31 42% Q	63 63% Q	34 45%	68 64% SH	61 56% G	66 53%
Strict purchase restrictions should be required	523 20% EGMO	786 23% ATV	9 14%	51 20%	8 10%	25 24% E	3 5%	21 21% G	5 19%	8 16%	7 16%	10 20%	2 5%	6 12%	5 9%	8 15%	13 18% G	18 18%	9 12%	15 14%	15 14%	18 14%
Some purchase restrictions should be required	952 37% Q	1333 40% ADH	24 38%	85 33%	28 35%	44 42%	17 27%	29 29%	7 27%	20 40%	17 38%	21 42%	13 34%	22 44%	17 32%	22 42%	18 24% QDH	45 45% QDH	25 33% SBDH	53 50% GQ	46 43% GQ	48 38%
No purchase restrictions should be required	1083 42% B	1230 37% B	28 44%	119 47% BF	43 54% FA	36 34% HACKU	42 67% BFT	50 50%	13 50%	22 44%	20 44%	19 38%	21 55% A	22 44%	30 57% A	23 43%	42 57% RA	37 37%	38 51% T	38 36%	46 43%	59 47% BF
Not Sure	26 1% B	-	3 5% DA	-	1 1%	-	1 2%	-	1 4%	-	1 2%	-	2 5% A	-	1 2%	-	1 1%	-	3 4% TA	-	1 1%	-
Decline to Answer	4 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_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																					
	2015 Total Registrants	North America								Europe												
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
STRICT/SOME RESTRICTIONS (NET)	1547 60% GMQS	2163 65% AHNPV	39 61% G	153 60% G	43 54% G	72 69% EHNPV	23 37% G	55 55% G	13 50% G	31 62% G	23 51% G	27 54% G	16 42% G	24 48% G	25 47% G	25 47% G	35 47% G	62 62% G	35 47% G	64 60% G	64 59% G	67 54% G
Strict purchase restrictions should be required	429 17% S	625 19% ARV	10 16% V	48 19% V	10 13% V	17 16% V	6 10% V	17 17% V	5 19% V	5 10% V	4 9% V	6 12% V	2 5% V	5 10% V	5 9% V	5 9% V	9 12% V	11 11% V	5 7% V	16 15% V	14 13% V	12 10% V
Some purchase restrictions should be required	1118 43% G	1538 46% A	29 45% G	105 41% G	33 41% H	55 52% H	17 27% H	38 38% H	8 31% H	26 52% H	19 42% H	21 42% H	14 37% H	19 38% H	20 38% H	20 38% H	26 35% H	51 51% Q	30 40% Q	48 45% Q	50 46% G	55 44% G
No purchase restrictions should be required	1009 39% B	1186 35% B	22 34% DA	102 40% DA	36 45% DA	33 31% HACEU	39 62% BF	45 45% BF	12 46% BF	19 38% BF	21 47% BF	23 46% BF	20 53% BF	26 52% BF	27 51% BF	28 53% BF	37 50% A	38 38% A	37 49% A	42 40% A	43 40% A	58 46% BF
Not Sure	30 1% B	-	3 5% DA	-	1 1% DA	-	1 2% DA	-	1 4% DA	-	1 2% DA	-	2 5% A	-	1 2% A	-	2 3% A	-	3 4% TA	-	1 1% TA	-
Decline to Answer	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_3. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

3. .info

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America								Europe												
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
STRICT/SOME RESTRICTIONS (NET)	1643 63% M	2119 63%	41 64%	162 64%	53 66%	70 67%	36 57%	57 57%	9 35%	33 66%	27 60%	29 58%	18 47%	33 66%	27 51%	29 55%	43 58%	59 59%	42 56%	69 65%	66 61%	75 60%
Strict purchase restrictions should be required	444 17% O	537 16% RT	11 17%	46 18% RT	13 16%	20 19% RT	12 19% O	19 19% RT	3 12%	7 14%	5 11%	7 14%	4 11%	7 14%	3 6%	7 13%	15 20% RO	7 7%	11 15%	8 8%	19 18% O	14 11%
Some purchase restrictions should be required	1199 46%	1582 47%	30 47%	116 45%	40 50%	50 48%	24 38%	38 38%	6 23%	26 52%	22 49%	22 44%	14 37%	26 52%	24 45%	22 42%	28 38%	52 52% H	31 41% SBDH	61 58%	47 44%	61 49%
No purchase restrictions should be required	913 35%	1230 37%	19 30%	93 36%	26 33%	35 33%	26 41%	43 43%	16 62%	17 34%	17 38%	21 42%	19 50% C	17 34%	25 47%	24 45%	30 41%	41 41%	30 40%	37 35%	41 38%	50 40%
Not Sure	30 1% B	-	4 6% DAU	-	1 1%	-	1 2%	-	1 4%	-	1 2%	-	1 3%	-	1 2%	-	1 1%	-	3 4% TA	-	1 1%	-
Decline to Answer	2 0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_4. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

4. .org

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America								Europe												
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
STRICT/SOME RESTRICTIONS (NET)	1733 67% S	2417 72% AJV	52 81% AGMOQSU	189 74% JV	58 73% MS	77 73% Q	37 59% S	73 73% U	15 58% S	29 58% S	30 67% S	33 66% S	20 53% S	33 66% S	30 57% S	33 62% S	48 65% S	69 69% S	38 51% S	72 68% S	66 61% S	80 64% S
Strict purchase restrictions should be required	620 24% U	925 28% AJTV	22 34% AMOSU	86 34% BJRTV	19 24% T	28 27% T	18 29% OU	35 35% JRTV	3 12% T	7 14% T	9 20% T	14 28% T	5 13% T	12 24% T	7 13% T	14 26% T	22 30% OSU	20 20% T	12 16% T	12 11% T	17 16% T	22 18% T
Some purchase restrictions should be required	1113 43% G	1492 45% G	30 47% G	103 40% G	39 49% G	49 47% G	19 30% G	38 38% G	12 46% G	22 44% G	21 47% G	19 38% G	15 39% G	21 42% G	23 43% G	19 36% G	26 35% G	49 49% G	26 35% SBDHLP	60 57% G	49 45% G	58 46% G
No purchase restrictions should be required	826 32% BC	932 28% BC	9 14% C	66 26% C	21 26% C	28 27% C	25 40% C	27 27% C	10 38% BD	21 42% BD	14 31% C	17 34% C	17 45% CE	17 34% C	22 42% C	20 38% C	25 34% C	31 31% ACE	34 45% ACE	34 32% C	40 37% C	45 36% BD
Not Sure	26 1% B	- - DA	3 5% DA	- - DA	1 1% DA	- - DA	1 2% DA	- - DA	1 4% DA	- - DA	1 2% DA	- - DA	1 3% DA	- - DA	1 2% DA	- - DA	1 1% DA	- - DA	3 4% TA	- - TA	2 2% TA	- - TA
Decline to Answer	3 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_5. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

5. .cn

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	548	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 48%	254 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	170 31%	171 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	548 100%	551 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

6. .vn

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(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/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	76*	101
STRICT/SOME RESTRICTIONS (NET)	63	88	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
83%	87%																				
Strict purchase restrictions should be required	26	34	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
34%	34%																				
Some purchase restrictions should be required	37	54	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
49%	53%																				
No purchase restrictions should be required	13	13	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
17%	13%																				
Sigma	76	101	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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. *small base; ** very small base (under 30) ineligible for sig testing

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

8. .jp

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	176	176	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
STRICT/SOME RESTRICTIONS (NET)	121 69%	122 69%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	37 21%	29 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	84 48%	93 53%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	53 30%	54 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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

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

9. .kr

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	69*	101
STRICT/SOME RESTRICTIONS (NET)	50 72%	67 66%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	11 16%	21 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	39 57%	46 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	17 25%	34 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	69 100%	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_10. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

10. .ru

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	73*	128	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
STRICT/SOME RESTRICTIONS (NET)	30 41%	75 59% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	6 8%	23 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	24 33%	52 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	43 59% B	53 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	73 100%	128 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_11. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

11..in

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	298	330
STRICT/SOME RESTRICTIONS (NET)	219 73%	246 75%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	108 36%	106 32%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	111 37%	140 42%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	76 26%	84 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	298 100%	330 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

12. .id

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	49*	100
STRICT/SOME RESTRICTIONS (NET)	25 51%	53 53%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	10 20%	23 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	15 31%	30 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	24 49%	47 47%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	49 100%	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. *small base; ** very small base (under 30) ineligible for sig testing

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

13. .ng

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	190	200	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
STRICT/SOME RESTRICTIONS (NET)	124 65%	147 74%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	47 25%	54 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	77 41%	93 47%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	66 35%	53 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	190 100%	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

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

14. .za

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(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*	101	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
STRICT/SOME RESTRICTIONS (NET)	43 52%	78 77% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	16 20%	27 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	27 33%	51 50% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	39 48% B	23 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	82 100%	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. *small base; ** very small base (under 30) ineligible for sig testing

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

15. .eg

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America							Europe													
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	80*	100	
STRICT/SOME RESTRICTIONS (NET)	55 69%	78 78%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Strict purchase restrictions should be required	16 20%	26 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Some purchase restrictions should be required	39 49%	52 52%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
No purchase restrictions should be required	24 30%	22 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Not Sure	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Sigma	80 100%	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_16. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

16. .co

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	64*	125
STRICT/SOME RESTRICTIONS (NET)	35 55%	74 59%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	10 16%	14 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	25 39%	60 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	29 45%	51 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	64 100%	125 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_17. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

17. .ar

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	68*	104
STRICT/SOME RESTRICTIONS (NET)	29 43%	48 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	13 19% B	9 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	16 24%	39 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	39 57%	56 54%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	68 100%	104 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_18. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

18. .br

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	137	186	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
STRICT/SOME RESTRICTIONS (NET)	73 53%	111 60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	20 15%	40 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	53 39%	71 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	63 46%	75 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	137 100%	186 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/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 Aug 2016
Table 108

19. .it

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America							Europe													
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	26**	50*	26**	50*	
STRICT/SOME RESTRICTIONS (NET)	9 35%	28 56%	-	-	-	-	-	-	9 35%	28 56%	-	-	-	-	-	-	-	-	-	-	-	
Strict purchase restrictions should be required	2 8%	8 16%	-	-	-	-	-	-	2 8%	8 16%	-	-	-	-	-	-	-	-	-	-	-	
Some purchase restrictions should be required	7 27%	20 40%	-	-	-	-	-	-	7 27%	20 40%	-	-	-	-	-	-	-	-	-	-	-	
No purchase restrictions should be required	16 62%	22 44%	-	-	-	-	-	-	16 62%	22 44%	-	-	-	-	-	-	-	-	-	-	-	
Not Sure	1 4%	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	
Sigma	26 100%	50 100%	-	-	-	-	-	-	26 100%	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?

19 Aug 2016
Table 109

20. .tr

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America									Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	45*	50*	45*	50*
STRICT/SOME RESTRICTIONS (NET)	29 64%	32 64%	-	-	-	-	-	-	-	-	29 64%	32 64%	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	9 20%	14 28%	-	-	-	-	-	-	-	-	9 20%	14 28%	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	20 44%	18 36%	-	-	-	-	-	-	-	-	20 44%	18 36%	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	15 33%	18 36%	-	-	-	-	-	-	-	-	15 33%	18 36%	-	-	-	-	-	-	-	-	-
Not Sure	1 2%	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-
Sigma	45 100%	50 100%	-	-	-	-	-	-	-	-	45 100%	50 100%	-	-	-	-	-	-	-	-	-

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

21. .es

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	38*	50*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	38*	50*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
STRICT/SOME RESTRICTIONS (NET)	17 45%	27 54%	-	-	-	-	-	-	-	-	-	17 45%	27 54%	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	1 3%	4 8%	-	-	-	-	-	-	-	-	-	1 3%	4 8%	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	16 42%	23 46%	-	-	-	-	-	-	-	-	-	16 42%	23 46%	-	-	-	-	-	-	-	-
No purchase restrictions should be required	19 50%	23 46%	-	-	-	-	-	-	-	-	-	19 50%	23 46%	-	-	-	-	-	-	-	-
Not Sure	1 3%	-	-	-	-	-	-	-	-	-	-	1 3%	-	-	-	-	-	-	-	-	-
Decline to Answer	1 3%	-	-	-	-	-	-	-	-	-	-	1 3%	-	-	-	-	-	-	-	-	-
Sigma	38 100%	50 100%	-	-	-	-	-	-	-	-	-	38 100%	50 100%	-	-	-	-	-	-	-	-

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

19 Aug 2016
Table 111

22. .pl

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(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?

23. .uk

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	74*	100	74*	100
STRICT/SOME RESTRICTIONS (NET)	41 55%	71 71% A	-	-	-	-	-	-	-	-	-	-	-	-	-	41 55%	71 71% Q	-	-	-	-
Strict purchase restrictions should be required	16 22%	21 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	16 22%	21 21%	-	-	-	-
Some purchase restrictions should be required	25 34%	50 50% A	-	-	-	-	-	-	-	-	-	-	-	-	-	25 34%	50 50% Q	-	-	-	-
No purchase restrictions should be required	32 43%	29 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	32 43%	29 29%	-	-	-	-
Not Sure	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-
Sigma	74 100%	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	74 100%	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

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

19 Aug 2016
Table 113

24. .fr

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	75*	106	75*	106
STRICT/SOME RESTRICTIONS (NET)	33 44%	66 62% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	33 44%	66 62% S	-	-
Strict purchase restrictions should be required	9 12%	19 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 12%	19 18%	-	-
Some purchase restrictions should be required	24 32%	47 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24 32%	47 44%	-	-
No purchase restrictions should be required	38 51%	40 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	38 51%	40 38%	-	-
Not Sure	4 5% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 5% T	-	-	-
Sigma	75 100%	106 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	75 100%	106 100%	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_25. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

25. .de

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	108	125	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	108	125
STRICT/SOME RESTRICTIONS (NET)	57 53%	63 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	57 53%	63 50%
Strict purchase restrictions should be required	18 17%	20 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18 17%	20 16%
Some purchase restrictions should be required	39 36%	43 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	39 36%	43 34%
No purchase restrictions should be required	50 46%	62 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	50 46%	62 50%
Not Sure	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-
Sigma	108 100%	125 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	108 100%	125 100%

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

26. .us

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	64*	255	64*	255	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
STRICT/SOME RESTRICTIONS (NET)	51 80%	177 69%	51 80%	177 69%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	20 31%	75 29%	20 31%	75 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	31 48%	102 40%	31 48%	102 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	9 14%	78 31% A	9 14%	78 31% C	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	4 6% B	-	4 6% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	64 100%	255 100%	64 100%	255 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_27. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

19 Aug 2016
Table 116

27. .ca

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	80*	105	**	**	80*	105	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
STRICT/SOME RESTRICTIONS (NET)	54 68%	73 70%	-	-	54 68%	73 70%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	15 19%	30 29%	-	-	15 19%	30 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	39 49%	43 41%	-	-	39 49%	43 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	25 31%	32 30%	-	-	25 31%	32 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	1 1%	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	80 100%	105 100%	-	-	80 100%	105 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_28. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

19 Aug 2016
Table 117

28. .mx

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America							Europe													
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	63*	100	-.**	-.**	-.**	-.**	63*	100	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
STRICT/SOME RESTRICTIONS (NET)	29 46%	63 63% A	-	-	-	-	29 46%	63 63% G	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	10 16%	25 25%	-	-	-	-	10 16%	25 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	19 30%	38 38%	-	-	-	-	19 30%	38 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	33 52%	37 37%	-	-	-	-	33 52%	37 37%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	1 2%	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	63 100%	100 100%	-	-	-	-	63 100%	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_29. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

29. .eu

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
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

	2015 Total Registrants	Country																				
		North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
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/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
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/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
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/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
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/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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 (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
More trustworthy	1602 62% MQSU	2308 69% ARV	43 67% MQSU	163 64% V	46 58% SU	71 68% RV	48 76% AEKMQSU	86 86% BDFLNPRV	11 42%	39 78% RV	24 53%	30 60% V	16 42%	33 66% MV	29 55%	32 60% V	34 46%	54 54%	31 41%	68 64% SV	45 42%	52 42%
Doesn't make a difference	637 25% B	666 20% H	14 22% MQSU	65 25% BH	26 33% SU	23 22% H	12 19% AEKMQSU	10 10% BDFLNPRV	10 38%	10 20%	9 20%	10 20%	15 39% AG	13 26% H	14 26% V	15 28% H	26 35% AG	30 30% BH	33 44% TACGKO	22 21% H	39 36% AG	48 38% BDFHJLT
Less trustworthy	133 5%	154 5% F	1 2%	7 3%	3 4% F	-	3 5%	3 3%	3 12%	-	9 20% ACEGOOSU	8 16% BDFHJNPR	2 5%	1 2%	2 4%	2 4% F	3 4%	2 2%	4 5%	10 9% BDFJR	7 6%	10 8% DFJR
Not sure	215 8% BG	221 7% H	6 9% G	20 8% H	5 6% G	11 10% H	-	1 1%	2 8%	1 2%	3 7% G	2 4%	5 13% G	3 6%	8 15% G	4 8% H	11 15% AG	14 14% BHJT	7 9% G	6 6%	17 16% AEG	15 12% BHJ
Decline to Answer	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

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

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

19 Aug 2016
Table 125

Base: All Qualified Respondents

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2015 Mexico (w/o client sample)	2016 US	2016 Canada	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
Weighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
RESEARCH (NET)	551 21% SU	878 26% ANTV	11 17% SU	73 29% NTV	15 19% SU	32 30% NTV	11 17% SU	20 20%	5 19%	10 20%	11 24% SU	10 20%	5 13% U	7 14%	6 11% U	13 25% TV	17 23% SU	20 20%	3 4%	12 11%	2 2%	15 12% U
Researching online/Internet searches	233 9% SU	366 11% ATV	4 6% U	46 18% CBHNRV	6 8% U	22 21% EBHJNRV	7 11% SU	5 5%	2 8%	4 8% T	8 18% ASU	6 12% T	2 5% U	2 4%	5 9% SU	7 13% TV	11 15% SU	9 9% T	1 1%	1 1%	-	5 4% U
Check registration/If it's registered	129 5% QSU	194 6% DTV	-	7 3%	2 3%	3 3%	2 3%	6 6% T	-	1 2%	-	2 4%	-	-	-	1 2%	-	3 3%	-	1 1%	1 1%	2 2%
If it's verified/Can be verified	45 2%	103 3% A	5 5% U	5 2%	-	-	-	4 4% FR	-	2 4% FR	-	-	-	1 2%	-	1 2%	1 1%	-	-	6 6% SFR	-	5 4% UFR
Using specific sites that classify/provide information on sites (i.e., whois.org)	70 3%	102 3% V	-	9 4% V	1 1%	3 3%	1 2%	1 1%	1 4%	2 4% V	1 2%	2 4% V	-	1 2%	-	3 6% V	2 3%	2 2%	-	1 1%	1 1%	-
Sites credibility/Being legitimate/trustworthy	95 4% BU	84 3%	3 5% U	3 1%	4 5% U	2 2%	1 2%	2 2%	2 8%	1 2%	2 4% U	2 4%	3 8% U	2 4%	1 2%	1 2% U	4 5% U	3 3%	2 3%	1 1%	-	1 1%
Attempt to contact the site/Call/Email/Visit their location	-	38 1% A	-	2 1%	-	1 1%	-	-	-	-	-	-	-	3 6% BDHV	-	-	-	1 1%	-	1 1%	-	1 1%
Other research mentions	44 2%	57 2%	2 3%	5 2%	2 3%	2 2%	1 2%	2 2%	-	1 2%	-	-	-	-	-	-	3 4% U	2 2%	-	1 1%	-	3 2%
APPEARANCE/CONTENT (NET)	745 29% BOQ	628 19% DOQ	21 33% DOQ	49 19% R	22 28% F	14 13% AKOQ	26 41% BDFJLPRT	37 37%	10 38%	6 12%	9 20%	9 18%	11 29%	12 24%	8 15%	7 13% Q	12 16% U	12 12%	22 29%	18 17% AEKMOQS	52 48% BDFJLPRT	47 38%
Content/Information on site	386 15% BQ	262 8% R	11 17% DQ	16 6% R	8 10% R	7 7% R	16 25% AEOQU	20 20% BDFLPRTV	6 23%	4 8% R	5 11% R	2 4%	6 16% Q	7 14% PR	5 9%	1 2% Q	2 3% Q	1 1%	13 17% Q	9 8% R	14 13% Q	12 10% R
Look for contact information/Ability to contact site	71 3%	84 3%	2 3%	8 3%	2 3%	1 1%	3 5%	4 4%	-	1 2%	1 2% BFNP	4 8%	-	-	1 2%	-	1 1%	4 4%	-	1 1%	2 2%	4 3%
Initial appearance/layout/design	92 4% B	81 2% T	2 3% T	10 4% T	5 6% FS	1 1%	6 10% AKS	3 3%	-	1 2%	-	-	2 5% S	1 2%	1 2%	1 2% RAS	6 8% RAS	1 1%	-	-	15 14% ACKOS	13 10% BDFHLRT
Owner/Registered owner of site	33 1%	76 2% A	1 2%	9 4% V	2 3%	1 1%	3 5% A	4 4% V	1 4%	-	-	2 4% V	-	3 6% V	1 2%	2 4% V	-	3 3%	1 1%	3 3%	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. * small base; ** very small base (under 30) ineligible for sig testing

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 (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	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	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
From the services/What is offered	25 1%	47 1%	-	5 2%	2 3%	1 1%	2 3%	3 3%	1 4%	-	-	2 4%	1 3%	-	-	1 2%	-	-	3 4%	2 2%	-	-
Finding something wrong/suspicious/illegal	110 4%	47 1%	1 2%	2 1%	1 1%	-	1 2%	1 1%	2 8%	-	1 2%	1 2%	1 3%	1 2%	-	2 4%	1 1%	-	4 5%	-	-	2 2%
Look for "About Us" section	20 1%	37 1%	-	3 1%	-	-	-	3 3%	-	-	-	1 2%	-	-	-	-	-	1 1%	-	-	19 18%	23 18%
Accuracy of information	14 1%	27 1%	1 2%	3 1%	1 1%	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-
Correct spelling/grammar	20 1%	22 1%	3 5%	2 1%	3 4%	1 1%	-	-	-	-	-	-	-	-	-	1 2%	2 3%	-	2 3%	-	5 5%	1 1%
Site requesting payments	18 1%	12*	-	2 1%	1 1%	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	1 1%	-	4 4%	-
Information/Personal information requested	29 1%	5 B	6 9%	-	-	-	-	1 1%	-	-	1 2%	-	1 3%	-	1 2%	-	1 1%	1 1%	-	-	2 2%	-
Other appearance/content mentions	47 2%	64 2%	1 2%	6 2%	2 3%	2 2%	1 2%	4 4%	-	1 2%	1 2%	-	-	1 2%	-	-	2 3%	3 3%	2 3%	4 4%	3 3%	2 2%
DOMAIN/NAME/EXTENSION (NET)	356 14%	612 18%	8 13%	25 10%	10 13%	9 9%	16 25%	42 42%	3 12%	4 8%	9 20%	17 34%	4 11%	8 16%	-	1 2%	11 15%	12 12%	9 12%	21 20%	16 15%	22 18%
Domain/Domain name/Name	149 6%	350 10%	1 2%	16 6%	4 5%	4 4%	1 2%	24 24%	1 4%	3 6%	-	4 8%	1 3%	4 8%	-	1 2%	3 4%	2 2%	3 4%	10 9%	8 7%	12 10%
By it's extension	46 2%	120 4%	1 2%	6 2%	1 1%	1 1%	4 6%	6 6%	1 4%	1 2%	5 11%	11 22%	2 5%	-	-	-	-	1 1%	2 3%	6 6%	-	4 3%
If it has "https"/Make sure the "S" is in the "https" link	89 3%	96 3%	5 8%	1 1%	3 4%	2 2%	5 8%	9 9%	3 12%	-	3 7%	3 6%	-	-	-	-	4 5%	7 7%	3 4%	2 2%	4 4%	3 2%
Web address (Unspec.)	58 2%	40 1%	2 3%	-	-	1 1%	5 8%	3 3%	1 4%	-	1 2%	1 2%	-	-	1 2%	-	3 4%	-	1 1%	2 2%	-	1 1%
Through URL	24 1%	32 1%	1 2%	2 1%	2 3%	1 1%	2 3%	-	-	-	-	-	-	-	-	-	3 4%	3 3%	1 1%	3 3%	1 1%	1 1%
SSL/SSL certificate	9*	18 1%	-	2 1%	1 1%	2 2%	-	1 1%	-	-	-	-	-	-	1 2%	-	-	1 1%	-	-	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; ** very small base (under 30) ineligible for sig testing

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

Base: All Qualified Respondents

	Country																					
	North America										Europe											
	2015 Total Registrants Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	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	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
Other domain/name/extension mentions	25 1%	24 1%	1 2% D	-	-	-	-	1 1%	-	-	-	-	1 3%	-	-	-	-	1 1%	-	2 2%	1 1%	
SAFETY PROTOCOLS (NET)	374 14% B	404 12%	14 22% D	22 9%	12 15%	9 9%	15 24% AK	25 25%	1 4%	3 6%	4 9%	11 22%	6 16%	10 20% DFJ	8 15%	4 8%	14 19%	15 15%	9 12%	11 10%	26 24% VAKS	12 10%
INTERNET SAFETY (SUB-NET)	109 4%	145 4%	3 5%	8 3%	5 6%	3 3%	4 6%	8 8% D	-	1 2%	1 2%	4 8%	2 5%	5 10% BDV	2 4%	2 4%	3 4%	7 7%	4 5%	7 7%	8 7%	3 2%
Security certificate	57 2%	81 2%	-	2 1%	3 4%	1 1%	2 3% BDFTV	7 7%	-	-	1 2%	3 6% D	1 3% BDFJPTV	4 8% BDV	2 4%	-	2 3%	3 3%	1 1%	1 1%	8 7% VAC	2 2%
Security (Unspec.)	35 1%	42 1%	1 2%	4 2%	-	2 2%	1 2%	1 1%	-	-	-	-	1 3%	1 2%	-	1 2%	1 1%	3 3%	3 4% AU	5 5% BV	-	-
Other internet safety mentions	22 1%	25 1%	2 3%	2 1%	2 3%	-	2 3% A	-	-	1 2%	-	2 4% BFH	-	-	-	1 2%	-	1 1%	-	1 1%	-	1 1%
HARDWARE/SOFTWARE (SUB-NET)	111 4% B	93 3%	6 9% AS	10 4% T	4 5%	2 2%	4 6%	2 2%	1 4%	1 2%	3 7%	1 2%	1 3%	3 6% T	3 6%	-	3 4%	4 4% T	1 1%	-	9 8% VAS	3 2%
Use of anti-virus software/virus protection	46 2%	58 2%	2 3%	6 2%	1 1%	1 1%	1 2%	2 2%	1 4%	1 2%	1 2%	-	1 3%	3 6% BT	-	-	1 1%	2 2%	1 1%	-	6 6% A	3 2%
Use of protection software/filter/program	21 1%	31 1%	1 2%	4 2%	-	1 1%	1 2%	1 1%	-	-	1 2%	1 2%	-	-	2 4% A	-	-	2 2%	-	-	1 1%	-
Malware/Spyware/Spam software	38 1% B	6	1 2%	1	3 4% F	-	2 3%	-	-	-	1 2%	-	-	1 2% B	1 2%	-	2 3%	-	-	-	2 2%	-
Other hardware/software mentions	7 B	2	2 3% DA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SYMBOLS/LOGOS (SUB-NET)	61 2%	90 3% D	1 2%	1	-	3 3% D	3 5% BDFJPTV	10 10%	-	-	1 2% BDFJPTV	6 12%	1 3%	1 2%	-	-	6 8% AEOU	5 5% D	2 3%	3 3% D	2 2%	2 2%
Padlock symbol	31 1%	48 1%	-	-	-	2 2% D	1 2% BDV	5 5%	-	-	-	3 6% BDV	1 3%	-	-	-	5 7% ACEU	4 4% BDV	2 3%	2 2% D	-	-
Security logos/symbols (Unspec.)	24 1%	19 1%	1 2% D	-	-	1 1%	1 2%	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 2% BD	3 3% BD	-	-	-	3 6% BDFTV	-	-	-	-	1 1%	1 1%	-	-	1 1%	1 1%

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

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

19 Aug 2016
Table 125

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Weighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
SITE SECURITY (SUB-NET)	69 3%	65 2%	1 2%	3 1%	2 3%	-	4 6%	4 4%	-	1 2%	-	2 4%	3 8%	2 4%	2 4%	3 6%	1 1%	-	2 3%	-	5 5%	1 1%
Terms and conditions	26 1%	40 1%	-	-	-	-	2 3%	4 4%	-	-	-	1 2%	-	2 4%	2 4%	3 6%	1 1%	-	1 1%	-	4 4%	1 1%
Trademarks/Copyright	10 *	20 1%	-	3 1%	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	1 1%	-	-	-
Other site security mentions	35 1% B	5 *	1 2% D	-	2 3%	-	2 3%	-	-	-	-	1 2% BD	3 8% NAOQS	-	-	-	-	-	-	-	-	2 2%
ALERTS/FLAGS/POP-UPS (SUB-NET)	50 2% B	42 1%	5 8% DAS	2 1%	4 5% A	2 2%	1 2%	2 2%	-	-	1 2%	-	-	2 4% R	1 2%	-	3 4% R	-	-	1 1%	3 3%	4 3%
Browser flags/Alerts if site is unsafe	21 1%	27 1%	1 2%	1 *	2 3%	-	1 2%	-	-	-	1 2%	-	-	2 4% BDFHR	-	-	2 3%	-	-	1 1%	1 1%	4 3% BD
If site has pop-ups/unwanted offers	20 1% B	9 *	3 5% DA	1 *	2 3%	2 2% B	-	2 2% B	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	2 2%
Warnings/Warning tabs	5 *	2 *	1 2% DA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other alerts/flags/pop-up mentions	6 *	4 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	1 1%
PUBLIC AWARENESS/RECOMMENDATIONS (NET)	223 9%	286 9%	5 8% BHRV	31 12% BHRV	8 10% BHRV	15 14% HAK	11 17% HAK	4 4%	1 4%	5 10%	2 4%	3 6%	2 5%	6 12%	6 11% BHRTV	9 17% BHRTV	7 9%	4 4%	5 7%	7 7%	13 12% V	5 4%
Reviews/Comments/Complaints/Compliments	139 5%	156 5%	3 5% BHTV	21 8% BHTV	5 6% BDR	6 6% HA	9 14% HA	2 2%	-	1 2%	2 4%	1 2%	2 5%	2 4%	5 9% BHRTV	6 11% BHRTV	6 8%	3 3%	4 5%	1 1%	7 6%	3 2%
How well known site is/Reputation	47 2%	75 2%	-	6 2%	1 1% BDR	7 7% BDR	2 3%	2 2%	-	3 6%	-	1 2%	-	2 4%	-	1 2% BDTV	-	1 1%	1 1%	4 4%	2 2%	2 2%
Family/Friends referral/recommendations	23 1%	25 1%	2 3% D	-	3 4% FA	-	-	-	-	-	-	-	-	-	1 2% D	1 1%	-	-	1 1%	2 2%	-	
Through forums/blogs/articles	13 1%	17 1%	-	-	-	2 2% BD	-	-	1 4%	1 2% D	-	1 2% D	-	1 2% D	1 2% BDTV	2 4%	-	-	-	-	1 1%	
Other public awareness/recommendations mentions	11 *	31 1% A	-	5 2%	-	3 3% B	-	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	-	-	1 1%	2 2% 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

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

19 Aug 2016
Table 125

Base: All Qualified Respondents

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	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	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
USAGE (NET)	190 7%	258 8%	9 14% AGSU	30 12% BLT	9 11% GS	12 11% LT	1 2%	7 7%	-	5 10% LT	4 9% L	-	3 8%	5 10% LT	4 8%	2 4%	7 9%	6 6%	2 3%	2 2%	5 5%	7 6%
By trying it out/visiting it	57 2%	144 4% A	2 3% A	19 7% BLPT	1 1% EBHLPT	10 10%	-	2 2%	-	5 10% BHLPT	2 4%	-	-	4 8% LPT	1 2%	-	3 3%	1 1%	1 1%	1 1%	1 1%	5 4%
Problems with links/broken links	19 1%	37 1%	3 3% A	6 2%	1 1%	-	-	2 2%	-	-	1 2%	-	1 3%	1 2%	-	3 4% RA	-	-	-	-	1 1%	1 1%
Through site usage/Activity through users	55 2% B	30 1%	3 5% D	-	-	1 1%	-	2 2% D	-	-	-	-	1 3%	-	1 2%	-	-	-	1 1%	-	1 1%	-
Prior use/experience with it	38 1% B	23 1%	1 2%	4 2%	4 5% FA	-	-	-	-	-	1 2%	-	-	-	1 2%	1 2%	3 4%	2 2%	-	1 1%	2 2%	1 1%
Other usage mentions	26 1%	28 1%	1 2%	1	3 4% AU	1 1%	1 2%	1 1%	-	-	-	-	1 3%	-	1 2%	1 2%	1 1%	1 1%	-	-	-	-
MISCELLANEOUS (NET)	280 11% B	309 9% HL	7 11%	30 12% HL	10 13%	9 9% L	7 11% H	3 3%	1 4%	4 8% L	5 11% L	-	3 8%	6 12% HL	13 25% AM	14 26% BDFHLTV	14 19% A	16 16% BHL	10 13%	11 10% HL	16 15% HL	16 13% HL
Don't/Cannot determine if a website is legitimate	72 3%	149 4% A	-	10 4%	1 1%	5 5%	-	2 2%	-	3 6% CG	3 7%	-	1 3%	4 8% L	10 19% ACEGMQSU	13 25% BDFHLNRTV	3 4%	8 8% L	2 3%	3 3%	5 5%	10 8% HL
Common sense/Gut feeling	66 3% B	53 2%	4 6% G	12 5% BH	4 5%	2 2%	-	-	-	-	-	-	-	-	-	1 2% AGO	6 8% BH	6 6%	2 3%	2 2%	3 3%	4 3%
Quality/Reliability of site	20 1%	46 1% A	-	3 1%	1 1%	1 1%	2 2%	1 1%	-	-	-	-	-	1 2%	-	-	-	-	2 3%	3 3%	1 1%	2 2%
Through ads/advertisement	35 1% B	23 1%	1 2%	2 1%	3 4%	2 2% HAOQS	5 8%	-	-	-	1 2%	-	1 3%	-	-	-	-	-	-	-	5 5% VA	-
Other mentions	90 3% B	41 1%	2 3%	3 1%	1 1%	-	1 2%	-	1 4%	1 2%	1 2%	-	1 3%	1 2%	3 6%	-	5 7%	2 2%	5 5%	4 4% BF	2 2%	1 1%
EXCLUSIVE (NET)	458 18% G	679 20% AH	11 17%	60 24% H	24 30% AG	31 30% BH	5 8%	6 6%	8 31%	16 32% BH	9 20%	10 20% H	7 18%	9 18% H	12 23% G	11 21% H	19 26% G	34 34% BDHN	24 32% ACGU	37 35% BDHN	20 19%	33 26% H
Illegible data	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	53 2%	66 2% DAGOU	5 8%	3 1%	1 1%	1 1%	-	2 2%	-	-	-	-	-	2 4% R	-	1 2%	2 3%	-	2 3%	4 4%	-	4 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. * small base; ** very small base (under 30) ineligible for sig testing

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

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	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	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
Don't know	244 9%	409 12% AH	4 6%	36 14% H	11 14%	17 16% H	3 5%	3 3%	5 19%	13 26% BDHL	6 13%	5 10%	7 18% GU	6 12% H	7 13%	6 11% H	11 15% BDHLPV	25 25% ACGU	14 19% BH	20 19% BH	7 6% H	17 14% H
Declined to answer	161 6%	204 6% H	2 3%	21 8% H	12 15% ACGM	13 12% BHN	2 3%	1 1%	3 12%	3 6%	3 7%	5 10% H	- -	1 2%	5 9%	4 8% H	6 8% H	9 9% H	8 11% M	13 12% BHN	13 12% ACM	12 10% H
Sigma	3461 134%	4388 131%	99 155%	347 136%	120 150%	139 132%	102 162%	155 155%	32 123%	56 112%	55 122%	71 142%	42 111%	71 142%	59 111%	65 123%	114 154%	123 123%	91 121%	123 116%	170 157%	173 138%

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

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

19 Aug 2016
Table 126

Base: All Qualified Respondents

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
Yes	1247 48% MOS	1713 51% AJRT	29 45% MO	116 45% JT	36 45% MO	50 48% JT	31 49% MOS	50 50% JRT	12 46% JRT	14 28% JRT	18 40% JRT	28 56% JRT	9 24% MJ	25 50% MJ	14 26% MJ	21 40% MJ	28 38% U	36 36% BHLV	24 32% AU	36 34% BDFHLV	62 57% MOQS	68 54% JRT
No	1319 51% U	1636 49% U	32 50% DA	139 55% DA	44 55% U	55 52% JT	32 51% MOS	50 50% JRT	13 50% BDFHLNV	36 72% U	27 60% U	22 44% ACGU	27 71% ACGU	25 50% ACGU	38 72% ACGU	32 60% U	45 61% U	64 64% BHLV	49 65% AU	70 66% BDFHLV	43 40% A	57 46% A
Not Sure	22 1% B	-	3 5% DA	-	-	-	-	-	1 4% B	-	-	-	2 5% AE	-	1 2% O	-	1 1% U	-	2 3% AU	-	3 3% A	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

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

19 Aug 2016
Table 127

Base: Tried To Identify

	Country																					
	2015 Total Registrants	North America										Europe										
		2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	1247	1713	29**	116	36*	50*	31*	50*	12**	14**	18**	28**	9**	25**	14**	21**	28**	36*	24**	36*	62*	68*
Weighted Base	1247	1713	29**	116	36*	50*	31*	50*	12**	14**	18**	28**	9**	25**	14**	21**	28**	36*	24**	36*	62*	68*
ONLINE ACTIVITY (NET)	678 54%	1021 60% A	17 59%	72 62%	19 53%	30 60%	17 55%	25 50%	10 83%	11 79%	13 72%	16 57%	6 67%	16 64%	7 50%	16 76%	13 46%	16 44%	10 42%	20 56%	27 44%	36 53%
SPECIFIC SITE SEARCH (SUB-NET)	277 22%	450 26% AH	9 31%	40 34% BH	13 36% AG	18 36% H	4 13%	7 14%	1 8%	3 21%	3 17%	6 21%	-	8 32%	1 7%	9 43%	11 39%	10 28%	6 25%	8 22%	12 19%	24 35% UH
Google	114 9%	180 11%	3 10%	8 7%	6 17%	4 8%	2 6%	2 4%	-	1 7%	1 6%	3 11%	-	4 16%	1 7%	5 24%	3 11%	2 6%	1 4%	3 8%	4 6%	13 19% UBDH
Whois search	100 8%	149 9%	6 21%	31 27% BHV	6 17%	15 30% BHV	1 3%	5 10%	1 8%	1 7%	2 11%	2 7%	-	4 16%	-	2 10%	7 25%	9 25% BV	5 21%	5 14% V	4 6%	3 2%
Baidu search	39 3%	63 4% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Denic	-	11 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11 16% UBDFHRT
Go Daddy	2	4	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DNS records	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-
Other specific site search mentions	36 3%	72 4%	-	3 3%	4 11% A	4 8% HV	1 3%	-	-	1 7%	-	1 4%	-	1 4%	-	2 10%	1 4%	-	1 4%	1 3%	5 8% VA	-
GENERAL ONLINE ACTIVITY (SUB-NET)	282 23%	422 25% DV	6 21%	18 16%	14 14%	7 14%	9 29%	12 24% V	7 58%	8 57%	6 33%	8 29%	3 33%	6 24%	4 29%	6 29%	1 4%	4 11%	1 4%	7 19%	10 16%	7 10%
Internet search/Search engine (Unspec.)	230 18% E	331 19% RV	5 17%	15 13%	2 6%	5 10%	8 26% E	9 18%	6 50%	6 43%	5 28%	7 25%	3 33%	3 12%	4 29%	4 19%	1 4%	2 6%	-	6 17%	8 13%	6 9%
Online/Internet tools (Unspec.)	18 1%	30 2%	-	-	-	1 2%	-	-	-	1 7%	-	-	-	-	-	-	-	-	-	1 3%	-	-
Wikipedia/Web Encyclopedia	5	21 1% A	1 3%	1 1%	-	-	-	1 2%	-	-	-	-	-	2 8%	-	-	-	1 3%	1 4%	-	-	-
Email	20 2%	18 1%	-	1 1%	3 8% FA	-	1 3%	3 6% BDV	-	-	1 6%	-	-	1 4%	-	1 5%	-	-	-	-	1 2%	-

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

19 Aug 2016
Table 127

Base: Tried To Identify

	Country																					
	2015 Total Registrants	North America										Europe										
		2016 Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	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	1247	1713	29**	116	36*	50*	31*	50*	12**	14**	18**	28**	9**	25**	14**	21**	28**	36*	24**	36*	62*	68*
Other general online activity mentions	11 1%	27 2%	-	1 1%	-	1 2%	-	-	1 8%	1 7%	-	1 4%	-	-	1 5%	-	1 3%	-	-	1 2%	1 1%	
SOURCE OF SEARCH (SUB-NET)	172 14%	232 14%	4 14%	22 19%	5 14%	9 18%	5 16%	7 14%	2 17%	-	4 22%	2 7%	3 33%	2 8%	4 29%	2 10%	3 11%	6 17%	3 13%	6 17%	10 16%	6 9%
Domain/IP Address Search	64 5%	63 4%	2 7%	5 4%	1 3%	2 4%	-	2 4%	1 8%	-	2 11%	-	1 11%	-	-	1 4%	-	-	2 6%	5 8%	-	
Check website itself	39 3%	57 3%	-	8 7% B	1 3%	-	2 6%	3 6%	-	-	2 11%	2 7%	1 11%	1 4%	-	2 10%	1 4%	2 6%	1 4%	1 3%	1 2%	3 4%
HTML/Source Code	24 2%	41 2%	2 7%	7 6% B	3 8% A	2 4%	2 6%	1 2%	-	-	1 6%	-	-	-	1 7%	-	2 7%	3 8% B	1 4%	2 6%	4 6% A	2 3%
Social media/blogs	12 1%	19 1%	-	-	-	1 2%	-	-	-	-	-	-	-	-	1 7%	-	-	-	-	-	-	
Using specific sites that classify/provide information on sites	18 1%	18 1%	1 3%	1 1%	-	1 2%	-	-	1 8%	-	-	-	-	-	-	-	1 3%	1 4%	1 3%	-	-	
Hosting options	4 *	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Online forums	10 1% B	1 *	-	-	-	-	1 3%	-	1 8%	-	-	-	1 11%	-	1 7%	-	-	-	-	-	-	
Other source of search mentions	8 1%	44 3% A	-	3 3%	1 3%	4 8% B	-	1 2%	-	-	-	-	-	1 4%	1 7%	-	-	-	1 3%	-	1 1%	
SITE ATTRIBUTES/TRAD EMARKS (NET)	291 23%	408 24%	10 34%	31 27%	9 25%	12 24%	14 45% A	23 48% B	1 8%	-	-	6 21%	1 11%	6 24%	6 43%	2 10%	10 36%	10 28%	7 29%	6 17%	31 50% AE	29 43% B
Site contact information	49 4%	96 6% A	3 10%	6 5%	3 8%	4 8%	3 10%	5 10%	-	-	-	3 11%	-	2 8%	-	-	1 3%	1 4%	2 6%	3 5%	18 26% UBDFHRT	
Owner of site/Who programmed/developed the website	63 5%	91 5%	3 10%	8 7%	4 11%	2 4%	5 16% A	9 18% B	-	-	-	-	-	2 8%	1 7%	1 5%	1 4%	5 14% BT	-	-	3 5%	1 1%
Company details/information	62 5%	86 5%	1 3%	10 9%	-	2 4%	3 10%	5 10%	-	-	-	3 11%	-	1 4%	2 14%	-	2 7%	1 3%	1 4%	3 8%	22 35% VAEG	7 10% B
Sites credibility/being legitimate/trustworthy	28 2%	68 4% A	2 7%	4 3%	1 3%	4 8%	-	2 4%	-	-	-	-	-	-	1 4%	-	-	1 3%	-	-	1 2%	2 3%

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

19 Aug 2016
Table 127

Base: Tried To Identify

	Country																					
	2015 Total Registrants	North America										Europe										
		2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	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	1247	1713	29**	116	36*	50*	31*	50*	12**	14**	18**	28**	9**	25**	14**	21**	28**	36*	24**	36*	62*	68*
Check registration/if it's registered/certificate	25 2%	46 3%	2 7%	5 4%	2 6%	3 6%	-	1 2%	-	-	-	1 4%	-	1 4%	-	-	3 11%	2 6%	-	-	4 6%	1 1%
Through the footer/Bottom of page	44 4%	40 2%	3 10%	5 4%	1 3%	-	2 6%	3 6%	1 8%	-	-	-	-	-	1 7%	1 5%	3 11%	1 3%	1 4%	2 6%	1 2%	-
Website's administrator	11 1%	18 1%	-	1 1%	-	-	3 10%	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	1 1%
Trademarks/Copyright	8 1%	11 1%	-	-	1 3%	-	-	2 4%	-	-	-	-	-	-	-	-	-	1 4%	1 3%	-	-	-
Security/Security certificate	8 1%	10 1%	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	-
Site's legal conditions	4 *	6 *	-	-	-	-	-	1 2%	-	-	-	-	-	-	1 7%	-	-	2 8%	1 3%	3 B	-	-
Age/History of website	-	5 *	-	1 1%	-	1 2%	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Credits for the page/website	4 *	2 *	-	1 B	-	-	-	-	-	-	-	-	1 11%	-	-	-	-	-	-	-	-	-
Privacy information link	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site attributes/trademarks mentions	29 2%	24 1%	1 3%	2 2%	-	-	2 6%	-	-	-	-	-	-	1 7%	-	3 11%	-	1 4%	-	-	-	2 3%
RESEARCH (NET)	23 2%	29 2%	-	2 2%	-	1 2%	1 3%	3 6%	1 8%	1 7%	-	-	-	-	-	-	-	1 4%	-	-	3 5%	-
Research (Unspec.)	23 2%	17 1%	-	2 2%	-	1 2%	1 3%	3 6%	1 8%	1 7%	-	-	-	-	-	-	-	1 4%	-	-	3 5%	-
Other research mentions	-	12 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OFFLINE ACTIVITY (NET)	18 1%	17 1%	2 7%	-	-	-	-	-	-	-	3 17%	-	-	-	-	1 5%	-	-	-	-	-	-
Telephone	10 1%	11 1%	-	-	-	-	-	-	-	-	3 17%	-	-	-	-	1 5%	-	-	-	-	-	-

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

19 Aug 2016
Table 127

Base: Tried To Identify

	Country																					
	2015 Total Registrants	North America										Europe										
		2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	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	1247	1713	29**	116	36*	50*	31*	50*	12**	14**	18**	28**	9**	25**	14**	21**	28**	36*	24**	36*	62*	68*
Other offline activity mentions	8 1%	7	2 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	185 15% U	288 17%	5 17%	15 13%	3 8%	6 12%	4 13%	5 10%	-	2 14%	-	4 14%	2 22%	4 16%	-	4 19%	5 18%	8 22%	1 4%	4 11%	2 3%	7 10%
Information (Unspec.)	14 1%	61 4% A	-	3 3%	-	1 2%	-	1 2%	-	-	-	-	1 11%	2 8%	-	-	-	-	-	1 3%	-	3 4%
Reviews/Comments/Complaints/Compliments	13 1%	43 3% A	1 3%	2 2%	-	2 4%	2 6% A	-	-	2 14%	-	-	-	2 8%	-	1 5%	-	-	-	-	1 2%	1 1%
Curiosity/I just wanted to know	8 1%	31 2% A	-	3 3%	1 3%	-	-	1 2%	-	-	-	-	-	-	-	-	2 6%	-	-	-	-	-
Good/Positive response mentions	31 2%	31 2%	-	3 3%	2 6%	-	1 3%	-	-	-	-	2 7%	-	-	-	-	4 14%	2 6%	-	1 3%	-	1 1%
Use of software/filter/program	20 2%	20 1%	-	-	1 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Records/Record information	17 1% B	11 1%	-	-	-	-	1 3%	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-
Tools/Development tools (Unspec.)	6 1%	10 1%	1 3%	-	-	-	-	-	-	-	-	-	-	-	-	1 5%	-	-	-	-	-	-
Friend/Family Help	13 1% B	7 1%	2 7%	-	-	-	-	-	-	-	-	-	-	-	-	1 5%	-	-	-	-	-	-
Various means/ways	5	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 3% B	-	-	-	-
Other	61 5%	75 4%	1 3%	4 3%	-	4 8%	-	3 6%	-	-	-	1 4%	1 11%	-	-	1 5%	1 4%	3 8%	1 4%	2 6%	1 2%	2 3%
EXCLUSIVE (NET)	163 13% B	161 9%	5 17%	13 11%	10 28% AG	10 20% BH	1 3%	2 4%	2 17%	2 14%	3 17%	4 14%	1 11%	-	4 29%	1 5%	3 11%	6 17%	7 29%	8 22% BH	8 13%	7 10%
Illegible data	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	43 3% B	31 2%	4 14%	1 1%	-	1 2%	-	2 4%	-	-	1 6%	-	-	-	-	-	-	1 4%	1 3%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																					
	2015 Total Registrants	North America										Europe										
		2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	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	1247	1713	29**	116	36*	50*	31*	50*	12**	14**	18**	28**	9**	25**	14**	21**	28**	36*	24**	36*	62*	68*
Don't know	25 2%	45 3%	-	2 2%	2 6%	3 6%	-	-	1 8%	1 7%	-	-	1 11%	-	2 14%	-	2 7%	4 11%	3 13%	3 8%	1 2%	1 1%
Declined to answer	95 8% B	85 5%	1 3%	10 9% H	8 22% AG	6 12% BH	1 3%	-	1 8%	1 7%	2 11%	4 14%	-	-	2 14%	1 5%	1 4%	2 6%	3 13%	4 11% H	7 11%	6 9% H
Sigma	1483 119%	2159 126%	47 162%	159 137%	53 147%	74 148%	42 135%	67 134%	15 125%	16 114%	20 111%	31 111%	10 111%	28 112%	19 136%	25 119%	37 132%	46 128%	27 113%	44 122%	82 132%	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																					
	2015 Total Registrants	North America								Europe												
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2015 Mexico (w/o client sample)	2016 US	2016 Canada	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
Weighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
CONSUMER DEMAND (NET)	1016 39% BS	1040 31% T	28 44% BHJPT	105 41% KS	39 49% KS	41 39% T	23 37% T	29 29% T	7 27% T	12 24% T	13 29% T	16 32% T	14 37% T	17 34% T	20 38% T	14 26% T	38 51% RAKS	30 30% T	21 28% T	21 20% T	44 41% T	46 37% T
Create new/additional domains/websites	210 8%	280 8%	5 8%	26 10%	5 6%	9 9%	7 11% M	7 7%	1 4%	3 6%	4 9%	3 6%	-	1 2%	9 17% PAM	1 2%	8 11% M	6 6%	6 8%	8 8%	8 7%	11 9%
Availability/Ran out/Shortage of names/domains	294 11% B	256 8%	14 22% AGS	43 17% BHT	19 24% AGKS	14 13% BHT	3 5%	3 3%	1 4%	5 10%	4 9%	4 8%	5 13%	6 12% H	10 19% G	5 9%	14 19% AG	9 9%	6 8%	4 4%	20 19% AGS	17 14% BHT
It's needed/Growing demand	237 9% BS	254 8%	4 6%	26 10% T	4 5%	11 10% T	5 8%	10 10% T	1 4%	1 2%	7 16% ESU	5 10%	3 8%	5 10%	4 8%	4 8%	8 11% S	11 11% T	2 3%	3 3%	6 6% T	13 10% T
Provide/Offer new/variety /choices/options	194 7% O	208 6%	1 2%	9 4%	6 8% O	8 8%	7 11% CO	5 5%	3 12%	4 8%	1 2%	4 8%	4 11% CO	5 10% D	-	3 6%	7 9% O	3 3%	4 5%	6 6% CO	11 10% CO	7 6%
To customize/add personality/meet specific needs	144 6%	155 5%	6 9% O	10 4%	7 9% O	3 3%	4 6%	5 5%	1 4%	3 6%	1 2%	1 2%	4 11% O	1 2%	-	2 4%	4 5%	3 3%	3 4%	3 3% O	8 7% O	3 2%
Other consumer demand mentions	37 1% B	14	2 3%	2 1%	-	1 1%	-	-	-	-	-	-	-	1 2%	-	-	-	-	1 1%	1 1%	1 1%	-
PROVIDE STRUCTURE (NET)	372 14% OQ	657 20% ARTV AKOQSU	16 25% RTV	56 22% RTV	12 15% OQ	21 20% R AEKQOSU	20 32% BLNRTV	30 30% T	4 15% T	10 20% T	4 9% T	7 14% T	8 21% OQ	7 14% T	1 2% T	14 26% ORTV	2 3% T	9 9% T	7 9% T	12 11% T	11 10% T	15 12% T
To identify/differentiate between businesses/sites	191 7% OQ	286 9% V	7 11% OQ	32 13% BNRTV	6 8% OQ	11 10% V HAEKMOGSU	13 21% T	9 9%	3 12%	4 8%	3 7% Q	4 8%	5 11% Q	1 2%	-	3 6%	-	4 4%	2 3%	4 4% OQ	10 9% OQ	4 3% T
Too many/Large volume of sites/domains	85 3%	151 5% A DAKOU	6 9% A	9 4%	2 3%	5 5%	2 3% GBDFLRV	13 13%	-	3 6%	-	1 2%	3 8% OU	2 4%	-	2 4%	2 3%	4 4%	2 3%	6 6% O	1 1% O	5 4% T
To organize/categorize the internet	52 2%	140 4% A	1 2% A	15 6% FRT	1 1%	1 1% AEKQOSU	6 10% FRT	8 8% T	1 4%	2 4%	-	1 2%	1 3%	2 4%	-	5 9% OFRTV	-	1 1%	-	1 1% O	1 1% O	3 2% T
Reduce redundancy/sites with the same name	19 1%	67 2% A	2 3% A	5 2% A	1 1%	3 3% A	-	4 4% RT	-	-	-	-	-	-	2 2% BDRT	4 8% T	-	-	1 1% O	-	-	4 3% T
To differentiate different locations/countries	-	33 1% A	-	1 1% A	-	2 2% A	-	1 1% A	-	1 2% A	-	-	-	1 2% A	-	-	-	-	-	1 1% O	-	-
Other provide structure mentions	40 2%	36 1%	-	2 1% A	2 3% A	1 1% A	1 2% A	1 1% A	-	-	2 2% A	2 2% A	2 5% QU	1 2% A	-	-	-	-	2 3% 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

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 (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	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	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
IMPROVE CREDIBILITY (NET)	107 4%	289 9% ADF	2 3%	12 5%	-	1 1%	8 13% ACEKQOOSU	9 9%	-	3 6%	-	6 12% KDFP	1 3%	3 6%	1 2%	1 2%	2 3%	6 6% F	1 1%	11 10% SDF	2 2%	5 4%
Improve security/Make it safer	66 3%	182 5% ADFV	1 2%	6 2%	-	-	4 6% E	4 4% F	-	3 6% FV	-	6 12% KBDFPV	-	3 6% FV	1 2%	-	1 1%	4 4% F	1 1%	8 8% DFPV	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%	-	1	-	1 1%	3 5% AU	2 2%	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	1 1%
Improve reputation/More known	16 1% B	6 *	1 2% D	-	-	-	1 2%	-	-	-	-	-	1 3%	-	-	-	-	-	-	1 1%	-	-
Other improve credibility mentions	13 1%	43 1% A	-	2 1%	-	-	1 2%	2 2%	-	-	-	-	-	-	1 2%	1 1%	-	-	-	1 1%	-	1 1%
IMPROVE BUSINESS (NET)	188 7%	227 7% T	2 3%	16 6%	9 11%	5 5%	6 10%	11 11% T	3 12%	3 6%	4 9%	3 6%	4 11%	2 4%	8 15% PACU	2 4%	4 5%	8 8% T	4 5%	2 2%	5 5%	10 8% T
To advertise/market/attract new customers	47 2%	58 2%	-	4 2% FACQS	5 6%	-	2 3%	3 3%	-	1 2%	-	1 2%	-	-	3 6% AQS	-	-	1 1%	-	1 1%	2 2%	1 1%
Economic interests/Make money/Profits	47 2%	52 2%	2 3%	5 2%	4 5% A	3 3%	2 3%	3 3%	-	1 2%	2 4%	1 2%	2 5%	1 2%	6 11% ASU	2 4% T	3 4%	4 4% BT	2 3%	-	1 1%	7 6% BT
Competition/To compete	49 2%	48 1%	-	2 1%	-	1 1%	2 3%	3 3%	-	1 2%	1 2%	-	-	-	-	-	-	-	1 1%	1 1%	2 2%	-
For business purposes (Unspec.)	45 2%	45 1%	-	2 1%	-	-	1 2%	2 2%	3 12%	1 2%	1 2%	1 2%	1 3%	-	1 2%	-	1 1%	3 3%	1 1%	-	-	1 1%
Industry demand/New business types/development	-	30 1% A	-	3 1%	-	1 1%	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%
Other improve business mentions	15 1%	9	-	1	-	-	-	-	-	-	-	-	1 3%	1 2% B	2 4% AU	-	-	-	-	-	-	-
INNOVATION/DEVELOPMENT (NET)	137 5% QU	208 6% DRV	1 2%	4 2%	2 3%	2 2%	4 6% QU	10 10% DFRTV	3 12%	1 2%	3 7% QU	4 8% DRV	2 5% Q	2 4% R	-	5 9% ODFRTV	-	-	2 3%	2 2%	1 1%	2 2%
Progress/Improved development/Make it better	24 1%	103 3% ADV	-	1	1 1%	1 1%	-	5 5% DRV	1 4%	1 2%	-	-	1 3%	1 2%	-	3 6% DRV	-	-	1 1%	2 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; ** 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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Weighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
Innovation	60 2%	62 2%	-	2 1%	1 1%	-	2 3%	2 2%	1 4%	-	3 7% CQU	2 4% FRT	-	-	-	1 2%	-	-	1 1%	-	-	1 1%
Good/Improved technology	29 1%	27 1%	1 2% D	-	-	-	-	3 3% BD	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	1 1%
Good/Improve quality	20 1%	18 1%	-	1	-	-	2 3% A	-	-	-	-	2 4% BDFHRTV	1 3%	1 2%	-	1 2%	-	-	-	-	-	-
Other innovation/development mentions	8	4	-	-	-	1 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ACCESSIBILITY (NET)	112 4%	189 6% AT	2 3%	8 3%	1 1%	3 3%	4 6% S BDFJRTV	11 11%	1 4%	-	-	3 6%	-	1 2%	1 2%	4 8% T	1 1%	3 3%	-	1 1%	4 4%	3 2%
Easy/Easy to use/access the web	51 2%	104 3% AD	-	2 1%	1 1%	1 1%	2 3% BDFJNRTV	10 10%	-	-	-	3 6% DV	-	-	-	2 4%	-	2 2%	-	1 1%	-	1 1%
Improve search function/Making searching easier	28 1%	31 1%	2 3% D	1	-	1 1%	1 2%	1 1%	1 4%	-	-	-	-	1 2%	1 2%	1 2%	-	-	-	-	4 4% A	1 1%
Convenience	25 1%	27 1%	-	1	-	-	1 2%	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-
Allowing for more flexibility	-	11 3% A	-	3 1% B	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other accessibility mentions	9	27 8% A	-	1	-	1 1%	-	-	-	-	-	-	-	-	-	1 1%	1 1%	-	-	-	-	1 1%
IMPROVE EFFICIENCY (NET)	101 4%	107 3%	4 6%	14 5% B	5 6% F	1 1%	8 13% HAU	2 2%	-	-	1 2%	2 4%	1 3%	1 2%	4 8% P	-	3 4%	3 3%	3 4%	6 6%	4 4%	2 2%
Lack of space/To create more space	48 2%	49 1%	3 5% BFH	12 5% FAU	5 6%	-	2 3%	-	-	-	1 2%	1 2%	1 3%	1 2%	2 4%	-	3 4%	3 3%	1 1%	3 3%	1 1%	2 2%
For use/To use/Usability	8	31 1% A	1 2%	2 1%	-	1 1%	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	2 2%	1 1%	-
Other improve efficiency mentions	46 2% B	28 1%	1 2% D	-	-	-	6 10% HAEKQU	2 2% D	-	-	-	1 2% D	-	-	1 2%	-	-	-	2 3%	1 1%	2 2%	-
MISCELLANEOUS (NET)	163 6% B	171 5% T	5 8%	8 3%	3 4%	9 9% DT	4 6%	6 6% T	1 4%	3 6%	2 4%	3 6%	2 5%	4 8% T	4 8%	3 6%	1 1%	3 3%	4 5%	1 1%	6 6%	4 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. * 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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Weighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
Information/More information	44 2%	40 1%	2 3%	3 1%	1 1%	2 2%	2 3%	2 2%	-	-	-	-	1 3%	1 2%	2 4%	-	-	1 1%	1 1%	1 1%	3 3%	-
To be unique/different	34 1% B	26 1%	2 3%	2 1%	1 1%	1 1%	1 2%	1 1%	-	1 2%	-	1 2%	-	-	2 4%	1 2%	-	-	1 1%	-	1 1%	-
Keep up with the market/trend	11 *	17 1%	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	1 1%
Cheaper/More affordable	13 1%	14 *	-	-	-	1 1%	-	2 2% BD	-	1 2% D	-	1 2% D	-	1 2% D	-	1 2% D	-	-	-	-	-	-
Other mentions	62 2%	77 2%	1 2%	3 1%	1 1%	5 5% DT	1 2%	1 1%	-	1 2%	2 4%	1 2%	1 3%	2 4% T	-	1 2%	1 1%	2 2%	2 3%	-	2 2%	3 2%
EXCLUSIVE (NET)	714 28% G	986 29% H	13 20% G	71 28% H	24 30% G	38 36% H	5 8%	14 14%	9 35%	25 50% BDH	19 42% ACG	16 32% H	11 29% G	16 32% H	17 32% G	18 34% H	28 38% ACG	52 52% BDFHLPV	36 48% ACEG	54 51% BDFHLPV	42 39% ACG	47 38% BH
Illegible data	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	64 2% B	58 2% DAEKGU	6 9%	4 2%	-	4 4%	-	-	-	2 4% H	-	1 2%	-	2 4% H	1 2%	-	2 3%	2 2%	2 3%	4 4%	-	1 1%
Don't know	464 18% G	749 22% AH	6 9%	51 20% C	9 11%	27 26% EH	5 8%	13 13%	6 23%	20 40% BDHLV	14 31% ACEG	8 16%	10 26% CEG	12 24%	10 19%	13 25%	19 26% CEG	42 42% QBDHLPV	25 33% ACEG	41 39% BDFHLV	27 25% CEG	31 25% H
Declined to answer	186 7% BG	179 5% H	1 2%	16 6% H	15 19% FACGM	7 7% H	-	1 1%	3 12%	3 6% CG	5 11% CG	7 14% BH	1 3%	2 4%	6 11% CG	5 9% H	7 9% G	8 8% H	9 12% CG	9 8% H	15 14% ACG	15 12% BH
Sigma	3052 118%	4106 123%	78 122%	314 123%	97 121%	129 123%	89 141%	131 131%	28 108%	62 124%	50 111%	61 122%	45 118%	55 110%	63 119%	62 117%	82 111%	116 116%	79 105%	115 108%	130 120%	140 112%

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

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

	Country																					
	North America										Europe											
	2015 Total Registrants	2015 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2015 Canada	2015 Mexico (w/o client sample)	2015 Mexico	2015 Italy (w/o client sample)	2015 Italy	2015 Turkey (w/o client sample)	2015 Turkey	2015 Spain (w/o client sample)	2015 Spain	2015 Poland (w/o client sample)	2015 Poland	2015 UK (w/o client sample)	2015 UK	2015 France (w/o client sample)	2015 France	2015 Germany (w/o client sample)	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	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
.news	-	1253 37%	-	45 18%	-	32 30%	-	36 36%	-	23 46%	-	16 32%	-	17 34%	-	20 38%	-	22 22%	-	31 29%	-	33 26%
.email	1011 39%	1227 37%	10 16%	31 12%	12 15%	18 17%	25 40%	54 54%	15 58%	34 68%	18 40%	23 46%	9 24%	20 40%	25 47%	20 38%	18 24%	17 17%	22 29%	26 25%	42 39%	42 34%
.online	-	1142 34%	-	22 9%	-	14 13%	-	50 50%	-	22 44%	-	25 50%	-	15 30%	-	16 30%	-	15 15%	-	37 35%	-	60 48%
.link	945 37%	1118 33%	9 14%	27 11%	10 13%	9 9%	29 46%	52 52%	13 50%	14 28%	18 40%	21 42%	8 21%	18 36%	16 30%	8 15%	11 15%	10 10%	18 24%	31 29%	25 23%	29 23%
.website	-	886 26%	-	21 8%	-	12 11%	-	40 40%	-	18 36%	-	16 32%	-	18 36%	-	17 32%	-	11 11%	-	24 23%	-	25 20%
.site	-	862 26%	-	23 9%	-	15 14%	-	38 38%	-	14 28%	-	18 36%	-	15 30%	-	7 13%	-	10 10%	-	24 23%	-	26 21%
.space	-	700 21%	-	17 7%	-	12 11%	-	39 39%	-	18 36%	-	13 26%	-	12 24%	-	12 23%	-	7 7%	-	21 20%	-	17 14%
.club	606 23%	676 20%	3 5%	21 8%	11 14%	12 11%	12 19%	22 22%	8 31%	10 20%	12 27%	13 26%	4 11%	8 16%	7 13%	5 9%	13 18%	11 11%	18 24%	14 13%	17 16%	10 8%
.guru	455 18%	511 15%	8 13%	23 9%	12 15%	11 10%	9 14%	16 16%	1 4%	6 12%	11 24%	6 12%	-	4 8%	4 8%	2 4%	6 12%	9 6%	9 12%	9 8%	13 12%	12 10%
.photography	420 16%	491 15%	5 8%	15 6%	12 15%	5 5%	7 11%	20 20%	4 15%	7 14%	11 24%	11 22%	4 11%	5 10%	9 17%	16 30%	9 12%	10 10%	9 12%	8 8%	10 9%	10 8%
.pics	-	485 14%	-	23 9%	-	12 11%	-	15 15%	-	9 18%	-	9 18%	-	1 2%	-	7 13%	-	9 9%	-	16 15%	-	22 18%
.top	-	466 14%	-	4 2%	-	6 6%	-	6 6%	-	8 16%	-	9 18%	-	5 10%	-	4 8%	-	3 3%	-	8 8%	-	9 7%
.xyz	343 13%	443 13%	2 3%	14 5%	6 8%	11 10%	4 6%	13 13%	3 12%	5 10%	10 22%	11 22%	-	2 4%	7 13%	6 11%	8 11%	8 8%	10 13%	6 6%	11 10%	9 7%
.realtor	262 10%	258 8%	16 25%	41 16%	15 19%	22 21%	2 3%	5 5%	1 4%	2 4%	2 4%	1 2%	1 3%	1 2%	2 4%	1 2%	5 7%	4 4%	6 8%	6 6%	10 9%	5 4%
.wang	123 5%	110 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. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Qualified Respondents

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

	Country																					
	North America										Europe											
	Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
Foshan	-	82 AD 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.tokyo	-	70 AD 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.delhi	-	59 AD 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-55qx5d (Chinese for company)	115 BU 4%	47 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-ses554g (Chinese for network address)	114 BU 4%	37 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.berlin	27 1%	32 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	27 ACEGKMOOSU 25%	32 BDFHJLNPRV 26%
.seoul	-	28 A 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.paris	-	28 A 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	28 SDFHJLNPRV 26%	-	-
.cairo	-	26 A 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.bogota	-	26 A 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.nyc	10 *	23 AEGKMOOSU 1%	10 BDFHJLNPRV 16%	23 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.rio	-	21 A 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.capetown	-	20 A 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.london	59 B 2%	20 1%	-	-	-	-	-	-	1 4%	-	7 LACEGM 16%	-	-	-	6 PACEGM 11%	-	22 ACEGMOSU 30%	20 BDFHJLNPTV 20%	12 TACEGM 16%	-	11 VACEGM 10%	-
.jakarta	-	19 A 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

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

Base: All Qualified Respondents

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
.toronto	-	18 1%	-	-	-	18 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.MOCKBa	-	18 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.abuja	-	17 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.manilla	-	16 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.istanbul	-	13 A	-	-	-	-	-	-	-	-	13 26%	-	-	-	-	-	-	-	-	-	-	-
.cordoba	-	10 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.warszawa	-	9 A	-	-	-	-	-	-	-	-	-	-	-	-	9 17%	-	-	-	-	-	-	-
.hanoi	-	9 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.roma	-	8 A	-	-	-	-	-	-	8 16%	-	-	-	-	-	-	-	-	-	-	-	-	-
.guadalajara	-	7 A	-	-	-	-	7 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ovh	8	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 7%	6 5%
.madrid	-	5 A	-	-	-	-	-	-	-	-	-	-	5 10%	-	-	-	-	-	-	-	-	-
I am not aware of any of these	877 34% B	809 24% HL	35 55% AGKOU	141 55% BHJLNPTV	45 56% AGKOU	48 46% BHJLPTV	21 33% H	14 14%	8 31%	7 14%	13 29% L	6 12% NAGKQGSU	26 68% HJL	17 34% HJL	19 36%	14 26%	36 49% AK	53 53% BHJLNPTV	36 48% TAK	27 25% H	42 39%	35 28% HL
Not Sure	13 1% B	-	-	-	-	-	-	-	-	-	-	1 3%	-	-	-	-	-	-	-	-	-	-
TOTAL AWARENESS (NET)	1698 66% CEMQS	2540 76% ADFR	29 45%	114 45%	35 44%	57 54%	42 67% CEM	86 86% GBDFNRTV	18 69%	43 86% DFNR	32 71% CEMQS	44 88% KBDFNRTV	11 29% MDR	33 66% CEM	34 64% DFR	39 74% M	38 51% M	47 47% M	39 52% M	79 75% SDFR	66 61% CEM	90 72% DFR

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

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

	Country																					
	North America										Europe											
	Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
AWARENESS OF GLOBAL (NET)	1650 64% CEMQS	2487 74% ADFR	26 41% C	112 44% C	35 44% C	57 54% R	42 67% CEMQ	86 86% GBDFNRTV	18 69% DFNRTV	43 86% CEMQ	30 67% KBDNFRTV	44 88% KBDNFRTV	11 29% MDR	32 64% CEMQ	34 64% DFR	39 74% DFR	30 41% Q	38 38% M	38 51% SDFR	73 69% MQ	60 56% UDFR	87 70% UDFR
TOTAL ADDED AWARENESS (NET)	-	2228 67% ADFR	-	75 29% C	-	45 43% ED	-	80 80% GBDFNPRV	-	36 72% DFR	-	40 80% KBDNFPRV	-	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% GBDFNRTV	-	36 72% DFR	-	39 78% KBDNFRTV	-	27 54% MDR	-	32 60% ODFR	-	32 32% Q	-	65 61% SDFR	-	79 63% UDFR
TOTAL CONSISTENT AWARENESS (NET)	1698 66% CEMQS	2147 64% DFRTV	29 45% M	93 36% M	35 44% D	45 43% D	42 67% CEM	81 81% GBDFNRTV	18 69% BDFNRTV	39 78% CEMQS	32 71% DFRT	34 68% DFRT	11 29% MD	28 56% CEM	34 64% DFR	33 62% M	38 51% M	39 39% M	39 52% D	54 51% D	66 61% CEM	66 53% DR
AWARENESS OF GLOBAL CONSISTENT (NET)	1650 64% CEMQS	2107 63% DFRTV	26 41% M	90 35% M	35 44% D	45 43% D	42 67% CEMQ	81 81% GBDFNRTV	18 69% BDFNRTV	39 78% CEMQ	30 67% DFRT	34 68% DFRT	11 29% MDR	28 56% CEMQ	34 64% DFR	33 62% M	30 41% M	30 30% M	38 51% M	54 51% DR	60 56% MQ	57 46% R
AWARENESS OF GEO-SPECIFIC (NET)	312 12% EGM	677 20% ADH	10 16% EGM	23 9% C	-	18 17% EDH	-	7 7% G	1 4% DRV	8 16% EGM	7 16% DHN	13 26% DHN	-	5 10% M	6 11% EGM	9 17% AEGMOS	22 30% DH	20 20% EGM	12 16% EGM	28 26% DHN	31 29% AEGMOS	32 26% DHN
AWARENESS OF GEO-SPECIFIC ADDED (NET)	-	509 15% ADHRV	-	-	-	18 17% EDHRV	-	7 7% GDRV	-	8 16% DRV	-	13 26% KBDHNRV	-	5 10% MDRV	-	9 17% ODRV	-	-	-	28 26% SBDHNRV	-	-
AWARENESS OF GEO-SPECIFIC CONSISTENT (NET)	312 12% BEGM	216 6% FHT	10 16% EGM	23 9% FHJLNPT	-	-	-	-	1 4% DRV	-	7 16% LEGM	-	-	6 11% PEGM	-	22 30% AEGMOS	20 20% BDFHJLNPT	20 20% TEGM	12 16% TEGM	-	31 29% AEGMOS	32 26% BDFHJLNPT
Sigma	5388 208%	12111 362%	98 153%	491 193%	123 154%	257 245%	109 173%	427 427%	54 208%	205 410%	102 227%	211 422%	53 139%	163 326%	95 179%	164 309%	131 177%	216 216%	140 187%	316 298%	216 200%	382 306%

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; ** 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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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 (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(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*
.guadalajara	-	1*	-	-	-	-	-	1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.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*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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 (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany	
(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*
.capetown	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.cairo	-	8*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.bogota	-	4*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.cordoba	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.rio	-	2*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.berlin	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%
.ovh	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%
.london	-	2*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 4%	-	-	-	-	-
.nyc	-	1*	-	1 1% B	-	-	-	-	-	-	-	-	-	-	-	-	BD	-	-	-	-	-
.wang	-	29 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-ses54g (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% BHJLPRT	-	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% BDFHJNPRTV	-	9 27%	-	13 33% F	-	16 34% F	-	23 29% F	-	24 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

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

Base: Heard Of New gTLDs

	Country																					
	North America										Europe											
	Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(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*
REGISTERED GLOBAL (NET)	-	840	-	23	-	5	-	33	-	15	-	28	-	9	-	11	-	14	-	21	-	24
	-	33%	-	20%	-	9%	-	38%	-	35%	-	64%	-	27%	-	28%	-	30%	-	27%	-	27%
		DF						DF		F		BDFHJNPRTV		F		F		F		F		F
REGISTERED GEO-SPECIFIC (NET)	-	578	-	12	-	3	-	18	-	8	-	18	-	5	-	5	-	12	-	17	-	16
	-	23%	-	11%	-	5%	-	21%	-	19%	-	41%	-	15%	-	13%	-	26%	-	22%	-	18%
	-	DF						DF		F		BDFHJNPRTV		DF		DF		DF		DF		F
Sigma	-	3611	-	144	-	60	-	124	-	62	-	68	-	44	-	43	-	63	-	114	-	122
	-	142%	-	126%	-	105%	-	144%	-	144%	-	155%	-	133%	-	110%	-	134%	-	144%	-	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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US, (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
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?

Base: Registered New gTLDs

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(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% B	-	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																					
	2015 Total Registrants	North America							Europe													
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(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)	-	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/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																					
	2015 Total Registrants	North America							Europe													
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(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

Base: Registered New gTLDs

	Country																					
	2015 Total Registrants	North America							Europe													
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(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 (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(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%	-	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

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 (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(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%	-	60%	-	10%	-	44%	-	41%	-	4%	-	4%	-	6%	-	1%	-	5%	-	9%
New gTLDs better target specific groups of people/communities	-	299 43%	-	50%	-	50%	-	44%	-	29%	-	3%	-	3%	-	5%	-	-	-	6%	-	8%
The new gTLDs are better focused on specific topics versus general uses	-	293 42%	-	40%	-	50%	-	39%	-	47%	-	4%	-	5%	-	5%	-	1%	-	8%	-	8%
The new gTLDs will be more effective	-	267 38%	-	30%	-	40%	-	28%	-	47%	-	5%	-	5%	-	2%	-	1%	-	7%	-	7%
The new gTLDs are a good value/priced well	-	258 37%	-	30%	-	40%	-	33%	-	24%	-	1%	-	4%	-	3%	-	2%	-	7%	-	3%
The new gTLDs allow more flexibility to use my language in their names	-	232 33%	-	50%	-	10%	-	3%	-	35%	-	1%	-	1%	-	3%	-	3%	-	4%	-	5%
The new gTLDs allow a greater range of characters/symbols in their names	-	223 32%	-	20%	-	30%	-	33%	-	41%	-	3%	-	1%	-	3%	-	1%	-	6%	-	4%
Something else	-	4 1%	-	10%	-	10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%
Sigma	-	1900 274%	-	290%	-	240%	-	43%	-	265%	-	45%	-	21%	-	288%	-	9%	-	43%	-	45%

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

Q829. Why did you decide not to switch?

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

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
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

Q831. Why have you not considered switching?

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

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
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%	-	7 9%	-	6 15%	-	7 23%	-	1 9%	-	2 20%	-	5 31%	-	3 18%	-	4 15%	-	7 19%	-	13 27%
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?
SUMMARY TABLE OF TOP 2 BOX

Base: Has Heard Of New gTLDs (Variable Bases)

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	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	1331 51% CEQSU	842 69% ADV	15 23%	13 42%	16 20%	5 28% CEQSU	38 60%	37 69% D	12 46%	20 59%	28 62% CEQSU	17 74%	16 42% EQ	15 75%	26 49% CEQS	13 65%	12 16%	10 59%	22 29%	17 65%	37 34% EQ	21 50%
.photography	1098 42% CEMQSU	289 59% A	13 20%	6 40%	16 20%	1 20% CEQSU	25 40%	7 35%	13 50%	5 71%	26 58% ACEMQSU	9 82%	10 26%	2 40%	18 34% Q	8 50%	13 18%	6 60%	16 21%	6 75%	27 25% S	4 40%
.link	1267 49% CEQSU	686 61% A	17 27%	14 52%	16 20%	2 22% CEQU	32 51%	28 54%	13 50%	10 71%	22 49% CEQSU	13 62%	13 34%	10 56%	19 36% EQ	7 88%	14 19%	8 80%	27 36% EQ	20 65% S	32 30%	17 59%
.guru	964 37% CEMQSU	303 59% A	11 17%	10 43%	9 11%	1 9% CEQSU	23 37%	8 50%	9 35%	3 50%	19 42% CEMQSU	5 83%	7 18%	4 100%	15 28% EQ	2 100%	10 14%	2 33%	12 16%	4 44%	21 19%	4 33%
.realtor	864 33% CEMQSU	145 56% AD	8 13%	8 20%	11 14%	1 5% CEQSU	15 24%	2 40%	7 27%	1 50%	16 36% CEMQSU	1 100%	6 16%	1 100%	11 21%	1 100%	10 14%	1 25%	13 17%	6 100%	20 19%	4 80%
.club	1097 42% CEMQSU	423 63% A	13 20%	10 48%	11 14%	3 25% CEQU	27 43%	14 64%	11 42%	6 60%	17 38% CEQ	9 69%	9 24%	3 38%	18 34% EQ	3 60%	12 16%	6 55%	21 28% E	6 43%	26 24%	4 40%
.xyz	867 34% CEMQSU	228 51% A	12 19% E	7 50%	6 8%	4 36% EMQS	20 32%	7 54%	8 31%	3 60%	19 42% CEMQSU	5 45%	5 13%	1 50%	17 32% EMQS	3 50%	8 11%	4 50%	12 16%	4 67%	21 19% E	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%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																										
	2015 Total Registrants	North America										Europe															
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)		2015 Mexico (w/o client sample)		2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)		2016 Turkey	2015 Spain (w/o client sample)		2016 Spain	2015 Poland (w/o client sample)		2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)		2016 France	2015 Germany (w/o client sample)		2016 Germany
					2016 US	2016 Canada	2016 Mexico	2016 Italy			2016 Turkey	2016 Spain		2016 Poland	2016 France		2016 Germany										
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)						
.guadalajara	-	3 43%	-	-	-	-	3 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.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%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
.capetown	-	10 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.cairo	-	20 77%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.bogota	-	13 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.cordoba	-	2 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.rio	-	9 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.berlin	29 27%	8 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	29 27%	8 25%	
.ovh	19 18%	3 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19 18%	3 50%	
.london	100 24%	3 15%	-	-	-	-	-	10 38%	-	19 42%	-	5 13%	-	11 21%	-	16 22%	3 15%	17 23%	-	22 20%	-	
.nyc	11 17%	8 35%	11 17%	8 35%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.wang	313 57%	82 75% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.xn-ses554g (Chinese for network address)	326 59%	30 81% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.xn-55qx5d (Chinese for company)	330 60%	40 85% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
CONSIDERED ALL (NET)	1739 67%	1957 77%	26 41%	59 52%	29 36%	24 42%	49 78%	72 84%	16 62%	32 74%	33 73%	40 91%	20 53%	27 82%	33 62%	30 77%	21 28%	26 55%	30 40%	46 58%	56 52%	58 64%
CONSIDERED CONSISTENT (NET)	1739 67%	1537 72%	26 41%	43 46%	29 36%	11 24%	49 78%	62 77%	16 62%	25 64%	33 73%	30 88%	20 53%	20 71%	33 62%	24 73%	21 28%	20 51%	30 40%	31 57%	56 52%	33 50%
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%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																					
	2015 Total Registrants	North America								Europe												
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
CONSIDERED GLOBAL (NET)	1721 66%	1910 77%	25 39%	57 51%	29 36%	21 37%	49 78%	72 84%	16 62%	32 74%	33 73%	40 91%	20 53%	26 81%	33 62%	30 77%	18 24%	25 66%	30 40%	41 56%	52 48%	56 64%
	CEQSU	ADFTV				CEMQSU	DFRTV			DF	CEQSU	KBDFJRTV	Q	MDFT	CEQS	DFT		QF	Q	F	Q	UF
CONSIDERED GLOBAL CONSISTENT (NET)	1721 66%	1513 72%	25 39%	41 46%	29 36%	11 24%	49 78%	62 77%	16 62%	25 64%	33 73%	30 88%	20 53%	20 71%	33 62%	24 73%	18 24%	19 63%	30 40%	31 57%	52 48%	30 53%
	CEQSU	ADFTV		F		CEMQSU	DFTV			F	CEQSU	BDFJRTV	Q		CEQS	DF		QF	Q	F	Q	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		DFPRTV										DF
CONSIDERED GEO-SPECIFIC (NET)	499 48%	399 59%	11 17%	8 35%	-	9 50%	-	3 43%	10 38%	4 50%	19 42%	12 92%	5 13%	3 60%	11 21%	3 33%	16 22%	3 15%	17 23%	15 54%	32 30%	8 25%
	CMOQSU	AV									CMOQS										M	
CONSIDERED GEO-SPECIFIC CONSISTENT (NET)	499 48%	131 61%	11 17%	8 35%	-	-	-	-	10 38%	-	19 42%	-	5 13%	-	11 21%	-	16 22%	3 15%	17 23%	-	32 30%	8 25%
	CMOQSU	AV									CMOQS										M	
CONSIDERED GEO-SPECIFIC ADDED (NET)	-	297 58%	-	-	-	9 50%	-	3 43%	-	4 50%	-	12 92%	-	3 60%	-	3 33%	-	-	-	15 54%	-	-

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

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

Base: Has Heard Of New gTLDs (Variable Bases)

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	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	970 37% B	297 24% AGKMO	44 69% BH	15 48% BH	56 70% AGKMOU	8 44%	21 33%	12 22%	8 31%	12 35%	14 31%	3 13%	17 45%	4 20%	21 40%	6 30%	45 61% AGKO	6 35%	41 55% AGK	9 35%	60 56% AGK	18 43% BH
.photography	1143 44% B	158 32% AGKO	45 70% AGKO	7 47%	54 68% AGKO	3 60%	32 51%	9 45%	6 23%	1 14%	17 38%	2 18%	23 61% AK	3 60%	25 47%	8 50%	46 62% AK	30 59% AK	2 25%	5 64% AKO	69 64% AKO	6 60%
.link	994 38% B	338 30% AG	40 63% AG	10 37% AGKOS	54 68% AGKOS	5 56%	21 33%	18 35%	6 23%	2 14%	20 44%	8 38%	20 53%	7 39%	24 45%	1 13%	44 59% AG	10 48% T	1 26%	8 58% AG	63 58% AG	12 41%
.guru	1262 49% B	156 31% AGKO	47 73% AGKO	11 48% AGKO	59 74% AGKO	7 64%	35 56%	4 44%	11 42%	3 50%	23 51%	1 17%	24 63%	-	28 53%	-	47 64% A	4 67%	49 65% A	4 44%	74 69% AK	8 67%
.realtor	1339 52% B	99 38% AGKOQS	53 83% AGKOQS	32 78% B	58 73% A	19 86%	40 63%	2 40%	11 42%	1 50%	25 56%	-	25 66%	-	31 58%	-	47 64% A	3 75%	48 64% A	-	77 71% A	1 20%
.club	1139 44% B	205 30% AGO	45 70% AGO	8 38% AGKOS	58 73% AGKOS	5 42%	30 48%	5 23%	9 35%	4 40%	24 53%	3 23%	23 61% A	5 63%	26 49%	2 40%	46 62% A	5 45%	41 55% A	6 43%	70 65% AG	6 60%
.xyz	1336 52% B	171 39% AKO	47 73% AKO	5 36% AGKO	62 78% AGKO	7 64%	36 57%	4 31%	10 38%	2 40%	22 49%	6 55%	26 68% A	1 50%	27 51%	3 50%	49 66% A	4 50%	48 64% A	2 33%	75 69% AKO	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%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

19 Aug 2016
Table 141

SUMMARY TABLE OF BOTTOM 2 BOX

Base: Has Heard Of New gTLDs (Variable Bases)

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)		2015 Mexico (w/o client sample)		2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)		2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)		2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)		2015 Germany (w/o client sample)	
					2016 US	2016 Canada	2016 Mexico	2016 Turkey			2016 Poland	2016 France			2016 Germany							
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
.guadalajara	-	3 43%	-	-	-	-	3 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.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%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																										
	2015 Total Registrants	North America										Europe															
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)		2015 Mexico (w/o client sample)		2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)		2016 Turkey	2015 Spain (w/o client sample)		2016 Spain	2015 Poland (w/o client sample)		2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)		2016 France	2015 Germany (w/o client sample)		2016 Germany
					2016 US	Canada	Mexico	Italy			Turkey	Spain		Poland	France		Germany										
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)						
.capetown	-	8 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.cairo	-	5 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.bogota	-	10 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.cordoba	-	8 80%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.rio	-	10 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.berlin	67 62%	21 66%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	67 62%	21 66%	-	
.ovh	75 69%	3 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	75 69%	3 50%	-	
.london	244 58%	14 70%	-	-	-	-	-	8 31%	-	23 51%	-	26 68%	-	32 60%	-	40 54%	14 70%	44 59%	-	-	-	-	71 66%	-	-	-	
.nyc	50 78%	15 65%	50 78%	15 65%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.wang	176 32% B	23 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.xn-ses554g (Chinese for network address)	176 32% B	5 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.xn-55qx5d (Chinese for company)	168 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?

19 Aug 2016
Table 142

1. .email

Base: Has Heard Of New gTLDs

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	1227	64*	31*	80*	18**	63*	54*	26**	34*	45*	23**	38*	20**	53*	20**	74*	17**	75*	26**	108	42*
TOP 2 BOX (NET)	1331 51% CEQSU	842 69% ADV	15 23%	13 42%	16 20%	5 28%	38 60% CEQSU	37 69% D	12 46%	20 59%	28 62% CEQSU	17 74%	16 42% EQ	15 75%	26 49% CEQS	13 65%	12 16%	10 59%	22 29%	17 65%	37 34% EQ	21 50%
Very likely	650 25% CEQSU	454 37% A	7 11%	11 35% C	7 9%	2 11%	14 22% E	16 30%	5 19%	8 24%	12 27% CEQS	11 48%	6 16%	6 30%	8 15%	8 40%	4 24%	9 12%	10 38%	17 16%	12 29%	
Somewhat likely	681 26% CEQ	388 32% AD	8 13%	2 6%	9 11%	3 17%	24 38% ACEQSU	21 39% D	7 27%	12 35% D	16 36% CEQSU	6 26%	10 26% EQ	9 45% CEQSU	18 34% CEQSU	5 25%	4 5%	6 35%	13 17% Q	7 27%	20 19% Q	9 21%
BOTTOM 2 BOX (NET)	970 37% B	297 24% AGKMO	44 69%	15 48% BH	56 70% AGKMOU	8 44%	21 33%	12 22%	8 31%	12 35%	14 31%	3 13%	17 45%	4 20%	21 40%	6 30%	45 61% AGKO	6 35% AGK	41 55% AGK	9 35% AGK	60 56% AGK	18 43% BH
Somewhat unlikely	418 16% B	147 12% H	8 13%	7 23% H	17 21%	2 11%	11 17%	3 7%	12% 3	9 26% BH	6 13%	2 9%	8 21%	1 5%	16 30% ACQ	4 20%	11 15%	2 12%	15 20%	6 23%	22 20%	5 12%
Very unlikely	552 21% BO	150 12% DAGKMOSU	36 56%	8 26% B	39 49% AGKMO	6 33%	10 16%	8 15%	5 19%	3 9%	8 18%	1 4%	9 24%	3 15%	5 9%	2 10%	34 46% AGKMO	4 24% AGO	26 35% AGO	3 12%	38 35% AGKO	13 31% BU
Not sure	285 11% B	88 7%	5 8%	3 10%	8 10%	5 28%	4 6%	5 9%	6 23%	2 6%	3 7%	3 13%	5 13%	1 5%	6 11%	1 5% ACEGKU	17 23%	1 6%	11 15%	-	11 10%	3 7%
Decline to Answer	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1% A	-	-	-	-
Sigma	2588 100%	1227 100%	64 100%	31 100%	80 100%	18 100%	63 100%	54 100%	26 100%	34 100%	45 100%	23 100%	38 100%	20 100%	53 100%	20 100%	74 100%	17 100%	75 100%	26 100%	108 100%	42 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	491	64*	15**	80*	5**	63*	20**	26**	7**	45*	11**	38*	5**	53*	16**	74*	10**	75*	8**	108	10**
TOP 2 BOX (NET)	1098 42% CEMQSU	289 59% A	13 20%	6 40%	16 20%	1 20%	25 40% CEQSU	7 35%	13 50%	5 71%	26 58% ACEMQSU	9 82%	10 26%	2 40%	18 34% Q	8 50%	13 18%	6 60%	16 21%	6 75%	27 25%	4 40%
Very likely	417 16% E	136 28% A	5 8%	3 20%	5 6%	1 20%	8 13%	4 20%	2 8%	14% 11 24% CEMQSU	6 55%	3 8%	1 20%	6 11%	3 19%	6 8%	2 20%	6 8%	3 38%	12 11%	3 30%	
Somewhat likely	681 26% CEQSU	153 31% A	8 13%	3 20%	11 14%	-	17 27% CQSU	3 15%	11 42%	4 57% CEQSU	15 33%	3 27%	7 18%	1 20%	12 23% Q	5 31%	7 9%	4 40%	10 13%	3 38%	15 14%	1 10%
BOTTOM 2 BOX (NET)	1143 44% B	158 32% AGKO	45 70% AGKO	7 47% AGKO	54 68% AGKO	3 60%	32 51%	9 45%	6 23%	1 14%	17 38%	2 18%	23 61% AK	3 60%	25 47%	8 50%	46 62% AK	3 30%	44 59% AK	2 25%	69 64% AKO	6 60%
Somewhat unlikely	522 20% BC	80 16%	6 9%	3 20%	12 15%	-	23 37% ACEQSU	2 10%	4 15%	-	9 20%	1 9%	12 32% CEQ	1 20%	16 30% CEQ	2 13%	10 14%	1 10%	15 20%	1 13%	21 19%	3 30%
Very unlikely	621 24% B	78 16% AGKMOSU	39 61% AGKMO	4 27% AGKMO	42 53% AGKMO	3 60%	9 14%	7 35%	2 8%	1 14%	8 18%	1 9%	11 29%	2 40%	9 17%	6 38% AGKMO	36 49% AGKMO	2 20% AGKO	29 39% AGKO	1 13% AGKO	48 44% AGKO	3 30%
Not sure	345 13% B	44 9%	6 9%	2 13%	10 13%	1 20%	6 10%	4 20%	7 27%	1 14%	2 4%	-	5 13%	-	10 19% K	-	15 20% K	1 10%	14 19% K	-	12 11%	-
Decline to Answer	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1% A	-	-	-	-
Sigma	2588 100%	491 100%	64 100%	15 100%	80 100%	5 100%	63 100%	20 100%	26 100%	7 100%	45 100%	11 100%	38 100%	5 100%	53 100%	16 100%	74 100%	10 100%	75 100%	8 100%	108 100%	10 100%

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

19 Aug 2016
Table 144

3. .link

Base: Has Heard Of New gTLDs

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only (A)	2016 Total Registrants (B)	2015 US (w/o client sample) (C)	2016 US (D)	2015 Canada (w/o client sample) (E)	2016 Canada (F)	2015 Mexico (w/o client sample) (G)	2016 Mexico (H)	2015 Italy (w/o client sample) (I)	2016 Italy (J)	2015 Turkey (w/o client sample) (K)	2016 Turkey (L)	2015 Spain (w/o client sample) (M)	2016 Spain (N)	2015 Poland (w/o client sample) (O)	2016 Poland (P)	2015 UK (w/o client sample) (Q)	2016 UK (R)	2015 France (w/o client sample) (S)	2016 France (T)	2015 Germany (w/o client sample) (U)
Unweighted Base	2588	1118	64*	27**	80*	9**	63*	52*	26**	14**	45*	21**	38*	18**	53*	8**	74*	10**	75*	31*	108	29**
TOP 2 BOX (NET)	1267 49% CEQSU	686 61% A	17 27%	14 52%	16 20%	2 22%	32 51% CEQU	28 54%	13 50%	10 71%	22 49% CEQU	13 62%	13 34%	10 56%	19 36% EQ	7 88%	14 19%	8 80%	27 36% EQ	20 65% S	32 30%	17 59%
Very likely	507 20% CEQU	297 27% A	5 8%	8 30%	2 3%	1 11%	11 17% E	8 15%	3 12%	3 21% CEMOQU	12 27%	8 38%	3 8%	2 11%	5 9%	2 25%	5 7%	1 10%	10 13% E	7 23%	13 12% E	10 34%
Somewhat likely	760 29% EQU	389 35% A	12 19%	6 22%	14 18%	1 11%	21 33% EQU	20 38%	10 38%	7 50%	10 22%	5 24%	10 26%	8 44%	14 26% Q	5 63%	9 12%	7 70%	17 23% S	13 42% S	19 18%	7 24%
BOTTOM 2 BOX (NET)	994 38% B	338 30% AG	40 63% AG	10 37% AGKOS	54 68% AGKOS	5 56%	21 33%	18 35%	6 23%	2 14%	20 44%	8 38%	20 53%	7 39%	24 45%	1 13%	44 59% AG	1 10%	36 48% T	8 26%	63 58% AG	12 41%
Somewhat unlikely	430 17%	187 17%	6 9%	5 19%	13 16%	1 11%	9 14%	11 21%	4 15%	1 7%	11 24% C	6 29%	9 24%	4 22%	14 26% C	-	10 14%	-	12 16%	5 16%	19 18%	6 21%
Very unlikely	564 22% B	151 14% AGKMS	34 53% AGKMS	5 19% AGKMS	41 51% AGKMS	4 44%	12 19%	7 13%	2 8%	1 7%	9 20%	2 10%	11 29%	3 17%	10 19%	1 13%	34 46% AGKO	1 10%	24 32% TA	3 10%	44 41% AGKO	6 21%
Not sure	325 13% B	94 8%	7 11%	3 11%	10 13%	2 22%	10 16%	6 12%	7 27%	2 14%	3 7%	-	5 13%	1 6%	10 19%	-	16 22% AK	1 10%	11 15%	3 10%	13 12%	-
Decline to Answer	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1% A	-	-	-
Sigma	2588 100%	1118 100%	64 100%	27 100%	80 100%	9 100%	63 100%	52 100%	26 100%	14 100%	45 100%	21 100%	38 100%	18 100%	53 100%	8 100%	74 100%	10 100%	75 100%	31 100%	108 100%	29 100%

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

19 Aug 2016
Table 145

4. .guru

Base: Has Heard Of New gTLDs

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only (A)	2016 Total Registrants (B)	2015 US (w/o client sample) (C)	2016 US (D)	2015 Canada (w/o client sample) (E)	2016 Canada (F)	2015 Mexico (w/o client sample) (G)	2016 Mexico (H)	2015 Italy (w/o client sample) (I)	2016 Italy (J)	2015 Turkey (w/o client sample) (K)	2016 Turkey (L)	2015 Spain (w/o client sample) (M)	2016 Spain (N)	2015 Poland (w/o client sample) (O)	2016 Poland (P)	2015 UK (w/o client sample) (Q)	2016 UK (R)	2015 France (w/o client sample) (S)	2016 France (T)	2015 Germany (w/o client sample) (U)
Unweighted Base	2588	511	64*	23**	80*	11**	63*	16**	26**	6**	45*	6**	38*	4**	53*	2**	74*	6**	75*	9**	108	12**
TOP 2 BOX (NET)	964 37% CEMQSU A	303 59% A	11 17%	10 43%	9 11%	1 9%	23 37% CEQSU	8 50%	9 35%	3 50%	19 42% CEMQSU	5 83%	7 18%	4 100%	15 28% EQ	2 100%	10 14%	2 33%	12 16%	4 44%	21 19%	4 33%
Very likely	371 14% E	144 28% A	5 8%	7 30%	4 5%	1 9%	5 8%	3 19%	5 19%	-	9 20% EU	3 50%	2 5%	1 25%	6 11%	-	6 8%	1 17%	6 8%	2 22%	9 8%	3 25%
Somewhat likely	593 23% CEQSU A	159 31% A	6 9%	3 13%	5 6%	-	18 29% CEQSU	5 31%	4 15%	3 50%	10 22% EQS	2 33%	5 13%	3 75%	9 17% Q	2 100%	4 5%	1 17%	6 8%	2 22%	12 11%	1 8%
BOTTOM 2 BOX (NET)	1262 49% B	156 31% AGKO	47 73% AGKO	11 48%	59 74% AGKO	7 64%	35 56%	7 44%	11 42%	3 50%	23 51% EQS	1 17%	24 63%	-	28 53% A	-	47 64% A	4 67%	49 65% A	4 44%	74 69% AK	8 67%
Somewhat unlikely	551 21% BC	74 14% ACQU	7 11%	4 17%	17 21%	1 9%	20 32% ACQU	2 13%	5 19%	-	10 22% CQ	-	12 32% CQ	-	14 26% CQ	-	9 12%	1 17%	15 20%	1 11%	19 18%	3 25%
Very unlikely	711 27% B	82 16% AGKMO	40 63% AGKMO	7 30%	42 53% AGKMO	6 55%	15 24%	5 31%	6 23%	3 50%	13 29%	1 17%	12 32%	-	14 26%	-	38 51% AGKMO	3 50%	34 45% AGO	3 33% AGKMO	55 51% AGKMO	5 42%
Not sure	360 14% B	52 10%	6 9%	2 9%	12 15%	3 27%	5 8%	1 6%	6 23%	-	3 7%	-	7 18%	-	10 19%	-	17 23% ACGK	-	13 17%	1 11%	13 12%	-
Decline to Answer	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1% A	-	-	-
Sigma	2588 100%	511 100%	64 100%	23 100%	80 100%	11 100%	63 100%	16 100%	26 100%	6 100%	45 100%	6 100%	38 100%	4 100%	53 100%	2 100%	74 100%	6 100%	75 100%	9 100%	108 100%	12 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only (A)	2016 Total Registrants (B)	2015 US (w/o client sample) (C)	2016 US (D)	2015 Canada (w/o client sample) (E)	2016 Canada (F)	2015 Mexico (w/o client sample) (G)	2016 Mexico (H)	2015 Italy (w/o client sample) (I)	2016 Italy (J)	2015 Turkey (w/o client sample) (K)	2016 Turkey (L)	2015 Spain (w/o client sample) (M)	2016 Spain (N)	2015 Poland (w/o client sample) (O)	2016 Poland (P)	2015 UK (w/o client sample) (Q)	2016 UK (R)	2015 France (w/o client sample) (S)	2016 France (T)	2015 Germany (w/o client sample) (U)
Unweighted Base	2588	258	64*	41*	80*	22**	63*	5**	26**	2**	45*	1**	38*	1**	53*	1**	74*	4**	75*	6**	108	5**
TOP 2 BOX (NET)	864 33% CEMOQSU	145 56% AD	8 13%	8 20%	11 14%	1 5%	15 24%	2 40%	7 27%	1 50%	16 36% CEMQSU	1 100%	6 16%	1 100%	11 21%	1 100%	10 14%	1 25%	13 17%	6 100%	20 19%	4 80%
Very likely	309 12% MQ	58 22% AD	5 8%	3 7%	8 10% M	1 5%	5 8%	1 20%	4 4%	-	8 18% MOQ	-	-	1 100%	2 4%	-	3 4%	1 25%	5 7%	3 50%	10 9%	2 40%
Somewhat likely	555 21% CEQSU	87 34% AD	3 5%	5 12%	3 4%	-	10 16% CE	1 20%	6 23%	1 50%	8 18% CE	1 100%	6 16% E	-	9 17% CE	1 100%	7 9%	-	8 11%	3 50%	10 9%	2 40%
BOTTOM 2 BOX (NET)	1339 52% B	99 38% AGKOQS	53 83%	32 78% B	58 73% A	19 86%	40 63%	2 40%	11 42%	1 50%	25 56%	-	25 66%	-	31 58%	-	47 64% A	3 75%	48 64% A	-	77 71% A	1 20%
Somewhat unlikely	573 22% BQ	28 11% AGKMOQU	9 14%	4 10%	11 14%	3 14% ACEQU	25 40%	1 20%	6 23%	1 50%	14 31% CEQ	-	12 32% CEQ	-	17 32% CEQ	-	6 8%	1 25%	19 25% Q	-	23 21% Q	-
Very unlikely	766 30%	71 28% AGKMOQU	44 69%	28 68% B	47 59% AGKMOS	16 73%	15 24%	1 20%	5 19%	-	11 24%	-	13 34%	-	14 26%	-	41 55% AGKMOS	2 50%	29 39%	-	54 50% AGKO	1 20%
Not sure	383 15% BC	14 5%	3 5%	1 2%	11 14%	2 9%	8 13%	1 20%	8 31%	-	4 9%	-	7 18% C	-	11 21% C	-	17 23% ACU	-	13 17% C	-	11 10%	-
Decline to Answer	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1% A	-	-	-
Sigma	2588 100%	258 100%	64 100%	41 100%	80 100%	22 100%	63 100%	5 100%	26 100%	2 100%	45 100%	1 100%	38 100%	1 100%	53 100%	1 100%	74 100%	4 100%	75 100%	6 100%	108 100%	5 100%

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

Base: Has Heard Of New gTLDs

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only (A)	2016 Total Registrants (B)	2015 US (w/o client sample) (C)	2016 US (D)	2015 Canada (w/o client sample) (E)	2016 Canada (F)	2015 Mexico (w/o client sample) (G)	2016 Mexico (H)	2015 Italy (w/o client sample) (I)	2016 Italy (J)	2015 Turkey (w/o client sample) (K)	2016 Turkey (L)	2015 Spain (w/o client sample) (M)	2016 Spain (N)	2015 Poland (w/o client sample) (O)	2016 Poland (P)	2015 UK (w/o client sample) (Q)	2016 UK (R)	2015 France (w/o client sample) (S)	2016 France (T)	2015 Germany (w/o client sample) (U)
Unweighted Base	2588	676	64*	21**	80*	12**	63*	22**	26**	10**	45*	13**	38*	8**	53*	5**	74*	11**	75*	14**	108	10**
TOP 2 BOX (NET)	1097 42% CEMQSU	423 63% A	13 20%	10 48%	11 14%	3 25%	27 43% CEQU	14 64%	11 42%	6 60%	17 38% CEQ	9 69%	9 24%	3 38%	18 34% EQ	3 60%	12 16%	6 55%	21 28% E	6 43%	26 24%	4 40%
Very likely	444 17% EMQ	208 31% A	6 9%	5 24%	4 5%	3 25%	11 17% EM	8 36%	3 12%	2 20%	10 22% EMQ	8 62%	1 3%	2 25%	5 9%	-	6 8%	4 36%	8 11%	3 21%	16 15% EM	3 30%
Somewhat likely	653 25% CEQU	215 32% A	7 11%	5 24%	7 9%	-	16 25% CEQU	6 27%	8 31%	4 40%	7 16%	1 8%	8 21%	1 13%	13 25% EQU	3 60%	6 8%	2 18%	13 17%	3 21%	10 9%	1 10%
BOTTOM 2 BOX (NET)	1139 44% B	205 30% AGO	45 70% AGO	8 38%	58 73% AGKOS	5 42%	30 48%	5 23%	9 35%	4 40%	24 53%	3 23%	23 61% A	5 63%	26 49%	2 40%	46 62% A	5 45%	41 55%	6 43%	70 65% AG	6 60%
Somewhat unlikely	494 19% BC	102 15% BC	6 9%	2 10%	19 24% C	1 8%	17 27% C	3 14%	4 15%	2 20%	12 27% C	2 15%	10 26% C	2 25%	15 28% CQ	-	10 14%	1 9%	14 19%	4 29%	22 20%	2 20%
Very unlikely	645 25% B	103 15% AGKMOSU	39 61% AGKOSU	6 29%	39 49% AGKO	4 33%	13 21%	2 9%	5 19%	2 20%	12 27%	1 8%	13 34%	3 38%	11 21%	2 40%	36 49% AGKO	4 36%	27 36% A	2 14%	48 44% AGKO	4 40%
Not sure	350 14% B	48 7%	6 9%	3 14%	11 14%	4 33%	6 10%	3 14%	6 23%	-	4 9%	1 8%	6 16%	-	9 17%	-	16 22% A	-	12 16%	14%	12 11%	-
Decline to Answer	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1% A	-	-	-
Sigma	2588 100%	676 100%	64 100%	21 100%	80 100%	12 100%	63 100%	22 100%	26 100%	10 100%	45 100%	13 100%	38 100%	8 100%	53 100%	5 100%	74 100%	11 100%	75 100%	14 100%	108 100%	10 100%

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

19 Aug 2016
Table 148

7. .xyz

Base: Has Heard Of New gTLDs

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only (A)	2016 Total Registrants (B)	2015 US (w/o client sample) (C)	2016 US (D)	2015 Canada (w/o client sample) (E)	2016 Canada (F)	2015 Mexico (w/o client sample) (G)	2016 Mexico (H)	2015 Italy (w/o client sample) (I)	2016 Italy (J)	2015 Turkey (w/o client sample) (K)	2016 Turkey (L)	2015 Spain (w/o client sample) (M)	2016 Spain (N)	2015 Poland (w/o client sample) (O)	2016 Poland (P)	2015 UK (w/o client sample) (Q)	2016 UK (R)	2015 France (w/o client sample) (S)	2016 France (T)	2015 Germany (w/o client sample) (U)
Unweighted Base	2588	443	64*	14**	80*	11**	63*	13**	26**	5**	45*	11**	38*	2**	53*	6**	74*	8**	75*	6**	108	9**
TOP 2 BOX (NET)	867 34% CEMQSU	228 51% A	12 19% E	7 50%	6 8%	4 36%	20 32% EMQS	7 54%	8 31%	3 60%	19 42% CEMQSU	5 45%	5 13%	1 50%	17 32% EMQS	3 50%	8 11%	4 50%	12 16%	4 67%	21 19% E	4 44%
Very likely	338 13% EGM	96 22% A	5 8%	3 21%	2 3%	2 18%	1 2%	5 38%	3 12%	1 20%	11 24% ACEGMOQS	3 27%	-	1 50%	5 9%	-	5 7%	2 25%	6 8%	1 17%	14 13% EGM	3 33%
Somewhat likely	529 20% EQSU	132 30% A	7 11%	4 29%	4 5%	2 18%	19 30% CEQSU	2 15%	5 19%	2 40%	8 18% EQU	2 18%	5 13%	-	12 23% EQSU	3 50%	3 4%	2 25%	6 8%	3 50%	7 6% EGM	1 11%
BOTTOM 2 BOX (NET)	1336 52% B	171 39% AKO	47 73% AKO	5 36%	62 78% AGKO	7 64%	36 57%	4 31%	10 38%	2 40%	22 49% EQSU	6 55%	26 68% A	1 50%	27 51% EQSU	3 50%	49 66% A	4 50%	48 64% A	2 33%	75 69% AKO	5 56%
Somewhat unlikely	560 22% CQ	80 18%	2 3%	1 7%	17 21% C	-	21 33% ACQU	3 23%	5 19%	2 40%	10 22% C	3 27%	11 29% CQ	1 50%	17 32% CQU	1 17%	9 12%	1 13%	17 23% C	-	18 17% C	2 22%
Very unlikely	776 30% B	91 21% AGKMOSU	45 70% AGKO	4 29%	45 56% AGKO	7 64%	15 24%	1 8%	5 19%	-	12 27% O	3 27%	15 39% O	-	10 19%	2 33%	40 54% AGKO	3 38%	31 41% AGO	2 33%	57 53% AGKO	3 33%
Not sure	383 15% B	44 10%	5 8%	2 14%	12 15%	-	7 11%	2 15%	8 31%	-	4 9%	-	7 18%	-	9 17%	-	17 23% ACU	-	14 19%	-	12 11%	-
Decline to Answer	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1% A	-	-	-
Sigma	2588 100%	443 100%	64 100%	14 100%	80 100%	11 100%	63 100%	13 100%	26 100%	5 100%	45 100%	11 100%	38 100%	2 100%	53 100%	6 100%	74 100%	8 100%	75 100%	6 100%	108 100%	9 100%

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

19 Aug 2016
Table 149

16. .top

Base: Has Heard Of New gTLDs

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

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(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% T	-	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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(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																					
	2015 Total Registrants	North America							Europe													
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
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																					
	2015 Total Registrants	North America							Europe													
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(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%	-	9 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?

19 Aug 2016
Table 156

23. .toronto

Base: Has Heard Of New gTLDs

	Country																								
	2015 Total Registrants	North America										Europe													
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)		2015 Mexico (w/o client sample)		2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)		2016 Spain	2015 Poland (w/o client sample)		2016 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)		2016 France	2015 Germany (w/o client sample)		2016 Germany
					2016 US	2016 Canada	2016 Mexico	2016 Italy					2016 Spain	2016 Poland		2016 France	2016 Germany								
(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																										
	2015 Total Registrants	North America										Europe															
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)		2015 Mexico (w/o client sample)		2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)		2016 Turkey	2015 Spain (w/o client sample)		2016 Spain	2015 Poland (w/o client sample)		2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)		2016 France	2015 Germany (w/o client sample)		2016 Germany
					2016 US	2016 Canada	2016 Mexico	2016 Italy			2016 Turkey	2016 Spain		2016 Poland	2016 France		2016 Germany										
(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																				
	2015 Total Registrants	North America										Europe									
		2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
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

Base: Has Heard Of New gTLDs

	Country																				
	2015 Total Registrants	North America										Europe									
		2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)		2015 Mexico (w/o client sample)		2016 Italy (w/o client sample)	2016 Turkey (w/o client sample)	2015 Spain (w/o client sample)	2016 Poland (w/o client sample)	2015 UK (w/o client sample)	2016 France (w/o client sample)	2016 Germany (w/o client sample)	2016 Germany						
				2016 US	2016 Canada	2016 Mexico	2016 Italy									2016 Spain	2016 Poland	2016 UK	2016 France	2016 Germany	
(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																					
	2015 Total Registrants	North America										Europe										
		2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 US	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	..	5**	5**	
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

Base: Has Heard Of New gTLDs

	Country																										
	2015 Total Registrants	North America										Europe															
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)		2015 Mexico (w/o client sample)		2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)		2016 Turkey	2015 Spain (w/o client sample)		2016 Spain	2015 Poland (w/o client sample)		2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)		2016 France	2015 Germany (w/o client sample)		2016 Germany
					2016 US	2016 Canada	2016 Mexico	2016 Italy			2016 Turkey	2016 Spain		2016 Poland	2016 France		2016 Germany										
(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																				
	2015 Total Registrants	North America										Europe									
		2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)		2015 Mexico (w/o client sample)		2015 Italy (w/o client sample)	2015 Turkey (w/o client sample)		2015 Spain (w/o client sample)		2015 Poland (w/o client sample)		2015 UK (w/o client sample)	2015 France (w/o client sample)		2015 Germany (w/o client sample)			
				2016 US	2016 Canada	2016 Mexico	2016 Turkey		2016 Spain	2016 Poland	2016 France	2016 Germany									
(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?

19 Aug 2016
Table 163

30. Foshan

Base: Has Heard Of New gTLDs

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(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?
31. .hanoi

Base: Has Heard Of New gTLDs

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)		2015 Mexico (w/o client sample)		2015 Italy (w/o client sample)	2015 Turkey (w/o client sample)		2015 Spain (w/o client sample)		2015 Poland (w/o client sample)		2015 UK (w/o client sample)	2015 France (w/o client sample)		2015 Germany (w/o client sample)		
					2016 US	2016 Canada	2016 Mexico	2016 Turkey		2016 Spain	2016 Poland	2016 France	2016 Germany								
(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/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/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																				
	2015 Total Registrants	North America										Europe									
		2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)		2015 Mexico (w/o client sample)		2015 Italy (w/o client sample)	2015 Turkey (w/o client sample)		2015 Spain (w/o client sample)		2015 Poland (w/o client sample)		2015 UK (w/o client sample)	2015 France (w/o client sample)		2015 Germany (w/o client sample)			
				2016 US	2016 Canada	2016 Mexico	2016 Turkey		2016 Spain	2016 Poland	2016 France	2016 Germany									
(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																				
	2015 Total Registrants	North America										Europe									
		2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)		2015 Mexico (w/o client sample)		2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)		2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)		2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)		2015 Germany (w/o client sample)	
				2016 US	2016 Canada	2016 Mexico	2016 Turkey			2016 Poland	2016 France			2016 Germany							
(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																				
	2015 Total Registrants	North America										Europe									
		2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)		2015 Mexico (w/o client sample)		2016 Italy (w/o client sample)	2016 Turkey (w/o client sample)	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)		2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)		2015 Germany (w/o client sample)			
				2016 US	2016 Canada	2016 Mexico	2016 Poland					2016 France	2016 Germany								
(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																				
	2015 Total Registrants	North America										Europe									
		2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)		2015 Mexico (w/o client sample)		2016 Italy (w/o client sample)	2015 Turkey (w/o client sample)		2015 Spain (w/o client sample)		2016 Poland (w/o client sample)	2015 UK (w/o client sample)	2015 France (w/o client sample)		2015 Germany (w/o client sample)				
				2016 US	2016 Canada	2016 Mexico	2016 Turkey		2016 Spain	2016 France	2016 Germany										
(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/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/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																				
	2015 Total Registrants	North America										Europe									
		2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)		2015 Mexico (w/o client sample)		2016 Italy (w/o client sample)	2015 Turkey (w/o client sample)		2015 Spain (w/o client sample)		2015 Poland (w/o client sample)		2015 UK (w/o client sample)	2015 France (w/o client sample)		2015 Germany (w/o client sample)			
				2016 US	2016 Canada	2016 Mexico	2016 Turkey		2016 Spain	2016 Poland	2016 France	2016 Germany									
(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?
37. .jakarta

Base: Has Heard Of New gTLDs

	Country																				
	2015 Total Registrants	North America										Europe									
		2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)		2015 Mexico (w/o client sample)		2016 Italy (w/o client sample)	2015 Turkey (w/o client sample)		2015 Spain (w/o client sample)		2015 Poland (w/o client sample)		2015 UK (w/o client sample)	2015 France (w/o client sample)		2015 Germany (w/o client sample)			
				2016 US	2016 Canada	2016 Mexico	2016 Turkey		2016 Spain	2016 Poland	2016 UK	2016 France	2016 Germany								
(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/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/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?

19 Aug 2016
Table 171

38. .abuja

Base: Has Heard Of New gTLDs

	Country																				
	2015 Total Registrants	North America										Europe									
		2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)		2015 Mexico (w/o client sample)		2016 Italy (w/o client sample)	2015 Turkey (w/o client sample)		2015 Spain (w/o client sample)		2015 Poland (w/o client sample)		2015 UK (w/o client sample)	2015 France (w/o client sample)		2015 Germany (w/o client sample)			
				2016 US	2016 Canada	2016 Mexico	2016 Italy		2016 Turkey	2016 Spain	2016 Poland	2016 UK	2016 France	2016 Germany							
(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?
39. .capetown

Base: Has Heard Of New gTLDs

	Country																										
	2015 Total Registrants	North America										Europe															
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)		2015 Mexico (w/o client sample)		2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)		2016 Turkey	2015 Spain (w/o client sample)		2016 Spain	2015 Poland (w/o client sample)		2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)		2016 France	2015 Germany (w/o client sample)		2016 Germany
					2016 US	2016 Canada	2016 Mexico	2016 Italy			2016 Turkey	2016 Spain		2016 Poland	2016 France		2016 Germany										
(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																				
	2015 Total Registrants	North America										Europe									
		2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)		2015 Mexico (w/o client sample)		2015 Italy (w/o client sample)	2015 Turkey (w/o client sample)		2015 Spain (w/o client sample)		2015 Poland (w/o client sample)		2015 UK (w/o client sample)	2015 France (w/o client sample)		2015 Germany (w/o client sample)			
				2016 US	2016 Canada	2016 Mexico	2016 Italy		2016 Turkey	2016 Spain	2016 Poland	2016 UK	2016 France	2016 Germany							
(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?

19 Aug 2016
Table 174

41. .bogota

Base: Has Heard Of New gTLDs

	Country																								
	2015 Total Registrants	North America										Europe													
		2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)		2015 Mexico (w/o client sample)		2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)		2016 Spain	2015 Poland (w/o client sample)		2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)		2016 France	2015 Germany (w/o client sample)		2016 Germany
				2016 US	2016 Canada	2016 Mexico	2016 Spain					2016 Poland	2016 France		2016 Germany										
(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																				
	2015 Total Registrants	North America										Europe									
		2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)		2015 Mexico (w/o client sample)		2015 Italy (w/o client sample)	2015 Turkey (w/o client sample)		2015 Spain (w/o client sample)		2015 Poland (w/o client sample)		2015 UK (w/o client sample)	2015 France (w/o client sample)		2015 Germany (w/o client sample)			
				2016 US	2016 Canada	2016 Mexico	2016 Turkey		2016 Spain	2016 Poland	2016 France	2016 Germany									
(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																					
	2015 Total Registrants	North America										Europe										
		2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 US	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
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																					
	2015 Total Registrants	North America							Europe													
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	108	32*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	108	32*
TOP 2 BOX (NET)	29 27%	8 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	29 27%	8 25%
Very likely	15 14%	5 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15 14%	5 16%
Somewhat likely	14 13%	3 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14 13%	3 9%
BOTTOM 2 BOX (NET)	67 62%	21 66%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	67 62%	21 66%
Somewhat unlikely	20 19%	6 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20 19%	6 19%
Very unlikely	47 44%	15 47%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	47 44%	15 47%
Not sure	12 11%	3 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12 11%	3 9%
Sigma	108 100%	32 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	108 100%	32 100%

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

Base: Has Heard Of New gTLDs

	Country																				
	2015 Total Registrants	North America							Europe												
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	108	6**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	108	6**
TOP 2 BOX (NET)	19 18%	3 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19 18%	3 50%
Very likely	11 10%	3 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11 10%	3 50%
Somewhat likely	8 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 7%	-
BOTTOM 2 BOX (NET)	75 69%	3 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	75 69%	3 50%
Somewhat unlikely	21 19%	1 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21 19%	1 17%
Very unlikely	54 50%	2 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	54 50%	2 33%
Not sure	14 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14 13%	-
Sigma	108 100%	6 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	108 100%	6 100%

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

19 Aug 2016
Table 179

10. .london

Base: Has Heard Of New gTLDs

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	419	20**	-**	-**	-**	-**	-**	26**	-**	45*	-**	38*	-**	53*	-**	74*	20**	75*	-**	108	-**
TOP 2 BOX (NET)	100 24%	3 15%	-	-	-	-	-	10 38%	-	19 42%	-	5 13%	-	11 21%	-	16 22%	3 15%	17 23%	-	22 20%	-
Very likely	39 9%	1 5%	-	-	-	-	-	-	-	9 20%	-	1 3%	-	4 8%	-	6 8%	1 5%	8 11%	-	11 10%	-
Somewhat likely	61 15%	2 10%	-	-	-	-	-	10 38%	-	10 22%	-	4 11%	-	7 13%	-	10 14%	2 10%	9 12%	-	11 10%	-
BOTTOM 2 BOX (NET)	244 58%	14 70%	-	-	-	-	-	8 31%	-	23 51%	-	26 68%	-	32 60%	-	40 54%	14 70%	44 59%	-	71 66%	-
Somewhat unlikely	90 21%	4 20%	-	-	-	-	-	5 19%	-	10 22%	-	11 29%	-	19 36%	-	10 14%	4 20%	17 23%	-	18 17%	-
Very unlikely	154 37%	10 50%	-	-	-	-	-	3 12%	-	13 29%	-	15 39%	-	13 25%	-	30 41%	10 50%	27 36%	-	53 49%	-
Not sure	74 18%	3 15%	-	-	-	-	-	8 31%	-	3 7%	-	7 18%	-	10 19%	-	18 24%	3 15%	13 17%	-	15 14%	-
Decline to Answer	1 K	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-
Sigma	419 100%	20 100%	-	-	-	-	-	26 100%	-	45 100%	-	38 100%	-	53 100%	-	74 100%	20 100%	75 100%	-	108 100%	-

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

11. .nyc

Base: Has Heard Of New gTLDs

	Country																				
	2015 Total Registrants	North America								Europe											
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	64*	23**	64*	23**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
TOP 2 BOX (NET)	11 17%	8 35%	11 17%	8 35%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	8 13%	2 9%	8 13%	2 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	3 5%	6 26%	3 5%	6 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	50 78%	15 65%	50 78%	15 65%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	6 9%	5 22%	6 9%	5 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	44 69%	10 43%	44 69%	10 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	3 5%	-	3 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	64 100%	23 100%	64 100%	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. * small base; ** very small base (under 30) ineligible for sig testing

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

Base: Has Heard Of New gTLDs

	Country																				
	2015 Total Registrants	North America										Europe									
		2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	548	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)	176 32% B	23 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	111 20%	18 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	65 12% B	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	59 11% B	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	548 100%	110 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/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																					
	2015 Total Registrants	North America										Europe										
		2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 US	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	548	37*	
TOP 2 BOX (NET)	326 59%	30 81% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very likely	153 28%	13 35%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Somewhat likely	173 32%	17 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
BOTTOM 2 BOX (NET)	176 32% B	5 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Somewhat unlikely	112 20%	3 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very unlikely	64 12%	2 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Not sure	46 8%	2 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Sigma	548 100%	37 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)		2015 Mexico (w/o client sample)		2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)		2015 Spain (w/o client sample)		2015 Poland (w/o client sample)		2015 UK (w/o client sample)	2015 France (w/o client sample)		2015 Germany (w/o client sample)	
					2016 US	2016 Canada	2016 Mexico	2016 Turkey			2016 Spain	2016 Poland	2016 France	2016 Germany							
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	548	47*	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	
TOP 2 BOX (NET)	330 60%	40 85% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very likely	138 25%	18 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Somewhat likely	192 35%	22 47%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
BOTTOM 2 BOX (NET)	168 31% B	7 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Somewhat unlikely	96 18% B	3 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very unlikely	72 13%	4 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Not sure	50 9% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Sigma	548 100%	47 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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 (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
One that seems most relevant to my needs	-	1094 33% AV	-	122 48%	-	44 42% EBJV	-	38 38% GV	-	11 22%	-	15 30% K	-	14 28% M	-	14 26% O	-	35 35% Q	-	33 31% S	-	30 24% U
Reasonable price	804 31% B	774 23% D	21 33% D	37 15%	33 41% AGQ	29 28% DH	14 22%	16 16%	13 50%	22 44% BDFHL	11 24%	10 20%	16 42% GQ	14 28% D	24 45% AGKQU	21 40% BDHL	17 23%	30 30% DH	43 57% TACEGKQU	36 34% BDH	31 29% BDH	40 32% BDH
Has a well-known extension	1246 48% BS	722 22% D	26 41% DS	59 23%	33 41% FS	21 20%	34 54% HS	20 20%	7 27%	11 22% LACEMOSU	30 67%	13 26%	13 34%	12 24%	19 36%	10 19%	40 54% RMOS	14 14%	18 24%	24 23%	50 46% VS	23 18%
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%	-	11 22% KFT	-	9 18% M	-	5 9% O	-	12 12% Q	-	8 8% S	-	23 18% UFT
Has a new extension	296 11% BQ	227 7% DF	4 6%	5 2%	5 6%	2 2%	4 6%	10 10% DF	5 19%	1 2%	2 4%	1 2%	2 5%	1 2%	4 8%	3 6%	1 1%	9 9% QDF	7 9% Q	4 4%	10 9% Q	5 4%
All of my other preferred gTLDs are unavailable	202 8% B	-	11 17% DAK	-	8 10% F	-	9 14% HK	-	1 4%	-	1 2%	-	4 11% N	-	5 9% P	-	12 16% RAK	-	5 7% T	-	16 15% VAK	-
Other	22 1%	18 1%	-	2 1%	1 1%	-	2 3% A	1 1%	-	-	-	-	1 3%	-	-	-	3 4% RAU	-	1 1%	1 1%	-	4 3% B
Not Sure	17 1% B	-	2 3% DA	-	-	-	-	-	-	-	-	-	2 5% AE	-	1 2%	-	1 1%	-	1 1%	-	1 1%	-
Decline to Answer	1	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																					
	2015 Total Registrants	North America								Europe												
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
.email	1751 68% CMOSU	2270 68% DFPRT	33 52%	135 53%	48 60%	53 50%	40 63%	74 74%	18 69%	39 78%	29 64%	41 82%	17 45%	34 68% MF	26 49%	29 55%	44 59%	57 57%	39 52%	60 57%	63 58%	81 65% DF
.photography	1516 59% BMO	1857 55% T	43 67% DMOS	135 53%	46 58% M	65 62% TV	34 54%	56 58%	17 65%	32 64% TV	25 56%	28 56%	14 37%	28 56%	22 42%	35 66% OTV	43 58% M	63 63% TV	37 49%	45 42%	62 57% M	59 47%
.link	1617 62% CEMOU	2024 60% DFRTV	32 50%	112 44%	40 50%	40 38%	38 60% MO	69 69% DFPRTV	20 77%	31 62% DFV	27 60% M	30 60% DFV	14 37%	29 58% F	22 42%	27 51%	40 54%	50 50%	43 57% M	54 51%	54 50%	54 43%
.guru	1261 49% BCMOSU	1433 43% DFPTV	22 34% M	80 31%	35 44% MOU	34 32%	25 40% M	35 35% V	11 42%	18 36%	20 44% MU	25 50% DFPTV	5 13%	17 34% M	14 26%	15 28%	34 46% MOU	44 44% DTV	25 33% M	31 29%	29 27%	28 22%
.realtor	1215 47% MOSU	1560 47% PTV	41 64% AGKMOGSU	174 68% BHJLNPRTV	45 58% GMSU	65 62% BHJLNPRTV	23 37% MO	37 37%	8 31%	17 34% MU	18 40% MU	23 46% DFPTV	7 18%	23 46% M	12 25%	15 28% MOSU	34 46% V	44 44% M	22 29%	38 36%	25 23%	38 30%
.club	1411 55% EMOQ	1752 52% DFTV	29 45% M	116 45%	33 41%	44 42%	31 49% MO	47 47%	12 46%	28 56% V	20 44% M	22 44%	9 24%	26 52% MV	15 28%	21 40%	32 43% M	49 49% M	34 45% M	45 42% MO	49 45% MO	44 35%
.xyz	1079 42% BCEMU	1284 38% DFV	17 27%	58 23%	24 30%	29 28%	23 37% M	32 32%	10 38%	15 30%	18 40% M	24 48% DFTV	5 13%	19 38% MDV	16 30%	16 30%	23 31% M	36 36% DV	25 33% M	31 29%	30 28%	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%	-	28 56% TV	-	26 52% TV	-	21 40%	-	47 47%	-	41 39%	-	45 36%
.online	-	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
.space	-	1743 52% DV	-	94 37%	-	46 44%	-	56 56% DV	-	32 64% DFPTV	-	28 56% DV	-	29 58% DV	-	23 43%	-	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%	-	31 62%	-	33 62%	-	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%	-	53 53% DFPV	-	63 59% DFPV	-	59 47%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																					
	2015 Total Registrants	North America							Europe													
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	74*	100	75*	106	108	125	
.toronto	-	67 64%	-	-	-	67 64%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.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%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
.jakarta	-	79 79%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.abuja	-	106 53%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.capetown	-	77 76%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.cairo	-	61 61%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.bogota	-	71 57%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.cordoba	-	28 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.rio	-	89 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.berlin	70 65%	75 60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	70 65%	75 60%
.ovh	29 27%	31 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	29 27%	31 25%
.london	213 51% MO	67 67% A	-	-	-	-	-	-	11 42%	-	26 58% MO	-	10 26%	-	13 25%	-	51 69% AMOS	67 67%	39 52% MO	-	63 58% MO	-
.nyc	38 59%	118 46%	38 59%	118 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.wang	356 65%	333 60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-ses54g (Chinese for network address)	378 69% B	295 54%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-55qx5d (Chinese for company)	369 67% B	312 57%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOTAL TRUSTWORTHY (NET)	2112	3016	50	208	60	87	52	90	22	48	33	48	22	43	30	43	57	84	52	89	89	111
	82%	90%	78%	82%	75%	83%	83%	90%	85%	96%	73%	96%	58%	86%	57%	81%	77%	84%	69%	84%	82%	89%
	MOS	ADFPRT	MO		O	MO	MO		DFPRT	KDFPRT				M	O	O	MO			S	MOS	
TOTAL TRUSTWORTHY CONSISTENT (NET)	2112	2872	50	200	60	81	52	89	22	45	33	45	22	43	30	40	57	82	52	81	89	106
	82%	86%	78%	78%	75%	77%	83%	89%	85%	90%	73%	90%	58%	86%	57%	75%	77%	82%	69%	76%	82%	85%
	MOS	ADFPT	MO		O	MO	MO	DFPT	T	KT				M	O	MO				MOS		
TOTAL TRUSTWORTHY ADDED (NET)	-	2940	-	191	-	84	-	90	-	46	-	48	-	41	-	42	-	80	-	86	-	106
	-	88%	-	75%	-	80%	-	90%	-	92%	-	96%	-	82%	-	79%	-	80%	-	81%	-	85%
	-	ADFR	-	C	-	E	-	GDFR	-	D	-	KDFNPRTV	-	M	-	O	-	Q	-	S	-	UD
TRUSTWORTHY GLOBAL (NET)	2090	2993	48	208	60	86	52	90	22	48	33	48	20	43	30	43	53	82	51	88	84	109
	81%	89%	75%	82%	75%	82%	83%	90%	85%	96%	73%	96%	53%	86%	57%	81%	72%	82%	68%	83%	78%	87%
	MOQS	ADFRT	MO		MO	MO	MO		DFPRT	KDFPRT				M	O	O	M			S	MO	
TRUSTWORTHY GLOBAL CONSISTENT (NET)	2090	2853	48	196	60	81	52	89	22	45	33	45	20	43	30	40	53	77	51	81	84	98
	81%	85%	75%	77%	75%	77%	83%	89%	85%	90%	73%	90%	53%	86%	57%	75%	72%	77%	68%	76%	78%	78%
	MOQS	ADFPRTV	MO		MO	MO	MO	DFPRTV	DT	KDT				M	O	M				MO		
TRUSTWORTHY GLOBAL ADDED (NET)	-	2901	-	191	-	82	-	90	-	46	-	46	-	41	-	42	-	80	-	84	-	106
	-	87%	-	75%	-	78%	-	90%	-	92%	-	92%	-	82%	-	79%	-	80%	-	79%	-	85%
	-	ADFR	-	C	-	E	-	GDFRT	-	DFT	-	KDFT	-	M	-	O	-	Q	-	S	-	UD
TRUSTWORTHY GEO-SPECIFIC (NET)	702	2042	38	118	-	67	-	45	11	29	26	38	10	33	13	33	51	67	39	54	75	80
	27%	61%	59%	46%	-	64%	-	45%	42%	58%	58%	76%	26%	66%	25%	62%	69%	67%	52%	51%	69%	64%
	EG	ADHT	AEGMO		EDH			G		AEGMO	BDHT	EG	MDH	EG	ODH	AEGMOS	DHT	AEGMO		AEGMOS	DHT	
TRUSTWORTHY GEO-SPECIFIC CONSISTENT (NET)	702	663	38	118	-	-	-	-	11	-	26	-	10	-	13	-	51	67	39	-	75	80
	27%	20%	59%	46%	-	-	-	-	42%	-	58%	-	26%	-	25%	-	69%	67%	52%	-	69%	64%
	BEG	FHJLNPT	AEGMO	BDFHJLNPT						LAEGMO		NEG		PEG		AEGMOS	BDFHJLNPT	TAEGMO		AEGMOS	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	-	DRV	-	KBDHRV	-	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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
.email	778 30%	1079 32% L	26 41%	120 47% BHJLV	30 38%	52 50% BHJLNV	22 35%	26 26%	8 31%	11 22%	14 31%	9 18%	19 50% A	16 32%	25 47% A	24 45% BHJL	28 38%	43 43% BHJL	32 43% A	46 43% BHJL	45 42% A	44 35% L
.photography	1000 39% C	1492 45% A	14 22%	120 47% C	31 39% C	40 38% C	26 41% C	44 44%	9 35%	18 36%	18 40% C	22 44%	21 55% AC	22 44%	29 55% PAC	18 34%	29 39% C	37 37%	34 45% C	61 58% BFJPR	46 43% C	66 53% FJPR
.link	910 35%	1325 40% A	26 41%	143 56% CBHJL	37 46% A	65 62% EBHJLN	23 37%	31 31%	6 23%	19 38%	16 36%	20 40%	22 58% AGK	21 42%	29 55% A	26 49% H	31 42%	50 50% BH	29 39% BH	52 49% BH	54 50% A	71 57% BHJL
.guru	1252 48%	1916 57% A	33 52%	175 77% CBLR	41 51%	71 68% EBL	35 56%	65 65%	15 58%	32 64%	23 51%	25 50%	30 79% ACEGKQ	33 66%	37 70% ACEQ	38 72% BL	37 50%	56 56%	46 61% A	75 71% BLR	78 72% ACEGKQ	97 78% BHLR
.realtor	1298 50% CE	1789 53% ADF	15 23%	81 32%	30 38%	40 38% CE	38 60% DF	63 63% DF	18 69%	33 66% DF	25 56% C	27 54% D	28 74% ACEQ	27 54% D	39 74% ACEQ	38 72% BDF	38 51% DF	56 65% ACE	49 64% BDF	83 77% ACEGKQ	87 70% BDFR	
.club	1105 43%	1597 48% A	27 42%	139 55% B	43 54%	61 58% B	30 48%	53 53%	14 54%	22 44%	23 51%	28 56%	26 68% ACGS	24 48%	36 68% ACGS	32 60%	38 51%	51 51%	36 48%	61 58% B	59 55% A	81 65% BJNR
.xyz	1437 56%	2065 62% A	40 63%	197 77% CBLNR	53 66% A	76 72% BL	37 59%	68 68%	16 62%	35 70%	25 56%	26 52%	30 79% AGK	31 62%	35 66% AGK	37 70%	48 65%	64 64%	46 61% L	75 71% L	77 71% A	98 78% BLNR
.top	-	1771 53%	-	183 72% BJLNR	-	72 69% BJT	-	61 61%	-	23 46%	-	28 56%	-	27 54%	-	36 68% BJ	-	60 60%	-	57 54%	-	82 66% BJ
.pics	-	1700 51%	-	138 54%	-	57 54%	-	60 60%	-	28 56%	-	22 44%	-	24 48%	-	32 60%	-	53 53%	-	65 61% BL	-	80 64% BL
.online	-	1174 35%	-	154 60% BHJLNPRV	-	56 53% BHJNV	-	29 29%	-	16 32%	-	19 38%	-	15 30%	-	21 40%	-	42 42% V	-	48 45% BHV	-	35 28%
.space	-	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
.website	-	1290 39% H	-	150 59% BHJLNPRV	-	61 58% BHJLNPTV	-	28 28%	-	15 30%	-	18 36%	-	13 26%	-	21 40%	-	45 45% HN	-	45 42% HN	-	54 43% HN
.news	-	946 28%	-	86 34% B	-	28 27%	-	33 33%	-	11 22%	-	14 28%	-	19 38%	-	20 38%	-	27 27%	-	46 43% BFJR	-	43 34%
.site	-	1378 41%	-	146 57% BHJLNT	-	60 57% BHJLNT	-	36 36%	-	16 32%	-	20 40%	-	16 32%	-	31 58% BHJNT	-	47 47%	-	43 41%	-	66 53% BHJN

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																					
	2015 Total Registrants	North America										Europe										
		2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)		2015 Mexico (w/o client sample)		2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)		2016 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	
				2016 US	Canada	Canada	Mexico								Mexico	Poland					Poland	Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
.toronto	-	38 36%	-	-	-	38 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.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%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																							
	2015 Total Registrants	North America										Europe												
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)		2015 Mexico (w/o client sample)		2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)		2016 Spain	2015 Poland (w/o client sample)		2016 UK (w/o client sample)	2015 France (w/o client sample)		2016 France	2015 Germany (w/o client sample)		2016 Germany
					2016 US	2016 Canada	2016 Mexico	2016 Spain					2016 Poland	2016 UK		2016 France	2016 Germany							
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)			
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125		
.jakarta	-	21 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
.abuja	-	94 47%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
.capetown	-	24 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
.cairo	-	39 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
.bogota	-	54 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
.cordoba	-	76 73%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
.rio	-	97 52%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
.berlin	38 35%	50 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	38 35%	50 40%		
.ovh	78 72%	94 75%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	78 72%	94 75%		
.london	193 46% BQ	33 33%	-	-	-	-	-	15 58%	-	17 38%	-	26 68% AKQSU	-	38 72% AKQSU	-	21 28%	33 33%	31 41%	-	45 42%	-	-		
.nyc	20 31%	137 54% A	20 31%	137 54% C	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
.wang	182 33%	218 40% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
.xn-ses554g (Chinese for network address)	162 30%	256 46% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
.xn-55qx5d (Chinese for company)	172 31%	239 43% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOP 2 BOX (NET)	1751 68% CMOSU	2270 68% DFPRT	33 52%	135 53%	48 60%	53 50%	40 63%	74 74%	18 69%	39 78%	29 64%	41 82%	17 45%	34 68% MF	26 49%	29 55%	44 59%	57 57%	39 52%	60 57%	63 58%	81 65% DF
Very trustworthy	603 23% EMOS	727 22% DFPRT	9 14%	30 12%	11 14%	10 10%	12 19%	29 29%	6 23%	10 20% R	6 13%	14 28%	3 8%	6 12%	4 8%	5 9%	13 18% R	7 7%	7 9%	10 9%	18 17%	26 21% DFRT
Somewhat trustworthy	1148 44%	1543 46%	24 38%	105 41%	37 46%	43 41%	28 44%	45 45%	12 46%	29 58% DF	23 51%	27 54%	14 37%	28 56%	22 42%	24 45%	31 42%	50 50%	32 43%	50 47%	45 42%	55 44%
BOTTOM 2 BOX (NET)	778 30%	1079 32% L	26 41%	120 47% BHJLV	30 38%	52 50% BHJLNV	22 35%	26 26%	8 31%	11 22%	14 31%	9 18%	19 50% A	16 32%	25 47% A	24 45% BHJL	28 38%	43 43% BHJL	32 43% A	46 43% BHJL	45 42% A	44 35% L
Not very trustworthy	577 22%	771 23%	18 28%	76 30% BHL	18 23%	37 35% BHJL	18 29%	17 17%	8 31%	9 18%	8 18%	7 14%	13 34%	12 24%	20 38% AK	13 25%	21 28%	30 30% HL	25 33% A	33 31% BHL	33 31% A	30 24%
Not at all trustworthy	201 8%	308 9%	8 13%	44 17% BJL	12 15% A	15 14%	4 6%	9 9%	-	2 4%	6 13%	2 4%	6 16%	4 8%	5 9%	11 21% BHJL	7 9%	13 13%	7 9%	13 12%	12 11%	14 11%
Not sure	58 2% B	-	5 8% DAU	-	2 3%	-	1 2%	-	-	-	1 2%	-	2 5% U	-	2 4% U	-	2 3%	-	4 5% TU	-	-	-
Decline to Answer	1	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_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	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOP 2 BOX (NET)	1516 59% BMO	1857 55% T	43 67% DMOS	135 53%	46 58% M	65 62% TV	34 54%	56 56%	17 65%	32 64% TV	25 56%	28 56%	14 37%	28 56%	22 42%	35 66% OTV	43 58% M	63 63% TV	37 49%	45 42%	62 57% M	59 47%
Very trustworthy	368 14% BM	379 11% N	8 13% M	22 9%	10 13% M	9 9%	5 8%	15 15% NV	4 15%	3 6%	5 11% M	7 14% N	-	1 2%	6 11% M	4 8%	9 12% M	8 8%	6 8%	7 7%	13 12% M	8 6%
Somewhat trustworthy	1148 44% O	1478 44%	35 55% O	113 44%	36 45%	56 53% T	29 46%	41 41%	13 50%	29 58% BTV	20 44%	21 42%	14 37%	27 54% T	16 30% OBHTV	31 58% BHTV	34 46%	55 55%	31 41%	38 36%	49 45%	51 41%
BOTTOM 2 BOX (NET)	1000 39% C	1492 45% A	14 22%	120 47% C	31 39% C	40 38%	26 41% C	44 44%	9 35%	18 36%	18 40% C	22 44%	21 55% AC	22 44%	29 55% PAC	18 34%	29 39% C	37 37%	34 45% C	61 58% BFJPR	46 43% C	66 53% FJPR
Not very trustworthy	741 29%	1107 33% AP	12 19%	86 34% CP	17 21%	26 25%	30%	34 34% P	8 31%	16 32% P	12 27%	15 30%	15 39% CE	19 38% P	21 40% PCE	8 15%	22 30%	28 28%	26 35% C	46 43% BFPR	36 33% C	50 40% FP
Not at all trustworthy	259 10%	385 11%	2 3%	34 13% C	14 18% AC	14 13%	7 11%	10 10%	1 4%	2 4%	6 13% C	7 14%	6 16% C	3 6%	8 15% C	10 19% J	7 9%	9 9%	8 11%	15 14%	10 9%	16 13%
Not sure	71 3% B	-	7 11% DAU	-	3 4% FU	-	3 5% HU	-	-	-	1 2%	-	3 8% NU	-	2 4% U	-	2 3%	-	4 5% TU	-	-	-
Decline to Answer	1	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_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	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOP 2 BOX (NET)	1617 62% CEMOU	2024 60% DFRTV	32 50%	112 44%	40 50%	40 38%	38 60% MO	69 69% DFPRTV	20 77%	31 62% DFV	27 60% M	30 60% DFV	14 37%	29 58% F	22 42%	27 51%	40 54%	50 50%	43 57% M	54 51%	54 50%	54 43%
Very trustworthy	449 17% CMSU	528 16% DFPRT	5 8%	16 6%	9 11%	6 6%	9 14%	17 17% DFRT	2 8%	11 22% DFPRTV	5 11% DFRT	9 18% DFV	2 5%	4 8%	5 9%	3 6%	8 11%	6 6%	5 7%	7 7%	11 10%	13 10%
Somewhat trustworthy	1168 45% DFV	1496 45% DFV	27 42%	96 38%	31 39%	34 32%	29 46% DFV	52 52% DFV	18 69%	20 40%	22 49%	21 42%	12 32%	25 50% FV	17 32%	24 45%	32 43%	44 44%	38 51% O	47 44%	43 40%	41 33%
BOTTOM 2 BOX (NET)	910 35% A	1325 40% A	26 41% CBHJL	143 56% A	37 46% A	65 62% EBHJLN	23 37% A	31 31% A	6 23%	19 38%	16 36%	20 40% AGK	22 58% A	21 42% A	29 55% A	26 49% H	31 42% BH	50 50% BH	29 39% BH	52 49% BH	54 50% A	71 57% BHJL
Not very trustworthy	673 26% B	927 28% A	19 30% BHP	89 35% BHP	23 29% BHP	41 39% BHP	18 29% BHP	23 23% BHP	6 23%	13 26% BHP	10 22% BHP	15 30% BHP	13 34% BHP	16 32% BHP	21 40% PA	9 17% PA	21 28% PA	34 34% P	21 28% P	38 36% HP	32 30% HP	49 39% BHP
Not at all trustworthy	237 9% A	398 12% A	7 11% DAU	54 21% BH	14 18% A	24 23% BH	5 8% A	8 8% A	-	6 12% A	6 13% A	5 10% A	9 24% AG	5 10% A	8 15% OBHJLNRTV	17 32% A	10 14% RU	16 16% TU	8 11% TU	14 13% TU	22 20% AG	22 18% BH
Not sure	60 2% B	-	6 9% DAU	-	3 4% FU	-	2 3% FU	-	-	-	1 2% A	-	2 5% U	-	2 4% U	-	3 4% RU	-	3 4% TU	-	-	-
Decline to Answer	1	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_4. Please rate the following gTLDs by how trustworthy you feel they are.

4. .guru

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOP 2 BOX (NET)	1261 49% BCMOSU	1433 43% DFPTV	22 34% M	80 31% MOU	35 44% MOU	34 32% MOU	25 40% M	35 35% V	11 42% T	18 36% V	20 44% MU	25 50% DFPTV	5 13% M	17 34% M	14 26% M	15 28% MOU	34 46% DTV	44 44% DTV	25 33% M	31 29% M	29 27% M	28 22% M
Very trustworthy	314 12% BMU	310 9% T	4 6% T	15 6% T	7 9% T	8 8% T	3 5% T	8 8% T	2 8% T	2 4% T	6 13% M	6 12% T	-	2 4% T	5 9% T	2 4% T	7 9% T	5 5% T	4 5% T	2 2% T	5 5% T	6 5% T
Somewhat trustworthy	947 37% BMOU	1123 34% DV	18 28% M	65 25% MOU	28 35% MOU	26 25% MOU	22 35% MOU	27 27% T	9 35% T	16 32% V	14 31% V	19 38% V	5 13% T	15 30% T	9 17% T	13 25% MOU	27 36% DFV	39 39% DFV	21 28% T	29 27% T	24 22% T	22 18% T
BOTTOM 2 BOX (NET)	1252 48% A	1916 57% A	33 52% CBLR	175 69% CBLR	41 51% EBL	71 68% EBL	35 56% EBL	65 65% EBL	15 58% EBL	32 64% EBL	23 51% EBL	25 50% ACEGKQ	30 79% ACEGKQ	33 66% ACEGKQ	37 70% ACEGKQ	38 72% BL	37 50% BL	56 56% BL	46 61% BL	75 71% BLR	78 72% ACEGKQ	97 78% BHLR
Not very trustworthy	866 33% A	1251 37% A	22 34% A	96 38% A	25 31% A	34 32% A	25 40% A	41 41% A	10 38% A	24 48% R	15 33% R	15 30% R	20 53% AE	24 48% R	25 47% A	19 36% A	27 36% A	31 31% A	30 40% A	46 43% A	42 39% A	44 35% A
Not at all trustworthy	386 15% B	665 20% A	11 17% CBJ	79 31% CBJ	16 20% EBJN	37 35% EBJN	10 16% EBJN	24 24% EBJN	5 19% EBJN	8 16% EBJN	8 18% EBJN	10 20% EBJN	10 26% A	9 18% EBJN	12 23% BJN	19 36% BJN	10 14% BJN	25 25% BJN	16 21% BJN	29 27% ACEGKQ	36 33% BDHJLNRT	53 42% BDHJLNRT
Not sure	74 3% B	-	9 14% DAKQU	-	4 5% F	-	3 5% H	-	-	-	1 2% A	-	3 8% NU	-	2 4% BJN	-	3 4% R	-	4 5% T	-	1 1% T	-
Decline to Answer	1	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_5. Please rate the following gTLDs by how trustworthy you feel they are.
5. .realtor

19 Aug 2016
Table 191

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 US	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOP 2 BOX (NET)	1215 47% MOSU	1560 47% PTV	41 64% AGKMOOSU	174 68% BHJLNPRTV	45 56% GMOSU	65 62% BHJLNPRTV	23 37% MOSU	37 37% MOSU	8 31% MU	17 34% MU	18 40% MU	23 46% MU	7 18% MU	23 46% M	12 23% M	15 28% MOSU	34 46% MOSU	44 44% V	22 29% V	38 36% V	25 23% V	38 30% V
Very trustworthy	300 12% BGMU	322 10% JT	7 11% GM	40 16% BJNPRTV	11 14% GM	14 13% JT	1 2% JT	8 8% J	2 8% J	- - -	4 9% JNPRTV	8 16% JNPRTV	- - -	2 4% D	3 6% D	2 4% GM	8 11% GM	6 6% V	7 9% V	3 3% V	6 6% V	8 6% V
Somewhat trustworthy	915 35% MOSU	1238 37% V	34 53% AGKMOOSU	134 53% BHJLNPRTV	34 43% MOSU	51 49% BHLPTV	22 35% OU	29 29% OU	6 23% OU	17 34% OU	14 31% OU	15 30% OU	7 18% OU	21 42% MV	9 17% MV	13 25% OSU	26 35% OSU	38 38% V	15 20% V	35 33% V	19 18% V	30 24% V
BOTTOM 2 BOX (NET)	1298 50% CE	1789 53% ADF	15 23% DAQU	81 32% GM	30 38% GM	40 38% JT	38 60% CE	63 69% DF	18 66% DF	33 66% DF	25 56% C	27 54% D	28 74% ACEQ	27 54% D	39 74% ACEQ	38 72% BDF	38 51% C	56 56% DF	49 65% ACE	68 64% BDF	83 77% ACEGKQ	87 70% BDFR
Not very trustworthy	895 35% CE	1252 37% ADF	12 19% DAQU	54 21% GM	19 24% GM	26 25% JT	25 40% CE	40 40% DF	14 54% BDF	26 52% BDF	15 33% D	19 38% D	18 47% CE	21 42% DF	29 55% ACEKQ	24 45% DF	24 32% DF	40 40% DF	37 49% ACEQ	40 38% DF	52 48% ACEQ	49 39% DF
Not at all trustworthy	403 16% C	537 16% D	3 5% DAQU	27 11% GM	11 14% GM	14 13% JT	13 21% C	23 23% D	4 15% D	7 14% D	10 22% C	8 16% C	10 26% C	6 12% U	10 19% BDF	14 26% BDF	14 19% C	16 16% C	12 16% C	28 26% BDFN	31 29% ACES	38 30% BDFJNR
Not sure	74 3% B	- - -	8 13% DAQU	- - -	5 6% FU	- - -	2 3% -	- - -	- - -	- - -	1 2% A	- - -	3 8% NU	- - -	2 4% U	- - -	2 3% -	- - -	4 5% TU	- - -	- - -	- - -
Decline to Answer	1	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_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	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOP 2 BOX (NET)	1411 55% EMOQ	1752 52% DFTV	29 45% M	116 45%	33 41% M	44 42%	31 49% MO	47 47%	12 46%	28 56% V	20 44%	22 44%	9 24%	26 52% MV	15 28%	21 40%	32 43% M	49 49% V	34 45% M	45 42%	49 45% MO	44 35%
Very trustworthy	363 14% BM	399 12% PRTV	7 11% M	25 10%	10 13% M	11 10%	4 6%	17 17%	2 8%	4 9%	4 9%	8 16% PRTV	-	3 6%	4 8%	1 2%	5 7%	5 5%	7 9%	5 5%	9 8%	6 5%
Somewhat trustworthy	1048 40% EMO	1353 40% HV	22 34%	91 36%	23 29%	33 31%	27 43% O	30 30%	10 38%	24 48% FHLV	16 36%	14 28%	9 24%	23 46% M	11 21%	20 38%	27 36%	44 44% HV	27 36%	40 38%	40 37% O	38 30%
BOTTOM 2 BOX (NET)	1105 43% A	1597 48% A	27 42%	139 55% B	43 54% A	61 58% B	30 48%	53 53%	14 54%	22 44%	23 51%	28 56%	26 68% ACGS	24 48% ACGS	36 68% ACGS	32 60%	38 51%	51 51%	36 48%	61 58% B	59 55% A	81 65% BJNR
Not very trustworthy	812 31%	1133 34% A	18 28%	82 32%	27 34%	34 32%	23 37%	39 39%	12 46%	16 32%	15 33%	20 40%	16 42%	21 42%	26 49% AC	18 34%	29 39%	35 35%	27 36%	44 42%	37 34%	53 42% B
Not at all trustworthy	293 11%	464 14% A	9 14%	57 22% BN	16 20% A	27 26% BHN	7 11%	14 14%	2 8%	6 12%	8 18%	8 16%	10 26% NA	3 6%	10 19%	14 26% BN	9 12%	16 16%	9 12%	17 16%	22 20% A	28 22% BN
Not sure	71 3% B	-	8 13% DAU	-	4 5% FU	-	2 3%	-	-	-	1 2%	-	3 8% NU	-	2 4% U	-	4 5% RU	-	5 7% TAU	-	-	-
Decline to Answer	1	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_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	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOP 2 BOX (NET)	1079 42% BCEMU	1284 38% DFV	17 27%	58 23%	24 30%	29 28%	23 37% M	32 32%	10 38%	15 30%	18 40% M	24 48% DFTV	5 13%	19 38% MDV	16 30%	16 30%	23 31% M	36 36% DV	25 33% M	31 29%	30 28%	27 22%
Very trustworthy	263 10% MU	296 9%	5 8%	16 6%	4 5%	5 5%	2 3%	9 9%	2 8%	4 8%	5 11% M	7 14% FPTV	-	2 4%	4 8%	1 2%	6 8%	6 6%	7 9%	5 5%	5 5%	6 5%
Somewhat trustworthy	816 32% CM	988 30% DV	12 19%	42 16%	20 25%	24 23%	21 33% M	23 23%	8 31%	13 26%	13 29%	17 34% DV	5 13%	17 34% MDV	12 23%	15 28% D	17 23%	30 30% DV	18 24%	26 25%	25 23%	21 17%
BOTTOM 2 BOX (NET)	1437 56%	2065 62% A	40 63% CBLNR	197 77% A	53 66% A	76 72% BL	37 59%	68 68%	16 62%	35 70%	25 56%	26 52%	30 79% AGK	31 62%	35 66%	37 70%	48 65%	64 64%	46 61%	75 71% L	77 71% A	98 78% BLNR
Not very trustworthy	936 36%	1183 35%	22 34%	90 35%	28 35%	35 33%	25 40%	36 36%	12 46%	22 44%	17 38%	13 26%	20 53% AU	24 48% L	25 47% U	18 34%	32 43%	33 33%	32 43%	48 45% BL	33 31%	41 33%
Not at all trustworthy	501 19%	882 26% AN	18 28% CBLNRT	107 42% A	25 31% A	41 39% BNT	12 19%	32 32% N	4 15%	13 26%	8 18%	13 26%	10 26%	7 14%	10 19%	19 36% N	16 22%	31 31% N	14 19%	27 25% AGKQOS	44 41% BHJLNRT	57 46%
Not sure	71 3% B	-	7 11% DAU	-	3 4% F	-	3 5% H	-	-	-	1 2%	-	3 8% NU	-	2 4%	-	3 4% R	-	4 5% T	-	1 1%	-
Decline to Answer	1	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_16. Please rate the following gTLDs by how trustworthy you feel they are.

19 Aug 2016
Table 194

16. .top

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America								Europe												
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(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 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%
Very trustworthy	-	355 11% DPR	-	11 4%	-	6 6%	-	12 12% DPR	-	7 14% DPR	-	8 16% DFNPRV	-	2 4%	-	1 2%	-	3 3%	-	8 8%	-	7 6%
Somewhat trustworthy	-	1223 37% DFH	-	61 24%	-	27 26%	-	27 27%	-	20 40% D	-	14 28%	-	21 42% DF	-	16 30%	-	37 37% D	-	41 39% DF	-	36 29%
BOTTOM 2 BOX (NET)	-	1771 53%	-	183 72% BJLNRT	-	72 69% BJT	-	61 61%	-	23 46%	-	28 56%	-	27 54%	-	36 68% BJ	-	60 60%	-	57 54%	-	82 66% BJ
Not very trustworthy	-	1196 36%	-	103 40%	-	42 40%	-	45 45% B	-	16 32%	-	16 32%	-	21 42%	-	22 42%	-	38 38%	-	38 36%	-	52 42%
Not at all trustworthy	-	575 17%	-	80 31% BHJNT	-	30 29% BHJN	-	16 16%	-	7 14%	-	12 24%	-	6 12%	-	14 26%	-	22 22%	-	19 18%	-	30 24% B
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_17. Please rate the following gTLDs by how trustworthy you feel they are.

17. .pics

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(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)	-	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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
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% V	-	42 42% V	-	48 45% BHV	-	35 28%
Not very trustworthy	-	832 25%	-	92 36% BHNPV	-	36 34% BHNV	-	20 20%	-	11 22%	-	14 28%	-	9 18%	-	11 21%	-	31 31%	-	37 35% BHNV	-	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 Aug 2016
Table 197

19. .space

Base: All Qualified Respondents

	Country																								
	2015 Total Registrants	North America										Europe													
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)		2015 Mexico (w/o client sample)		2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)		2016 Spain	2015 Poland (w/o client sample)		2016 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)		2016 France	2015 Germany (w/o client sample)		2016 Germany
					2016 US	Canada	Mexico	Spain					Poland	France		Germany									
(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)	-	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% BDFHPTV	-	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% BHJLN	-	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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(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)	-	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% D	-	21 42% D	-	25 50% D	-	29 55% DF	-	47 47% D	-	49 46% D	-	56 45% D
BOTTOM 2 BOX (NET)	-	1290 39% H	-	150 59% BHJLNPRTV	-	61 58% BHJLNPTV	-	28 28%	-	15 30%	-	18 36%	-	13 26%	-	21 40%	-	45 45% HN	-	45 42% HN	-	54 43% HN
Not very trustworthy	-	903 27%	-	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.

19 Aug 2016
Table 199

21. .news

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
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% BDFHJLPR	-	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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	**	3349	**	255	**	105	**	100	**	50*	**	50*	**	50*	**	53*	**	100	**	106	**	125
TOP 2 BOX (NET)	-	1971 59%	-	109 43%	-	45 43%	-	64 64%	-	34 68%	-	30 60%	-	34 68%	-	22 42%	-	53 53%	-	63 59%	-	59 47%
Very trustworthy	-	496 15%	-	18 7%	-	9 9%	-	18 18%	-	11 22%	-	12 24%	-	5 10%	-	3 6%	-	6 6%	-	6 6%	-	16 13%
Somewhat trustworthy	-	1475 44%	-	91 36%	-	36 34%	-	46 46%	-	23 46%	-	18 36%	-	29 58%	-	19 36%	-	47 47%	-	57 54%	-	43 34%
BOTTOM 2 BOX (NET)	-	1378 41%	-	146 57%	-	60 57%	-	36 36%	-	16 32%	-	20 40%	-	16 32%	-	31 58%	-	47 47%	-	43 41%	-	66 53%
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%
Not at all trustworthy	-	407 12%	-	59 23%	-	23 22%	-	11 11%	-	1 2%	-	6 12%	-	4 8%	-	12 23%	-	15 15%	-	11 10%	-	18 14%
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.
23. .toronto

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America							Europe												
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(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.
24. .guadalajara

Base: All Qualified Respondents

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

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/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																				
	2015 Total Registrants	North America										Europe									
		2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)		2015 Mexico (w/o client sample)		2016 Italy (w/o client sample)	2016 Turkey (w/o client sample)	2015 Spain (w/o client sample)		2015 Poland (w/o client sample)		2016 UK (w/o client sample)	2015 France (w/o client sample)		2015 Germany (w/o client sample)				
				2016 US	2016 Canada	2016 Mexico	2016 Spain			2016 Poland	2016 France	2016 Germany									
(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)	-	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																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(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																					
	2015 Total Registrants	North America							Europe													
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
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.
28. .warszawa

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America								Europe											
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(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)	-	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.
29. .paris

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)		2015 Mexico (w/o client sample)		2016 Italy (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)		2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)			
				2016 US	2016 Canada	2016 Mexico	2016 Italy					2016 Poland	2016 Germany								
(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	**	**
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																				
	2015 Total Registrants	North America							Europe												
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(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.
31. .hanoi

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(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																				
	2015 Total Registrants	North America							Europe												
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(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.
33. .tokyo

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)		2015 Mexico (w/o client sample)		2016 Italy (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)		2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)		2016 Germany	
				2016 US	2016 Canada	2016 Mexico	2016 Italy					2016 Poland	2016 Germany								
(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.
34. .seoul

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)		2015 Mexico (w/o client sample)		2016 Italy (w/o client sample)	2016 Turkey (w/o client sample)	2015 Spain (w/o client sample)		2015 Poland (w/o client sample)		2016 UK (w/o client sample)	2016 France (w/o client sample)	2015 Germany (w/o client sample)					
				2016 US	2016 Canada	2016 Mexico	2016 Spain			2016 Poland	2016 France	2016 Germany									
(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

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)		2015 Mexico (w/o client sample)		2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)		2015 Spain (w/o client sample)		2015 Poland (w/o client sample)		2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)		2015 Germany (w/o client sample)	
					2016 US	2016 Canada	2016 Mexico	2016 Turkey			2016 Spain	2016 Poland	2016 France	2016 Germany								
(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																				
	2015 Total Registrants	North America							Europe												
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(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.
37. .jakarta

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America								Europe											
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(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.
38. .abuja

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America								Europe											
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(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.
39. .capetown

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America								Europe											
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(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																				
	2015 Total Registrants	North America								Europe											
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(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.

41. .bogota

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America								Europe											
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(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																				
	2015 Total Registrants	North America										Europe									
		2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)		2015 Mexico (w/o client sample)		2016 Italy (w/o client sample)	2016 Turkey (w/o client sample)	2015 Spain (w/o client sample)		2015 Poland (w/o client sample)		2016 UK (w/o client sample)	2016 France (w/o client sample)	2015 Germany (w/o client sample)					
				2016 US	2016 Canada	2016 Mexico	2016 Spain			2016 Poland	2016 France	2016 Germany									
(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.
43. .rio

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America							Europe												
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	108	125	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	108	125
TOP 2 BOX (NET)	70 65%	75 60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	70 65%	75 60%
Very trustworthy	16 15%	20 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16 15%	20 16%
Somewhat trustworthy	54 50%	55 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	54 50%	55 44%
BOTTOM 2 BOX (NET)	38 35%	50 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	38 35%	50 40%
Not very trustworthy	22 20%	36 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22 20%	36 29%
Not at all trustworthy	16 15%	14 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16 15%	14 11%
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	108 100%	125 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	108 100%	125 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	108	125	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	108	125
TOP 2 BOX (NET)	29 27%	31 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	29 27%	31 25%
Very trustworthy	4 4%	5 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	5 4%
Somewhat trustworthy	25 23%	26 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	25 23%	26 21%
BOTTOM 2 BOX (NET)	78 72%	94 75%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	78 72%	94 75%
Not very trustworthy	46 43%	51 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	46 43%	51 41%
Not at all trustworthy	32 30%	43 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	32 30%	43 34%
Not sure	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-
Sigma	108 100%	125 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	108 100%	125 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/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																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	419	100	-**	-**	-**	-**	-**	26**	-**	45*	-**	38*	-**	53*	-**	74*	100	75*	-**	108	-**
TOP 2 BOX (NET)	213 51% MO	67 67% A	-	-	-	-	-	11 42%	-	26 58% MO	-	10 26%	-	13 25%	-	51 69% AMOS	67 67%	39 52% MO	-	63 58% MO	-
Very trustworthy	41 10% M	10 10%	-	-	-	-	-	2 8%	-	5 11% M	-	-	-	5 9%	-	10 14% M	10 10%	5 7%	-	14 13% M	-
Somewhat trustworthy	172 41% O	57 57% A	-	-	-	-	-	9 35%	-	21 47% O	-	10 26%	-	8 15%	-	41 55% AMO	57 57%	34 45% O	-	49 45% MO	-
BOTTOM 2 BOX (NET)	193 46% BQ	33 33%	-	-	-	-	-	15 58%	-	17 38%	-	26 68% AKQSU	-	38 72% AKQSU	-	21 28%	33 33%	31 41%	-	45 42%	-
Not very trustworthy	140 33% BQ	21 21%	-	-	-	-	-	13 50%	-	10 22%	-	18 47% KQ	-	29 55% AKQSU	-	16 22%	21 21%	22 29%	-	32 30%	-
Not at all trustworthy	53 13%	12 12%	-	-	-	-	-	2 8%	-	7 16%	-	8 21% Q	-	9 17%	-	5 7%	12 12%	9 12%	-	13 12%	-
Not sure	12 3%	-	-	-	-	-	-	-	-	1 2%	-	2 5% U	-	2 4% U	-	2 3%	-	5 7% AU	-	-	-
Decline to Answer	1	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-	-	-	-	-
Sigma	419 100%	100 100%	-	-	-	-	-	26 100%	-	45 100%	-	38 100%	-	53 100%	-	74 100%	100 100%	75 100%	-	108 100%	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																				
	2015 Total Registrants	North America								Europe											
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	64*	255	64*	255	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	38 59%	118 46%	38 59%	118 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	11 17%	25 10%	11 17%	25 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	27 42%	93 36%	27 42%	93 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	20 31%	137 54% A	20 31%	137 54% C	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	13 20%	86 34% A	13 20%	86 34% C	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	7 11%	51 20%	7 11%	51 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	6 9% B	-	6 9% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	64 100%	255 100%	64 100%	255 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_12. Please rate the following gTLDs by how trustworthy you feel they are.
12. .wang

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	548	551	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
TOP 2 BOX (NET)	356 65%	333 60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	101 18%	88 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	255 47%	245 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	182 33%	218 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	149 27%	184 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	33 6%	34 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	10 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	548 100%	551 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/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																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	548	551	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
TOP 2 BOX (NET)	378 69% B	295 54%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	122 22% B	67 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	256 47%	228 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	162 30%	256 46% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	134 24%	207 38% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	28 5%	49 9% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	8 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	548 100%	551 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/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																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	548	551	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
TOP 2 BOX (NET)	369 67% B	312 57%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	127 23% B	59 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	242 44%	253 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	172 31%	239 43% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	146 27%	191 35% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	26 5%	48 9% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	7 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	548 100%	551 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: Registrants

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US, (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
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	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
Innovative	1807 70% CEQ	2386 71% DFR	32 50%	148 58%	42 53%	57 54%	41 65% Q	77 77%	14 54%	33 66%	27 60%	39 78% DF	23 61%	38 76% DF	34 64%	38 72% F	35 47%	62 62%	51 68% CQ	77 73% DF	72 67% CQ	81 65%
Cutting edge	1548 60% CEMQ	1983 59% DF	22 34%	108 42%	34 43%	43 41%	42 67% CEMQ	73 73%	15 58%	33 66% DF	25 56% C	34 68% DF	14 37%	35 70% MDF	31 58% CM	33 62% DF	31 42%	54 54% D	46 61% CEMQ	63 59% DF	80 74% ACEKMOQ	84 67% DFR
Extreme	1277 49% BCEKQSU	1558 47% DFJPRV	17 27%	69 27%	28 35%	26 25%	33 52% CEKQSU	61 61%	10 38%	16 32%	14 31%	24 48% DF	14 37%	25 50% DFP	25 47% CQ	16 30%	22 30%	36 36%	26 35%	45 42% DF	37 34%	46 37% DFR
Trustworthy	1500 58% CEMOQ	2006 60% DFRV	20 31%	115 45% C	35 44%	47 45%	31 49% G	72 72%	14 54%	31 62% DFR	22 49%	37 74% KBDFNPRV	15 39%	27 54%	22 42%	28 53%	30 41%	41 41%	40 53% C	63 59% DFR	58 54% C	59 47%
Unconventional	1449 56% BK	1786 53% DFL	29 45%	106 42%	42 53% FK	39 37%	30 48%	57 57% DFL	18 69%	27 54% FL	13 29%	16 32%	21 55% K	31 62% DFL	33 64% K	34 64% DFL	37 50% K	53 53% K	37 49% K	60 57% DFL	61 56% K	76 61% DFL
Practical	1701 68% CEM	2349 70% A	33 52%	169 66% C	37 46%	69 66% E	38 60%	74 74%	15 58%	30 60%	24 53%	34 68%	19 50%	41 82% MDFJT	32 60%	35 66%	42 57%	69 69%	45 60%	67 63% E	69 64% E	84 67%
Technical	1674 65% CEQ	2193 65% DFRV	29 45%	133 52%	39 49%	57 54%	37 59%	69 69% DFV	16 62%	30 60%	29 64% Q	16 74% DFRV	22 58%	36 72% DFV	29 55%	34 64%	32 43%	56 56%	45 60% Q	71 67% DV	64 59% Q	65 52%
Confusing	1106 43% BGQ	1273 38% G	30 47% G	98 38% GQ	38 48% GQ	37 35%	18 29%	40 40%	11 42%	23 46% N	18 40%	23 46% N	16 42%	13 26%	17 32%	18 34%	23 31%	43 43% N	40 53% GOQ	49 46% N	46 43% N	52 42%
Overwhelming	1203 46% CKMOQU	1500 45% DFNP	13 20%	89 35% C	31 39% CM	29 28%	22 35% DFNP	47 47%	12 46%	17 34%	13 29%	16 32%	7 18%	13 26%	16 30%	14 26%	23 31%	38 38%	32 43% CM	47 44% FNP	35 32%	47 38%
Useful	1800 70% CEMSU	2393 71% PT	37 58%	170 67%	45 56%	68 65%	41 65%	75 75% PT	19 73%	37 74%	26 58%	34 68%	20 53%	39 78% MPT	32 60%	31 58%	49 66%	70 70%	43 57%	63 59%	65 60%	84 67%
For people like me	1430 55% CEGMQU	1934 58% DFRTV	21 33%	90 35%	30 38%	46 44%	27 43% GDFRTV	61 61%	14 54%	29 58% D	24 53% C	33 66% DFRTV	13 34%	31 62% MDFR	27 51%	30 57% D	31 42%	44 44%	35 47% D	49 46%	45 42%	58 46% D
Interesting	1741 67% CEOQ	2306 69% DFRV	31 48%	138 54%	45 56%	56 53%	38 60% GBDFPRTV	78 78%	18 68%	35 70% D	26 58% D	34 68%	22 58%	38 76% DFRV	29 55%	32 60%	38 51%	59 59%	47 63% D	69 65% D	69 64% C	73 58% C
Exciting	1462 56% CEGMOSU	1821 54% DFV	15 23%	86 34%	30 38%	35 33%	27 43% C	47 47% DF	12 46%	26 52% DF	24 53% C	33 66% DFHPRTV	12 32%	29 58% MDFV	24 45% C	23 43%	29 39%	46 46% D	34 45% C	51 48% DF	42 39% C	47 38% C
Helpful	1743 67% CEGMQ	2346 70% AD	33 52%	156 61%	43 54%	65 62%	34 54%	63 63%	16 62%	32 64%	25 56% KDFHPRTV	40 80%	17 45%	36 72% M	30 57%	31 58%	37 50%	64 64%	48 64%	66 62%	66 61%	79 63%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
Informative	1769 68% M	2425 72% AF	37 58%	175 69%	49 61%	66 63%	45 71% M	74 74%	17 65%	32 64%	27 60%	38 76%	19 50%	37 74% M	35 66%	37 70%	44 59%	72 72%	49 65%	73 69%	68 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

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

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
Innovative	723 28%	963 29%	27 42% A	107 42% BHLNT	34 43% A	48 46% BHLNPT	21 33%	23 23%	10 38%	17 34%	16 36%	11 22%	14 37%	12 24%	18 34%	15 28%	37 50% ASU	38 38% BH	21 28%	29 27%	36 33%	44 35% H
Cutting edge	977 38% U	1366 41% AH	35 55% AGSU	147 58% BHLNPTV	41 51% AGU	62 59% BHLNPTV	20 32%	27 27%	10 38%	17 34%	18 40%	16 22% NAGSU	22 58%	15 30%	21 40%	20 38%	41 55% AGSU	46 46% HV	27 36%	43 41% H	28 26%	41 33%
Extreme	1248 48%	1791 53% AH	40 63% A	186 73% BHLNT	48 60% A	79 75% EBHLNT	29 46%	39 39%	15 58%	34 68% BH	29 64% A	26 52%	22 58%	25 50%	26 49%	37 70% OBHN	51 69% AGO	64 64% BH	46 61% A	61 58% H	70 65% AG	79 63% BH
Trustworthy	1022 39%	1343 40% HL	37 58% A	140 55% BHJLT	40 50% A	58 55% BHJLT	30 48% H	28 28%	10 38%	19 38%	20 44%	13 26%	21 55% A	23 46% HL	30 57% A	25 47% HL	43 58% A	59 59% BHJLT	33 44%	43 41%	49 45%	66 53% BHL
Unconventional	1081 42%	1563 47% A	29 45% A	149 58% BHNPTV	34 43% EBHLNPTV	66 63% A	32 51%	43 43%	7 27%	23 46% ACEMOSU	30 67% BHLNPTV	34 68%	15 39%	19 38%	19 36%	19 36%	36 49% A	47 47% A	36 48%	46 43%	47 44%	49 39%
Practical	833 32%	1000 30%	24 38% A	86 34% N	39 49% FA	36 34% N	24 38%	26 26%	10 38%	20 40% N	19 42% A	16 32%	18 47% NA	9 18%	20 38%	18 34%	31 42% AKS	31 31% BL	28 37% N	39 37% N	39 36%	41 33%
Technical	856 33%	1156 35% A	31 48% A	122 48% BHLNT	37 46% A	48 46% BHLN	25 40%	31 31%	9 35%	20 40%	14 31%	13 26%	14 37%	14 28%	23 43%	19 36%	40 54% AKS	44 44% BL	27 36%	35 33%	43 40% BHLNT	60 48% H
Confusing	1423 55%	2076 62% A	30 47% A	157 62% C	38 48% A	68 65% E	42 67% CES	60 60%	14 54%	27 54%	25 56%	27 54%	20 53% MJLRT	37 74% A	34 64% S	35 66% ACES	50 68% A	57 57% A	33 44%	57 54%	62 57%	73 58%
Overwhelming	1326 51%	1849 55% A	46 72% AS	166 65% BH	45 56% A	76 72% EBHT	40 63% A	53 53%	13 50%	33 66%	30 67% A	34 68%	28 74% AS	37 74% BHT	36 68% A	39 74% BHT	50 68% A	62 62% A	40 53%	59 56% A	73 68% A	78 62% A
Useful	738 29%	956 29%	22 34% A	85 33% C	31 39% A	37 35% A	21 33%	25 25%	6 23%	13 26%	17 38%	16 32%	17 45% NA	11 22%	20 38% BHN	22 42% A	24 32% A	30 30% A	30 40% A	43 41% BHN	43 40% A	41 33% A
For people like me	1091 42%	1415 42% A	37 58% A	165 65% BHLNPTV	46 58% A	59 56% BHLN	35 56% HA	39 39%	10 38%	21 42%	19 42%	17 34%	22 58% A	19 38%	25 47% A	23 43% A	42 57% A	56 56% BHLN	38 51% A	57 54% BHL	61 56% A	67 54% BHL
Interesting	788 30%	1043 31% H	27 42% A	117 46% BHJN	31 39% A	49 47% BHN	24 38% H	22 22%	7 27%	15 30%	17 38%	16 32%	15 39%	12 24%	23 43% A	21 40% H	35 47% A	41 41% BHN	26 35% A	37 35% H	39 36% A	52 42% BHN
Exciting	1069 41%	1528 46% A	42 66% AK	169 66% BHLNRT	46 58% A	70 67% BHLNPT	35 56% A	53 53% L	13 50%	24 48%	19 42%	17 34%	23 61% A	21 42%	28 53% L	30 57% L	44 59% A	54 54% L	39 52% L	55 52% L	66 61% AK	78 62% BLN
Helpful	786 30%	1003 30%	25 39% BL	99 39% BL	33 41% A	40 38% L	28 44% A	37 37% L	8 31%	18 36%	18 40% L	10 20%	19 50% NA	14 28%	22 42% L	22 49% L	36 36% L	36 33% L	25 38% L	40 39% L	42 39% L	46 37% L

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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 BOTTOM 2 BOX

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
Informative	761 29%	924 28%	20 31%	80 31%	27 34%	39 37% B	17 27%	26 26%	8 31%	18 36%	16 36%	12 24%	18 47% NAG	13 26%	17 32%	16 30%	29 39%	28 28%	24 32%	33 31%	40 37%	44 35%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_1. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

19 Aug 2016
Table 232

1. Innovative

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOP 2 BOX (NET)	1807 70% CEQ	2386 71% DFR	32 50%	148 58%	42 53%	57 54%	41 65% Q	77 77% DFRV	14 54%	33 66%	27 60%	39 78% DF	23 61%	38 76% DF	34 64%	38 72% F	35 47%	62 62%	51 68% CQ	77 73% DF	72 67% CQ	81 65%
Describes very well	631 24% EMS	812 24% DFRV	13 20% M	33 13%	10 13%	14 13%	10 16%	29 29% DFRV	3 12%	13 26% DR	13 29% EM	16 32% DFRV	2 5%	14 28% MDFR	8 15%	9 17%	14 19%	13 13%	11 15%	19 18%	22 20% M	19 15%
Describes somewhat well	1176 45% CQ	1574 47%	19 30%	115 45% C	32 40%	43 41%	31 49% CQ	48 48% CQ	11 42%	20 40%	14 31%	23 46% CKQ	21 55% CKQ	24 48% CQ	26 49% CQ	29 55%	21 28%	49 49% Q	40 53% CKQ	58 55% F	50 46% CQ	62 50%
BOTTOM 2 BOX (NET)	723 28%	963 29%	27 42% A	107 42% BHLNT	34 43% A	48 46% BHLNPT	21 33%	23 23%	10 38%	17 34%	16 36%	11 22%	14 37%	12 24%	18 34%	15 28%	37 50% ASU	38 38% BH	21 28%	29 27%	36 33%	44 35% H
Does not describe very well	502 19%	690 21%	18 28% BH	66 26% BH	20 25%	28 27%	16 25%	16 16%	8 31%	11 22%	12 27%	9 18%	11 29%	11 22%	11 21%	9 17% ASU	26 35% ASU	24 24%	15 20%	26 25%	20 19%	32 26%
Does not describe at all	221 9%	273 8% T	9 14% BHLNT	41 16% BHLNT	14 18% A	20 19% BHLNTV	5 8%	7 7%	2 8%	6 12% T	4 9%	2 4%	3 8% A	1 2%	7 13%	6 11% T	11 15% ASU	14 14% BNT	6 8%	3 3%	16 15% A	12 10% T
Decline to Answer	3 B	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-	-	-	-	-
Not Sure	55 2% B	-	5 8% DAU	-	4 5% FU	-	1 2%	-	2 8%	-	1 2%	-	1 3%	-	1 2%	-	2 3%	-	3 4% TU	-	-	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_2. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?
2. Cutting edge

Base: All Qualified Respondents

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOP 2 BOX (NET)	1548 60% CEMQ	1983 59% DF	22 34%	108 42%	34 43%	43 41%	42 67% CEMQ	73 73% BDFRT	15 58%	33 66% DF	25 56% C	34 68% DF	14 37%	35 70% MDF	31 58% CM	33 62% DF	31 42%	54 54% D	46 61% CEMQ	63 59% DF	80 74% ACEKMOQ	84 67% DFR
Describes very well	497 19% EM	588 18% DFR	7 11%	21 8%	5 6%	10 10%	12 19% E	28 28% BDFPR	4 15%	11 22% DFR	11 24% EM	9 18% DR	2 5%	13 26% MDFR	6 11%	7 13%	11 15%	6 6%	11 15%	18 17% DR	26 24% CEM	25 20% DFR
Describes somewhat well	1051 41% CQ	1395 42% DF	15 23%	87 34%	29 36%	33 31%	30 48% CQ	45 45% F	11 42%	22 44%	14 31%	25 50% DF	12 32%	22 44%	25 47% CQ	26 49% DF	20 27%	48 48% QDF	35 47% CQ	45 42% ACKQ	54 50% ACKQ	59 47% DF
BOTTOM 2 BOX (NET)	977 38% U	1366 41% AH	35 55% AGSU	147 58% BHLNPRTV	41 51% AGU	62 59% BHLNPTV	20 32% U	27 27% HLV	10 38%	17 34%	18 40%	16 32% NAGSU	22 58% U	15 30%	21 40% AGSU	20 38% HV	41 55% U	46 46% H	27 36% H	43 41% H	28 26% H	41 33% H
Does not describe very well	696 27% U	978 29% AH	19 30% U	95 37% BHLNPV	24 30% U	38 36% HLV	16 25% U	20 20% HLV	8 31%	12 24%	12 27% NAU	9 18% NAU	11 22% NAU	14 26% NAU	11 21% NAU	24 32% U	29 29% U	19 25% U	32 30% U	18 17% U	30 24% U	
Does not describe at all	281 11%	388 12%	16 25% AGSU	52 20% BHNTV	17 21% AGU	24 23% BHNTV	4 6%	7 7%	2 8%	5 10%	6 13%	7 14%	6 16%	4 8%	7 13%	9 17% AGSU	17 17% H	8 11% H	11 10% H	10 9% H	11 9% H	
Decline to Answer	4 B	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-	-	-	-	-
Not Sure	59 2% B	-	7 11% DAGU	-	5 6% FAU	-	1 2%	-	1 4%	-	1 2%	-	2 5% U	-	2 2%	-	2 3%	-	2 3%	-	-	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_3. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

19 Aug 2016
Table 234

3. Extreme

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America							Europe													
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOP 2 BOX (NET)	1277 49%	1558 47%	17 27%	69 27%	28 35%	26 25%	33 52%	61 61%	10 38%	16 32%	14 31%	24 48%	14 37%	25 50%	25 47%	16 30%	22 30%	36 36%	26 35%	45 42%	37 34%	46 37%
Describes very well	398 15%	458 14%	9 14%	26 10%	5 6%	7 7%	12 19%	17 17%	3 12%	5 10%	6 13%	4 8%	6 16%	5 10%	5 9%	1 2%	7 9%	10 10%	6 8%	11 10%	12 11%	10 8%
Describes somewhat well	879 34%	1100 33%	8 13%	43 17%	23 29%	19 18%	21 33%	44 44%	7 27%	11 22%	8 18%	20 40%	8 21%	20 40%	20 38%	15 28%	15 20%	26 26%	20 27%	34 32%	25 23%	36 29%
BOTTOM 2 BOX (NET)	1248 48%	1791 53%	40 63%	186 73%	48 60%	79 75%	29 46%	39 39%	15 58%	34 68%	29 64%	26 52%	22 58%	25 50%	26 49%	37 70%	51 69%	64 64%	46 61%	61 58%	70 65%	79 63%
Does not describe very well	793 31%	1170 35%	16 25%	93 36%	20 25%	42 40%	20 32%	34 34%	9 35%	25 50%	19 42%	14 28%	13 34%	20 40%	13 25%	17 32%	23 31%	32 32%	29 39%	44 42%	41 38%	37 30%
Does not describe at all	455 18%	621 19%	24 38%	93 36%	28 35%	37 35%	9 14%	5 5%	6 23%	9 18%	10 22%	12 24%	9 24%	5 10%	13 25%	20 38%	28 38%	32 32%	17 23%	17 16%	29 27%	42 34%
Decline to Answer	3 B	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-
Not Sure	60 2%	-	7 11%	-	4 5%	-	1 2%	-	1 4%	-	1 2%	-	2 5%	-	2 4%	-	1 1%	-	3 4%	-	1 1%	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_4. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

4. Trustworthy

Base: All Qualified Respondents

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOP 2 BOX (NET)	1500 58% CEMOQ	2006 60% DFRV	20 31%	115 45% C	35 44%	47 45%	31 49% C	72 72% GBDFNPRV	14 54%	31 62% DFR	22 49% KBDFNPRV	37 74%	15 39%	27 54%	22 42%	28 53%	30 41%	41 41%	40 53% C	63 59% DFR	58 54% C	59 47%
Describes very well	503 19% BCU	583 17% DFR	6 9%	21 8%	9 11%	8 8%	10 16% BDFJPRV	25 25%	3 12%	5 10%	5 11%	8 16%	5 13%	6 12%	7 13%	5 9%	13 18%	8 8%	10 13%	15 14%	11 10%	14 11%
Describes somewhat well	997 39% CQ	1423 42% A	14 22%	94 37% C	26 33%	39 37%	21 33% R	47 47% DR	11 42%	26 52% BDFRV	17 38% BDFRV	29 58%	10 26%	21 42%	15 28%	23 43%	17 23%	33 33%	30 40% CQ	48 45%	47 44% CQ	45 36%
BOTTOM 2 BOX (NET)	1022 39%	1343 40% HL	37 58% A	140 55% BHJLT	40 50%	58 55% BHJLT	30 48% H	28 28%	10 38%	19 38%	20 44%	13 26%	21 55% A	23 46% HL	30 57% A	25 47% HL	43 58% A	59 59% BHJLT	33 44% A	43 41%	49 45% BHL	66 53% BHL
Does not describe very well	699 27% A	982 29% A	21 33%	86 34%	24 30%	34 32%	22 35%	24 24%	7 27%	15 30%	12 27%	11 22%	14 37%	20 40% H	17 32%	17 32%	24 32% BDFHJLT	47 47%	24 32%	31 29%	30 28%	47 36% BHL
Does not describe at all	323 12% B	361 11% H	16 25% AS	54 21% BHJLNRT	16 20% A	24 23% BHJLNRT	8 13% H	4 4%	3 12%	4 8%	8 18% L	2 4%	7 18%	3 6%	13 25% A	8 15% H	19 26% RAS	12 12% H	9 12%	12 11%	19 18%	19 15% HL
Decline to Answer	3 - B	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-	-	-	-	-
Not Sure	63 2% B	-	7 11% DAQU	-	5 6% FAU	-	2 3%	-	2 8%	-	2 4%	-	2 5%	-	1 2%	-	1 1%	-	2 3%	-	1 1%	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_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 (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOP 2 BOX (NET)	1449 56% BK	1786 53% DFL	29 45%	106 42%	42 53% FK	39 37%	30 48%	57 57% DFL	18 69%	27 54% FL	13 29%	16 32%	21 55% K	31 62% DFL	33 62% K	34 64% DFL	37 50% K	53 53% FL	37 49% K	60 57% DFL	61 56% K	76 61% DFL
Describes very well	432 17%	506 15% DL	9 14%	22 9%	11 14%	10 10%	9 14%	19 19% DL	6 23%	5 10%	3 7%	2 4%	5 13%	10 20% DL	6 11%	7 13%	9 12%	11 11%	9 12%	12 11%	15 14%	19 15% L
Describes somewhat well	1017 39% K	1280 38% F	20 31%	84 33%	31 39%	29 28%	21 33%	38 38% F	12 46%	22 44% F	10 22%	14 28%	16 42%	21 42% CK	27 51% DFL	27 51% DFL	28 38%	42 42% F	28 37%	48 45% DFL	46 43% K	57 46% DFL
BOTTOM 2 BOX (NET)	1081 42%	1563 47% A	29 45% BHNPTV	149 58%	34 43% EBHJNPRTV	66 63%	32 51%	43 43%	7 27%	23 46% ACEMOSU	30 67% BHNJNPRTV	34 68%	15 39%	19 38%	19 36%	36 49%	47 47%	36 48%	46 43%	47 44%	49 39%	
Does not describe very well	704 27%	1045 31% AV	15 23%	83 33%	19 24%	41 39% EV	26 41% ACEOQU	31 31%	6 23%	16 32%	14 31%	14 28%	9 24%	16 32%	12 25%	14 26%	13 18%	27 27% ACEOQU	30 40%	33 31%	28 26%	29 23%
Does not describe at all	377 15%	518 15%	14 22% S	66 26% BHNPTV	15 19% BHNPT	25 24%	6 10%	12 12%	1 4%	7 14% AEGMOSU	16 36% BDFHJNPRTV	20 40%	6 16%	3 6%	7 13%	5 9% AGOSU	23 31% N	20 20%	6 8%	13 12%	19 18%	20 16%
Decline to Answer	4 B	-	-	-	-	-	-	-	-	1 2% A	-	1 3% A	-	-	-	-	-	-	-	-	-	-
Not Sure	54 2% B	-	6 9% DAQU	-	4 5% FU	-	1 2%	-	1 4%	-	1 2%	-	1 3%	-	1 2%	-	1 1%	-	2 3%	-	-	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_6. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

6. Practical

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America							Europe													
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOP 2 BOX (NET)	1701 66% CEM	2349 70% A	33 52%	169 66% C	37 46%	69 66% E	38 60%	74 74%	15 58%	30 60%	24 53%	34 68%	19 50%	41 82% MDFJT	32 60%	35 66%	42 57%	69 69%	45 60%	67 63%	69 64% E	84 67%
Describes very well	563 22% EM	690 21% DR	13 20%	34 13%	8 10%	19 18%	11 17%	22 22% DR	4 15%	7 14%	7 16%	13 26% DR	3 8%	10 20%	7 13%	9 17%	16 22% RE	9 9%	11 15%	19 18%	18 17%	18 14%
Describes somewhat well	1138 44% C	1659 50% A	20 31%	135 53% C	29 36%	50 48%	27 43%	52 52%	11 42%	23 46%	17 38%	21 42%	16 42%	31 62% L	25 47%	26 49%	26 35% QBLT	60 60%	34 45%	48 45%	51 47% C	66 53%
BOTTOM 2 BOX (NET)	833 32%	1000 30%	24 38%	86 34% N	39 49% FA	36 34% N	24 38%	26 26%	10 38%	20 40% N	19 42%	16 32%	18 47% NA	9 18%	20 38%	18 34%	31 42%	31 31%	28 37%	39 37% N	39 36%	41 33%
Does not describe very well	598 23%	727 22%	15 23%	56 22% FAU	27 34% FAU	21 20%	21 33%	20 20%	8 31%	14 28% N	12 27%	11 22%	12 32% N	6 12%	13 25%	12 23%	20 27%	22 22%	22 29%	30 28% N	22 20%	29 23%
Does not describe at all	235 9%	273 8%	9 14%	30 12% B	12 15%	15 14% B	3 5%	6 6%	2 8%	6 12%	7 16%	5 10%	6 16%	3 6%	7 13%	6 11%	11 15%	9 9%	6 8%	9 8%	17 16% AG	12 10%
Decline to Answer	3 B	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-	-	-	-	-
Not Sure	51 2% B	-	7 11% DAGQU	-	4 5% FU	-	1 2%	-	1 4%	-	1 2%	-	1 3%	-	1 2%	-	1 1%	-	2 3%	-	-	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_7. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

7. Technical

Base: All Qualified Respondents

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOP 2 BOX (NET)	1674 65% CEQ	2193 65% DFRV	29 45%	133 52%	39 49%	57 54%	37 59%	69 69% DFV	16 62%	30 60%	29 64% Q	37 74% DFRV	22 58%	36 72% DFV	29 55%	34 64%	32 43%	56 56%	45 60% Q	71 67% DV	64 59% Q	65 52%
Describes very well	543 21% EMO	650 19% DF	10 16%	32 13%	9 11%	12 11%	12 19%	19 19%	4 15%	8 16%	6 13%	8 16%	3 8%	8 16%	4 8%	9 17%	13 18%	13 13%	15 20%	19 18%	20 19%	20 16%
Describes somewhat well	1131 44% CQ	1543 46% DV	19 30%	101 40%	30 38%	45 43%	25 40%	50 50% V	12 46%	22 44%	23 51% CQ	29 58% DV	19 50% CQ	28 56% DV	25 47% Q	25 47%	19 26%	43 43% Q	30 40%	52 49% V	44 41% Q	45 36%
BOTTOM 2 BOX (NET)	856 33%	1156 35%	31 48% A	122 48% BHLNT	37 46% A	48 46% BHLN	25 40%	31 31%	9 35%	20 40%	14 31%	13 26%	14 37%	14 28%	23 43%	19 36%	40 54% AKS	44 44% BL	27 36%	35 33%	43 40% BHLNT	60 48%
Does not describe very well	601 23% A	857 26% A	18 28%	86 34% BH	19 24%	29 28%	22 35% HA	20 20%	7 27%	16 32%	8 18%	11 22%	11 29%	11 22%	12 25%	13 25%	27 36% AK	31 31%	20 27%	28 26%	28 26%	39 31%
Does not describe at all	255 10%	299 9%	13 20% AG	36 14% BLT	18 23% AGS	19 18% BLNT	3 5%	11 11%	2 8%	4 8%	6 13%	2 4%	3 8%	3 6%	11 21% AG	6 11%	13 18% AG	13 13%	7 9%	7 7%	15 14%	21 17% BLT
Decline to Answer	3 B	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-	-	-	-	-
Not Sure	55 2% B	-	4 6% DAU	-	4 5% F	-	1 2%	-	1 4%	-	1 2%	-	2 5%	-	1 2%	-	2 3%	-	3 4% T	-	1 1%	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_8. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

19 Aug 2016
Table 239

8. Confusing

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOP 2 BOX (NET)	1106 43% BGQ	1273 38%	30 47% G	98 38%	38 48% GQ	37 35%	18 29%	40 40%	11 42%	23 46% N	18 40%	23 46% N	16 42%	13 26%	17 32%	18 34%	23 31%	43 43% N	40 53% GOQ	49 46% N	46 43%	52 42%
Describes very well	345 13% BO	350 10% N	7 11%	34 13% FN	8 10%	6 6%	4 6%	12 12% N	3 12%	5 10%	3 7%	5 10%	3 8%	1 2%	2 4%	4 8%	9 12%	7 7%	14 19% GO	13 12% N	16 15% O	14 11%
Describes somewhat well	761 29% Q	923 28%	23 36% Q	64 25%	30 38% Q	31 30%	14 22%	28 28%	8 31%	18 36%	15 33%	18 36%	13 34%	12 24%	15 28%	14 26%	14 19%	36 36% QD	26 35% Q	36 34%	30 28%	38 30%
BOTTOM 2 BOX (NET)	1423 55%	2076 62% A	30 47%	157 62% C	38 48%	68 65% E	42 67% CES	60 60%	14 54%	27 54%	25 56%	27 54%	20 53% MJLRT	37 74% S	34 64% S	35 66% ACES	50 68% ACES	57 57%	33 44%	57 54%	62 57%	73 58%
Does not describe very well	847 33% CE	1220 36% AJV	10 16%	84 33% C	16 20%	33 31% ACESU	30 48% DFJLRV	45 45%	7 27%	11 22%	16 36% C	13 28%	11 29% MBDFJLRV	27 54% C	18 34% C	16 30%	24 32% C	30 30%	23 31% C	38 36%	31 29%	35 28%
Does not describe at all	576 22%	856 26% AH	20 31% S	73 29% HT	22 28% S	35 33% HT	12 19%	15 15%	7 27%	16 32% H	9 20%	14 28%	9 24%	10 20%	16 30% S	19 36% HT	26 35% AGS	27 27% H	10 13%	19 18%	31 29% S	38 30% HT
Decline to Answer	6 B	-	-	-	-	-	1 2% A	-	-	-	1 2% A	-	-	-	-	-	-	-	-	-	-	-
Not Sure	53 2% B	-	4 6% DAU	-	4 5% FU	-	2 3%	-	1 4%	-	1 2%	-	2 5% U	-	2 4% U	-	1 1%	-	2 3%	-	-	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_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	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOP 2 BOX (NET)	1203 46% CKMQQU	1500 45% DFNP	13 20%	89 35% C	31 39% CM	29 28%	22 35%	47 47% DFNP	12 46%	17 34%	13 29%	16 32%	7 18%	13 26%	16 30%	14 26%	23 31%	38 38%	32 43% CM	47 44% FNP	35 32%	47 38%
Describes very well	373 14% EU	432 13%	6 9%	29 11%	4 5%	10 10%	4 6%	10 10%	2 8%	3 6%	3 7%	5 10%	2 5%	3 6%	4 8%	5 9%	9 12%	12 12%	11 15% E	11 10%	8 7%	13 10%
Describes somewhat well	830 32% CMQ	1068 32% DFP	7 11%	60 24% C	27 34% FCMQ	19 18%	18 29% C	37 37% DFNP	10 38%	14 28%	10 22%	11 22%	5 13%	10 20%	12 23%	9 17%	14 19%	26 26%	21 28% C	36 34% DFP	27 25% C	34 27%
BOTTOM 2 BOX (NET)	1326 51%	1849 55% A	46 72% AS	166 65% BH	45 56% EBHT	76 72% A	40 63% A	53 53% A	13 50%	33 66%	30 67% A	34 68% AS	28 74% AS	37 74% BHT	36 68% A	39 74% BHT	50 68% A	62 62%	40 53%	59 56%	73 68% A	78 62%
Does not describe very well	815 31%	1136 34% AV	21 33%	87 34% V	19 24%	38 36% V	28 44% AE	37 37% V	5 19%	21 42% V	16 36%	15 30%	17 45% E	25 50% BDLV	21 40% E	18 34%	24 32%	35 35%	30 40% E	43 41% V	34 31%	29 23%
Does not describe at all	511 20%	713 21%	25 39% AGS	79 31% BHT	26 33% AS	38 36% BHT	12 19%	16 16%	8 31%	12 24%	14 31% S	19 38% BHT	11 29% S	12 24%	15 28% S	21 40% BHT	26 35% AGS	27 27% T	10 13%	16 15%	39 36% AGS	49 39% BHT
Decline to Answer	4 2% B	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-	-	-	-	-
Not Sure	55 2% B	-	5 8% DAU	-	4 5% FU	-	1 2%	-	1 4%	-	1 2%	-	3 8% NAU	-	1 2%	-	1 1%	-	3 4% TU	-	-	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOP 2 BOX (NET)	1800 70% CEMSU	2393 71% PT	37 58%	170 67%	45 56%	68 65%	41 65%	75 75% PT	19 73%	37 74%	26 58%	34 68%	20 53%	39 78% MPT	32 60%	31 58%	49 66%	70 70%	43 57%	63 59%	65 60%	84 67%
Describes very well	601 23% OU	747 22% DRTV	14 22%	36 14%	15 19%	16 15%	11 17%	24 24% DRV	4 15%	11 22% R	8 18%	12 24% R	4 11%	7 14%	6 11%	8 15%	13 18%	10 10%	14 19%	15 14%	15 14%	17 14%
Describes somewhat well	1199 46%	1646 49% A	23 36%	134 53% C	30 38%	52 50%	30 48%	51 51%	15 58%	26 52%	18 40%	22 44%	16 42% MBLPT	32 64%	26 49%	23 43%	36 49%	60 60% BT	29 39%	48 45%	50 46%	67 54%
BOTTOM 2 BOX (NET)	738 29%	956 29%	22 34%	85 33%	31 39% A	37 35%	21 33%	25 25%	6 23%	13 26%	17 38%	16 32%	17 45% NA	11 22%	20 38%	22 42% BHN	24 32%	30 30% A	30 40% A	43 41% BHN	43 40% A	41 33%
Does not describe very well	499 19%	726 22% A	13 20%	59 23%	19 24%	21 20%	15 24%	17 17%	4 15%	11 22% R	12 27%	13 26%	10 26%	9 18%	9 17%	17 32% H	14 19%	20 20% A	23 31% A	35 33% BFHR	23 21%	30 24%
Does not describe at all	239 9% B	230 7%	9 14%	26 10% B	12 15%	16 15% BJN	6 10%	8 8%	2 8%	2 4%	5 11%	3 6%	7 18% N	2 4%	11 21% A	5 9%	10 14%	10 10%	7 9%	8 8%	20 19% VA	11 9%
Decline to Answer	3 B	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-	-	-	-	-
Not Sure	47 2% B	-	5 8% DAU	-	4 5% FAU	-	1 2%	-	1 4%	-	1 2%	-	1 3%	-	1 2%	-	1 1%	-	2 3%	-	-	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOP 2 BOX (NET)	1430 55% CEGMQU	1934 58% DFRTV	21 33%	90 35%	30 38%	46 44%	27 43%	61 61% GDFRTV	14 54%	29 58% D	24 53% C	33 66% DFRTV	13 34%	31 62% MDFR	27 51%	30 57% D	31 42%	44 44%	35 47%	49 46%	45 42%	58 46% D
Describes very well	483 19% EGMU	566 17% DFV	8 13%	16 6%	6 8%	10 10%	5 8%	17 17% D	3 12%	8 16% D	6 13%	12 24% DFRTV	1 3%	5 10%	6 11%	7 13%	13 18% M	11 11%	11 15%	12 11%	12 11%	13 10%
Describes somewhat well	947 37% CQ	1368 41% AD	13 20%	74 29%	24 30%	36 34%	22 35%	44 44% D	11 42%	21 42%	18 40% C	21 42%	12 32%	26 52% DFRT	21 40% C	23 43% D	18 24%	33 33%	24 32%	37 35%	33 31%	45 36%
BOTTOM 2 BOX (NET)	1091 42%	1415 42%	37 58% A	165 65% BHJLNPV	46 58% A	59 56% BHLN	35 56% HA	39 39%	10 38%	21 42%	19 42%	17 34%	22 58% A	19 38%	25 47%	23 43%	42 57% A	56 56% BHLN	38 51%	57 54% BHL	61 56% A	67 54% BHL
Does not describe very well	715 28%	934 28%	18 28%	93 36% B	25 31%	32 30%	26 41% A	27 27%	5 19%	17 34%	12 27%	13 28%	12 32%	15 30%	17 32%	13 25%	24 32%	35 35%	25 33%	38 36%	33 31%	33 26%
Does not describe at all	376 15%	481 14%	19 30% AG	72 28% BHJLNT	21 26% A	27 26% BHJLN	9 14%	12 12%	5 19%	4 8%	7 16%	4 8%	10 26% NA	4 8%	8 15%	10 19%	18 24% A	21 21% JLN	13 17%	19 18%	28 26% A	34 27% BHJLN
Decline to Answer	3 B	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-	-	-	-	-
Not Sure	64 2% B	-	6 9% DAQU	-	4 5% F	-	1 2%	-	2 8%	-	1 2%	-	3 8% NA	-	1 2%	-	1 1%	-	2 3%	-	2 2%	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_12. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

12. Interesting

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America							Europe													
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOP 2 BOX (NET)	1741 67%	2306 69%	31 48%	138 54%	45 56%	56 53%	38 60%	78 78%	18 69%	35 70%	26 58%	34 68%	22 58%	38 76%	29 55%	32 60%	38 51%	59 59%	47 63%	69 65%	69 64%	73 58%
Describes very well	618 24%	688 21%	10 16%	23 9%	6 8%	13 12%	12 19%	26 26%	4 15%	7 14%	12 27%	12 24%	3 8%	9 18%	4 8%	7 13%	14 19%	8 8%	11 15%	16 15%	20 19%	18 14%
Describes somewhat well	1123 43%	1618 48%	21 33%	115 45%	39 49%	43 41%	26 41%	52 52%	14 54%	28 56%	14 31%	22 44%	19 50%	29 58%	25 47%	25 47%	24 32%	51 51%	36 48%	53 50%	49 45%	55 44%
BOTTOM 2 BOX (NET)	788 30%	1043 31%	27 42%	117 46%	31 39%	49 47%	24 38%	22 22%	7 27%	15 30%	17 38%	16 32%	15 39%	12 24%	23 43%	21 40%	35 47%	41 41%	26 35%	37 35%	39 36%	52 42%
Does not describe very well	564 22%	757 23%	17 27%	78 31%	20 25%	29 28%	19 30%	15 15%	5 19%	12 24%	12 27%	13 26%	11 29%	8 16%	15 28%	11 21%	23 31%	29 29%	20 27%	28 26%	24 22%	38 30%
Does not describe at all	224 9%	286 9%	10 16%	39 15%	11 14%	20 19%	5 8%	7 7%	2 8%	3 6%	5 11%	3 6%	4 11%	4 8%	8 15%	10 19%	12 16%	12 12%	6 8%	9 8%	15 14%	14 11%
Decline to Answer	3 B	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	56 2%	-	6 9%	-	4 5%	-	1 2%	-	1 4%	-	1 2%	-	1 3%	-	1 2%	-	1 1%	-	2 3%	-	-	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_13. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

13. Exciting

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOP 2 BOX (NET)	1462 56% CEGMQSU	1821 54% DFV	15 23%	86 34%	30 38%	35 33%	27 43% C	47 47% DF	12 46%	26 52% DF	24 53% C	33 66% DFHPRTV	12 32%	29 58% MDFV	24 45% C	23 43%	29 39%	46 46% D	34 45% C	51 48% DF	42 39% C	47 38%
Describes very well	482 19% BEGMOU	537 16% DFPV	8 13%	20 8%	8 10%	9 9%	4 6%	12 12%	2 8%	6 12%	6 13%	10 20% DFNP	1 3%	3 6%	4 8%	2 4%	13 18% GM	9 9%	10 13%	14 13%	9 8%	12 10%
Describes somewhat well	980 38% CQ	1284 38% DFV	7 11%	66 26% C	22 28% C	26 25%	23 37% C	35 35%	10 38%	20 40% D	18 40% CQ	23 46% DFV	11 29% C	26 52% MBDFHTV	20 38% CQ	21 40% D	16 22% QD	37 37% C	24 32% C	37 35%	33 31% C	35 28%
BOTTOM 2 BOX (NET)	1069 41% A	1528 46% A	42 66% AK	169 66% BHLNRT	46 58% A	70 67% A	35 56% A	53 53% L	13 50%	24 48%	19 42%	17 34%	23 61% A	21 42%	28 53% L	30 57% L	44 59% A	54 54% L	39 52% L	55 52% L	66 61% AK	78 62% BLN
Does not describe very well	711 27% A	1036 31% A	22 34% AGKS	99 39% BHLN	24 30%	44 42% BL	25 40% A	40 40% BL	9 35%	18 36%	13 29%	10 20%	14 37%	15 30%	19 36%	18 34%	22 30% AKS	30 30% BH	30 40% A	33 31%	40 37% A	42 34%
Does not describe at all	358 14% B	492 15% B	20 31% AGKS	70 27% BHLN	22 28% AS	26 25% BH	10 16%	13 13%	4 15%	6 12%	6 13%	7 14%	9 24% A	6 12%	9 17%	12 23%	22 30% AKS	24 24% BH	9 12%	22 21%	26 24% AS	36 29% BHLN
Decline to Answer	4 2% B	-	-	-	-	-	-	-	-	-	1 2% A	-	1 3% A	-	-	-	-	-	-	-	-	-
Not Sure	53 2% B	-	7 11% DAGQU	-	4 5% FU	-	1 2%	-	1 4%	-	1 2%	-	2 5% U	-	1 2%	-	1 1%	-	2 3%	-	-	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_14. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?
14. Helpful

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America							Europe													
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2587	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOP 2 BOX (NET)	1743 67%	2346 70%	33 52%	156 61%	43 54%	65 62%	34 54%	63 63%	16 62%	32 64%	25 56%	40 80%	17 45%	36 72%	30 57%	31 58%	37 50%	64 64%	48 64%	66 62%	66 61%	79 63%
Describes very well	595 23%	698 21%	11 17%	37 15%	10 13%	12 11%	9 14%	18 18%	6 23%	7 14%	9 20%	13 26%	3 8%	7 14%	9 17%	8 15%	15 20%	8 8%	10 13%	16 15%	20 19%	18 14%
Describes somewhat well	1148 44%	1648 49%	22 34%	119 47%	33 41%	53 50%	25 40%	45 45%	10 38%	25 50%	16 36%	27 54%	14 37%	29 58%	21 40%	23 43%	22 30%	56 56%	38 51%	50 47%	46 43%	61 49%
BOTTOM 2 BOX (NET)	786 30%	1003 30%	25 39%	99 39%	33 41%	40 38%	28 44%	37 37%	8 31%	18 36%	18 40%	10 20%	19 50%	14 28%	22 42%	22 42%	36 49%	36 36%	25 33%	40 38%	42 39%	46 37%
Does not describe very well	546 21%	749 22%	16 25%	69 27%	19 24%	24 23%	22 35%	31 31%	6 23%	16 32%	13 29%	7 14%	13 34%	9 18%	15 28%	16 30%	21 28%	29 28%	19 25%	31 29%	26 24%	32 26%
Does not describe at all	240 9%	254 8%	9 14%	31 12%	14 18%	16 15%	6 10%	6 6%	2 8%	2 4%	5 11%	3 6%	6 16%	5 10%	7 13%	6 11%	15 20%	8 8%	6 8%	9 8%	16 15%	14 11%
Decline to Answer	3 B	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-
Not Sure	55 2%	-	6 9%	-	4 5%	-	1 2%	-	2 8%	-	1 2%	-	2 5%	-	1 2%	-	1 1%	-	2 3%	-	-	-
Sigma	2587 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOP 2 BOX (NET)	1769 68% M	2425 72% AF	37 58%	175 69%	49 61%	66 63%	45 71% M	74 74%	17 65%	32 64%	27 60%	38 76%	19 50%	37 74% M	35 66%	37 70%	44 59%	72 72%	49 65%	73 69%	68 63%	81 65%
Describes very well	625 24% EMOU	793 24% DFRV	14 22% M	42 16% R	10 13%	14 13%	15 24% MO	26 26% DFRV	6 23%	8 16%	11 24% MO	11 22% R	2 5%	12 24% MR	5 9%	9 17% RMO	17 23% RMO	8 8%	14 19%	18 17%	16 15%	19 15%
Describes somewhat well	1144 44%	1632 49% A	23 36%	133 52% C	39 49%	52 50%	30 48%	48 48%	11 42%	24 48%	16 36%	27 54%	17 45%	25 50% CKQ	30 57% CKQ	28 53% QBDFHV	27 36% QBDFHV	64 64%	35 47%	55 52%	52 48%	62 50%
BOTTOM 2 BOX (NET)	761 29%	924 28%	20 31%	80 31%	27 34%	39 37% B	17 27%	26 26%	8 31%	18 36%	16 36%	12 24%	18 47% NAG	13 26%	17 32%	16 30%	29 39%	28 28%	24 32%	33 31%	40 37%	44 35%
Does not describe very well	538 21%	673 20%	11 17%	53 21%	12 15%	23 22%	15 24%	19 19%	6 23%	16 32% BL	11 24%	7 14%	13 34% AE	10 20%	11 21%	10 19%	18 24%	23 23%	19 25%	21 20%	21 19%	30 24%
Does not describe at all	223 9%	251 7%	9 14% G	27 11%	15 19% AGS	16 15% BJR	2 3%	7 7%	2 8%	4 8%	5 11%	5 10%	5 13%	3 6%	6 11%	6 11% RG	11 15% RG	5 5%	5 7%	12 11%	19 18% AGS	14 11%
Decline to Answer	3 B	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-	-	-	-	-
Not Sure	55 2% B	-	7 11% DAGQU	-	4 5% FU	-	1 2%	-	1 4%	-	1 2%	-	1 3%	-	2 2%	-	1 1%	-	2 3%	-	-	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

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

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
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% DFRTV	-	199 78% V	-	77 73%	-	94 94% BDFRTV	-	43 86% TV	-	47 94% DFRTV	-	45 90% FRTV	-	47 89% FRTV	-	72 72%	-	75 71%	-	80 64%
Blogging or publishing account separate from social media account, such as Blogger, Instagram, Pinterest, Tumblr or WordPress	-	2290 68% DFPRTV	-	89 35%	-	44 42%	-	85 85% BDFNPRTV	-	37 74% DFPRTV	-	43 86% BDFNPRTV	-	30 60% DFR	-	24 45%	-	33 33%	-	55 52% DR	-	60 48% DR
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% DFRTV	-	84 33%	-	25 24%	-	66 66% DFRTV	-	33 66% DFRTV	-	39 78% BDFNPRTV	-	28 56% DFV	-	27 51% DF	-	41 41% F	-	42 40% F	-	45 36% F
None of the above	-	399 12% H	-	46 18% BHL	-	26 25% BHJLNP	-	5 5%	-	4 8%	-	2 4%	-	5 10%	-	5 9%	-	22 22% BHJL	-	27 25% BHJLNP	-	40 32% BDHJLNP

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
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
Blogging 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 (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(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%
Blogging 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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 US	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	**	3349	**	255	**	105	**	100	**	50*	**	50*	**	50*	**	53*	**	100	**	106	**	125
Have	-	2877 86% DFRTV	-	199 78% V	-	77 73%	-	94 94% BDFRTV	-	43 86% TV	-	47 94% DFRTV	-	45 90% FRTV	-	47 89% FRTV	-	72 72%	-	75 71%	-	80 64%
Promote Personal	-	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%
Promote Business	-	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%
Promote Organization	-	722 22% DFJNV	-	30 12% V	-	14 13% V	-	14 14% V	-	5 10%	-	13 26% DJNV	-	3 6%	-	9 17% V	-	16 16% V	-	17 16% V	-	7 6%

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

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(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	-	2290	-	89	-	44	-	85	-	37	-	43	-	30	-	24	-	33	-	55	-	60
	-	68%	-	35%	-	42%	-	85%	-	74%	-	86%	-	60%	-	45%	-	33%	-	52%	-	48%
		DFPRTV						BDFNPRTV		DFPRTV		BDFNPRTV		DFR						DR		DR
Promote Personal	-	991	-	43	-	14	-	35	-	9	-	14	-	8	-	7	-	10	-	22	-	14
	-	30%	-	17%	-	13%	-	35%	-	18%	-	28%	-	16%	-	13%	-	10%	-	21%	-	11%
		DFNPRTV						DFJNPRTV		FRV										RV		
Promote Business	-	857	-	25	-	18	-	22	-	2	-	10	-	6	-	7	-	11	-	16	-	15
	-	26%	-	10%	-	17%	-	22%	-	4%	-	20%	-	12%	-	13%	-	11%	-	15%	-	12%
		DFJNPRTV				J		DJRV				DJ								J		
Promote Organization	-	651	-	18	-	6	-	15	-	9	-	12	-	3	-	3	-	10	-	12	-	7
	-	19%	-	7%	-	6%	-	15%	-	18%	-	24%	-	6%	-	6%	-	10%	-	11%	-	6%
		DFNPRTV						DFV		DFV		DFNPRTV										

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(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% DFRTV	-	84 33%	-	25 24%	-	66 66%	-	33 66%	-	39 78%	-	28 56%	-	27 51%	-	41 41%	-	42 40%	-	45 36%
Promote Business	-	855 26% DFPRTV	-	27 11%	-	8 8%	-	25 25%	-	8 16%	-	15 30%	-	10 20%	-	6 11%	-	14 14%	-	18 17%	-	14 11%
Promote Organization	-	659 20% DFJNRV	-	19 7% N	-	7 7%	-	21 21%	-	3 6%	-	14 28%	-	-	-	5 9% N	-	10 10% N	-	18 17% DFN	-	11 9% N
Promote Personal	-	616 18% DFRV	-	23 9%	-	5 5%	-	17 17%	-	8 16%	-	9 18%	-	5 10%	-	5 9%	-	8 8%	-	15 14%	-	10 8%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																					
	2015 Total Registrants	North America								Europe												
		2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 US	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(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% BHLT	-	50 63% BHJLNPTV	-	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

Base: Has Alternate Online Identities

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

19 Aug 2016
Table 255

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(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% BDFHJRTV	-	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% BLNPV	-	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																					
	2015 Total Registrants	North America							Europe													
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
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% BHLLT	-	-	-	-	-	-	-	-	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/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																					
	2015 Total Registrants	North America								Europe												
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
.email	1697 66% O	2246 67% D	43 67% O	149 58%	46 58%	62 59%	38 60%	74 74% DFJVP	13 50%	28 56%	26 58%	33 66%	21 55%	35 70%	24 45%	29 55%	44 59%	71 71% DP	42 56%	72 68%	72 67% O	74 59%
.photography	1708 66%	2255 67%	47 73%	178 70%	53 66%	74 70%	39 62%	69 69%	14 54%	31 62%	29 64%	29 58%	22 58%	36 72%	30 57%	30 57%	43 58%	74 74% QLP	44 59%	73 69%	78 72% OQ	87 70%
.link	1674 65% EOQ	2098 63% DFV	39 61% O	128 50%	37 46%	55 52%	34 54%	70 70% GDFLRV	13 50%	30 60%	29 64% O	25 50%	20 53%	35 70% DFLV	19 36%	31 58% O	36 49%	54 54% O	42 56% O	64 60%	64 59% O	65 52%
.guru	1649 64% BEO	2033 61% DF	43 67% O	140 55%	42 53%	53 50%	36 57%	60 60%	13 50%	30 60%	29 64%	28 56%	22 58%	31 62%	25 47%	28 53%	41 55%	63 63% O	43 57%	63 59%	66 61%	70 56%
.realtor	1717 66% O	2308 69% ALTV	51 80% AGMOSU	226 89% BHLNPTV	58 73% OS	86 82% BHLPTV	38 60%	69 69% LV	13 50%	33 66%	32 71% O	26 52%	21 55%	34 68%	24 45%	30 57%	52 70% QBHLNPTV	84 84% O	42 56%	61 58%	64 59%	70 56%
.club	1716 66% EO	2215 68% P	45 70% O	170 67%	44 55%	69 66%	39 62%	78 78% GBDJLPV	11 42%	29 58%	30 67%	30 60%	21 55%	36 72% P	27 51%	28 53%	44 59%	69 69% O	44 59%	72 68%	71 66%	78 62%
.xyz	1574 61% BEO	1863 56% DF	32 50%	105 41%	34 43%	43 41%	37 59%	57 57% DF	12 46%	29 58% DF	31 69% LEOQ	24 48%	21 55%	35 70% BDFLRV	22 42%	29 55%	37 50%	52 52% O	39 52%	63 59% DF	59 55%	64 51%
.bank	-	2709 81% L	-	224 86% 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% L	-	-	-	82 78% L	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
quadalajara	-	71 71% L	-	-	-	-	-	71 71% L	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.roma	-	33 66% L	-	-	-	-	-	-	-	33 66% L	-	-	-	-	-	-	-	-	-	-	-	-
.istanbul	-	33 66% L	-	-	-	-	-	-	-	-	-	33 66% L	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																					
	2015 Total Registrants	North America								Europe												
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
.madrid	-	38 76%	-	-	-	-	-	-	-	-	-	-	38 76%	-	-	-	-	-	-	-	-	-
.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%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
.bogota	-	86 69%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.cordoba	-	68 65%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.rio	-	111 60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.berlin	76 70%	100 80%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	76 70%	100 80%
.ovh	59 55%	64 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	59 55%	64 51%
.london	274 65%	78 78% A	-	-	-	-	-	-	15 58%	-	28 62%	-	23 61%	-	30 57%	-	54 73%	78 78%	46 61%	-	78 72% O	-
.nyc	51 80%	193 76%	51 80%	193 76%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.wang	357 65%	337 61%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-ses554g (Chinese for network address)	369 67%	349 63%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-55qx5d (Chinese for company)	374 68%	352 64%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL RESTRICTIONS (NET)	2073 80% OS	3027 90% AT	54 84% OS	233 91% T	61 76%	95 90% E	47 75%	92 92% GT	19 73%	42 84%	34 76%	46 92% K	26 68%	46 92% M	33 62%	47 89% O	60 81% OS	93 93% QT	50 67%	87 82% S	87 81% OS	111 89%
TOTAL RESTRICTIONS CONSISTENT (NET)	2073 80% OS	2929 87% AJ	54 84% OS	232 91% JPT	61 76%	92 88% E	47 75%	90 90% GJ	19 73%	39 78%	34 76%	43 86%	26 68%	42 84%	33 62%	42 79%	60 81% OS	93 93% QJPT	50 67%	87 82% S	87 81% OS	108 86%
TOTAL RESTRICTIONS ADDED (NET)	-	2977 89% AT	-	233 91% CJLT	-	94 90% E	-	89 89% G	-	41 82%	-	41 82% K	-	46 92% M	-	47 89% O	-	91 91% QT	-	86 81% S	-	109 87% U
RESTRICTIONS GLOBAL (NET)	2063 80% OS	3014 90% AT	54 84% OS	233 91% T	61 76%	95 90% E	47 75%	92 92% GT	19 73%	42 84%	34 76%	45 90%	26 68%	45 90% M	33 62%	47 89% O	58 78% O	93 93% QT	50 67%	87 82% S	84 78% O	110 88% 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

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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
RESTRICTIONS GLOBAL CONSISTENT (NET)	2063 80% OS	2922 87% AJ	54 84% OS	232 91% JPTV	61 76%	92 88% E	47 75%	90 90% GJ	19 73%	39 78%	34 76%	43 86%	26 68%	42 84%	33 62%	42 79%	58 78% O	93 93% QJPTV	50 67%	87 82% S	84 78% O	105 84%
RESTRICTIONS GLOBAL ADDED (NET)	-	2935 88% AT	-	233 91% CJLT	-	92 88% E	-	89 89% G	-	41 82%	-	40 80% K	-	45 90% M	-	47 89% O	-	91 91% QT	-	86 81% S	-	109 87% U
RESTRICTIONS GEO-SPECIFIC (NET)	773 30% EG	2455 73% A AEGKMOS	51 80%	193 76%	-	82 78% E	-	71 71% G	15 58%	33 66%	28 62% AEG	33 66%	23 61% AEG	38 76%	30 57% AEG	35 66%	54 73% AEG	78 78% AEG	46 61% AEG	77 73% AEG	81 75% AEGO	105 84% BHJLPT
RESTRICTIONS GEO-SPECIFIC CONSISTENT (NET)	773 30% BEG	804 24% FHJLNPT	51 80% AEGKMOS	193 76% BFHJLNPT	-	-	-	-	15 58%	-	28 62% LAEG	-	23 61% NAEG	-	30 57% PAEG	-	54 73% AEG	78 78% BFHJLNPT	46 61% TAEG	-	81 75% AEGO	105 84% BFHJLNPT
RESTRICTIONS GEO-SPECIFIC ADDED (NET)	-	1999 60% ADRV	-	-	-	82 78% EBDRV	-	71 71% GBDRV	-	33 66% DRV	-	33 66% KDRV	-	38 76% MBDRV	-	35 66% ODRV	-	-	-	77 73% 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 STRICT RESTRICTIONS

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America							Europe													
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
.email	566 22% MS	748 22% J	13 20% M	50 20%	13 16%	19 18%	14 22% M	25 25% J	3 12%	5 10%	9 20%	13 26% J	2 5%	11 22% M	6 11%	7 13%	15 20% M	24 24% J	9 12%	18 17%	25 23% M	19 15%
.photography	516 20%	618 18% AGMOQS	20 31%	57 22%	15 19%	23 22%	9 14%	21 21%	3 12%	6 12%	9 20%	8 16%	3 8%	13 26% M	5 9%	7 13%	11 15%	16 16%	9 12%	19 18%	28 26% VMOS	19 15%
.link	502 19% BMO	542 16% D	11 17%	30 12%	11 14%	12 11%	11 17%	12 12%	2 8%	4 8%	11 24% MO	6 12%	2 5%	11 22% MRV	4 8%	5 9%	12 16%	10 10%	11 15%	14 13%	22 20% VMO	13 10%
.guru	497 19% B	531 16% DE	16 25%	37 15%	9 11%	12 11%	11 17%	19 19%	3 12%	5 10%	9 20%	7 14%	4 11%	7 14%	7 13%	7 13%	14 19%	15 15%	16 21%	14 13%	23 21%	17 14%
.realtor	504 19% M	745 22% AJLNPTV	24 38% AGMOSU	124 49% BHJLNPRTV	21 26% GMO	54 51%	7 11%	20 20% L	2 8%	5 10%	9 20% L	3 6%	2 5%	5 10%	5 9%	5 9%	18 24% GMO	33 33% BHJLNPTV	13 17%	13 12%	17 16%	14 11%
.club	491 19% MS	590 18% JT	13 20% M	40 16% J	10 13%	19 18% J	11 17%	16 16% J	3 12%	2 4%	12 27% LEMS	5 10%	2 5%	9 18% J	7 13%	8 15%	12 16% O	17 17% J	7 9%	11 10%	20 19% J	21 17% J
.xyz	472 18% BEO	485 14% L	8 13%	34 13%	6 8%	20 19% ELV	8 13%	22 22% BDLV	3 12%	5 10% LCEGMO	13 29%	2 4%	3 8%	7 14%	2 4%	8 15% O	12 16% O	15 15% L	14 19% EO	14 13%	21 19% VEO	11 9%
.bank	-	1432 43% JT	-	154 60% BJLNPTV	-	66 63% BHJLNPTV	-	49 49% JLT	-	11 22%	-	15 30%	-	18 36% JT	-	24 45% JT	-	55 55% BJLNTV	-	26 25%	-	45 36%
.pharmacy	-	1250 37% L	-	149 58% BHJLNPTV	-	70 67% BHJLNPRTV	-	42 42% L	-	14 28%	-	9 18%	-	17 34% L	-	21 40% L	-	51 51% BJLT	-	31 29%	-	49 39% L
.builder	-	732 22% JLP	-	85 33% BJLPTV	-	32 30% BJLPTV	-	24 24% JLP	-	5 10%	-	3 6%	-	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%	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																					
	2015 Total Registrants	North America								Europe												
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
.madrid	-	14 28%	-	-	-	-	-	-	-	-	-	-	14 28%	-	-	-	-	-	-	-	-	-
.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%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
.bogota	-	26 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.cordoba	-	22 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.rio	-	35 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.berlin	31 29%	32 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	31 29%	32 26%
.ovh	17 16%	15 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17 16%	15 12%
.london	85 20%	23 23%	-	-	-	-	-	-	4 15%	-	10 22%	-	6 16%	-	7 13%	-	18 24%	23 23%	11 15%	-	29 27%	-
.nyc	21 33%	63 25%	21 33%	63 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.wang	101 18%	86 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-ses554g (Chinese for network address)	122 22%	103 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-55qx5d (Chinese for company)	121 22%	97 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL RESTRICTIONS (NET)	1091 42% MOS	2114 63% AJT	36 56% AGMOQS	183 72% CBJNTV	32 40% M	80 76% EBJLNPTV	24 38% M	64 64% GJT	7 27% M	20 40% M	19 42% M	30 60% J	7 18% M	27 54% M	14 26% M	31 58% O	29 39% M	68 68% QJLT	23 31% M	48 45% S	50 46% MOS	69 55% MOS
TOTAL RESTRICTIONS CONSISTENT (NET)	1091 42% MOS	1644 49% AJPT	36 56% AGMOQS	153 60% BHJLNPTV	32 40% M	67 64% EBJLNPTV	24 38% M	45 45% GJLT	7 27% M	15 30% M	19 42% M	22 44% M	7 18% M	21 42% M	14 26% M	18 34% M	29 39% M	50 50% JT	23 31% M	35 33% MOS	50 46% MOS	51 41% MOS
TOTAL RESTRICTIONS ADDED (NET)	-	1860 56% AJT	-	170 67% CBJLNTV	-	76 72% EBJLNPTV	-	61 61% GJLT	-	15 30% M	-	21 42% K	-	24 48% M	-	30 57% OJT	-	61 61% QJLT	-	40 38% S	-	60 48% UJ
RESTRICTIONS GLOBAL (NET)	1038 40% MO	2068 62% AJT	33 52% MOQS	181 71% CBJNTV	32 40% M	79 75% EBJLNPTV	24 38% M	64 64% GJT	6 23% M	20 40% M	18 40% M	29 58% U	5 13% M	27 54% M	13 25% M	31 58% O	25 34% M	67 67% QJLT	23 31% M	48 45% S	47 44% MO	68 54% MO

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

	2015 Total Registrants	Country																				
		North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
RESTRICTIONS GLOBAL CONSISTENT (NET)	1038	1596	33	144	32	67	24	45	6	15	18	22	5	21	13	18	25	48	23	35	47	43
	40%	48%	52%	56%	40%	64%	38%	45%	23%	30%	40%	44%	13%	42%	25%	34%	48%	31%	33%	44%	44%	34%
	MO	AJPTV	MOQS	BJPTV	M	EBHJLNPRTV	M											JTV	M		MO	
RESTRICTIONS GLOBAL ADDED (NET)	-	1766	-	170	-	74	-	60	-	15	-	17	-	22	-	28	-	61	-	40	-	60
		53%		67%		70%		60%		30%		34%		44%		53%		61%		38%		48%
		AJLT		CBJLNTV		EBJLNPTV		GJLT										QJLT		S		UJ
RESTRICTIONS GEO-SPECIFIC (NET)	304	873	21	63	-	30	-	20	4	7	10	11	6	14	7	11	18	23	11	22	38	38
	12%	26%	33%	25%		29%		20%	15%	14%	22%	22%	16%	28%	13%	21%	AEG	24%	23%	15%	21%	35%
	EG	AJ	AEGOS			EJ		G			AEG		EG		EG		AEG		EG		AEGMOS	J
RESTRICTIONS GEO-SPECIFIC CONSISTENT (NET)	304	299	21	63	-	-	-	-	4	-	10	-	6	-	7	-	18	23	11	-	38	38
	12%	9%	33%	25%					15%		22%		16%		13%		24%	23%	15%		35%	30%
	BEG	FHJLNPT	AEGOS	BFHJLNPT							LAEG		NEG		PEG		AEG	BFHJLNPT	TEG		AEGMOS	BFHJLNPT
RESTRICTIONS GEO-SPECIFIC ADDED (NET)	-	648	-	-	-	30	-	20	7	-	11	-	14	-	11	-	-	-	-	22	-	-
		19%				29%		20%	14%		22%		28%		21%					21%		
		ADR				EBDJRV		GDRV		DRV		KDRV		MDRV		ODRV				SDRV		

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																					
	2015 Total Registrants	North America							Europe													
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
.email	1131 44%	1498 45% D	30 47%	99 39%	33 41%	43 41%	24 38%	49 49%	10 38%	23 46%	17 38%	20 40%	19 50%	24 48%	18 34%	22 42%	29 39%	47 47%	33 44%	54 51% D	47 44%	55 44%
.photography	1192 46%	1637 49% A	27 42%	121 47%	38 48%	51 49%	30 48%	48 48%	11 42%	25 50%	20 44%	21 42%	19 50%	23 46%	25 47%	23 43%	32 43%	58 58%	35 47%	54 51%	50 46%	68 54%
.link	1172 45% EOQ	1556 46% D	28 44%	98 38%	26 33%	43 41%	23 37%	58 58% GBDFLRV	11 42%	26 52%	18 40%	19 38%	18 47%	24 48%	15 28%	26 49% O	24 32%	44 44%	31 41%	50 47%	42 39%	52 42%
.guru	1152 45%	1502 45%	27 42%	103 40%	33 41%	41 39%	25 40%	41 41%	10 38%	25 50%	20 44%	21 42%	18 47%	24 48%	18 34%	21 40%	27 36%	48 48%	27 36%	49 46%	43 40%	53 42%
.realtor	1213 47%	1563 47% DF	27 42%	102 40%	37 46% F	32 30%	31 49%	49 49% F	11 42%	28 56% DF	23 51%	23 46%	19 50%	29 58% DF	19 36%	25 47% F	34 46% F	51 51% F	29 45% F	48 45% F	47 44%	56 45% F
.club	1225 47%	1625 49%	32 50%	130 51%	34 43%	50 48%	28 44% GBFPV	62 62%	8 31%	27 54%	18 40%	25 50%	19 50%	27 54%	20 38%	20 38%	32 43%	52 52%	37 49%	61 58% P	51 47%	57 46%
.xyz	1102 43%	1378 41% DF	24 38%	71 28%	28 35%	23 22%	29 46%	35 35% F	9 35%	24 48% DF	18 40%	22 44% DF	18 47% BDFHR	28 56% F	20 38%	21 40% F	25 34%	37 37% F	25 33%	49 46% DF	38 35%	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 48% 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%	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																					
	2015 Total Registrants	North America								Europe												
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
.madrid	-	24 48%	-	-	-	-	-	-	-	-	-	-	24 48%	-	-	-	-	-	-	-	-	-
.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%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - 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	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
.bogota	-	60 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.cordoba	-	46 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.rio	-	76 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.berlin	45 42%	68 54%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	45 42%	68 54%
.ovh	42 39%	49 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	42 39%	49 39%
.london	189 45%	55 55%	-	-	-	-	-	-	11 42%	-	18 40%	-	17 45%	-	23 43%	-	36 49%	55 55%	35 47%	-	49 45%	-
.nyc	30 47%	130 51%	30 47%	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)	1818 70% OS	2788 83% AT	49 77% OS	211 83%	53 66%	82 78%	43 68%	86 86% GT	17 65%	37 74%	27 60%	43 86% K	24 63%	41 82%	30 57%	44 83% O	52 70%	85 85% Q	44 59%	79 75% S	74 69%	100 80% U
TOTAL RESTRICTIONS CONSISTENT (NET)	1818 70% OS	2675 80% AJ	49 77% OS	208 82% J	53 66%	76 72%	43 68%	83 83% GJ	17 65%	34 68%	27 60%	39 78%	24 63%	35 70%	30 57%	39 74%	52 70%	84 84% QFJN	44 59%	79 75% S	74 69%	99 79%
TOTAL RESTRICTIONS ADDED (NET)	-	2413 72% ADRV	-	150 59% C	-	68 65% E	-	76 76% GDRV	-	34 68%	-	35 70% K	-	39 78% MDRV	-	40 75% OD	-	61 61% Q	-	72 68% S	-	78 62% U
RESTRICTIONS GLOBAL (NET)	1804 70% OS	2760 82% AT	49 77% KOS	210 82%	53 66%	80 76%	43 68%	86 86% GT	17 65%	37 74%	26 58%	41 82% K	24 63%	39 78%	30 57%	43 81% O	51 69%	85 85% Q	44 59%	79 75% S	71 66%	100 80% 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
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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	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
RESTRICTIONS GLOBAL CONSISTENT (NET)	1804 70%	2665 80%	49 77%	206 81%	53 66%	76 72%	43 68%	83 83%	17 65%	34 68%	26 58%	39 78%	24 63%	35 70%	30 57%	39 74%	51 69%	84 84%	44 59%	79 75%	71 66%	97 78%
RESTRICTIONS GLOBAL ADDED (NET)	-	2201 66%	-	150 59%	-	58 55%	-	68 68%	-	33 66%	-	31 62%	-	34 68%	-	38 72%	-	61 61%	-	70 66%	-	78 62%
RESTRICTIONS GEO-SPECIFIC (NET)	613 24%	1768 53%	30 47%	130 51%	-	52 50%	-	51 51%	11 42%	26 52%	18 40%	22 44%	17 45%	24 48%	23 43%	24 45%	36 49%	55 55%	35 47%	55 52%	61 56%	76 61%
RESTRICTIONS GEO-SPECIFIC CONSISTENT (NET)	613 24%	641 19%	30 47%	130 51%	-	-	-	-	11 42%	-	18 40%	-	17 45%	-	23 43%	-	36 49%	55 55%	35 47%	-	61 56%	76 61%
RESTRICTIONS GEO-SPECIFIC ADDED (NET)	-	1351 40%	-	-	-	52 50%	-	51 51%	-	26 52%	-	22 44%	-	24 48%	-	24 45%	-	-	-	55 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 NO RESTRICTIONS

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America							Europe													
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2015 Mexico (w/o client sample)	2016 Canada	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
.email	837 32%	1103 33%	16 25%	106 42% CBHR	32 40%	43 41% H	24 38%	26 26%	12 46%	22 44% H	17 34%	14 37%	15 30%	28 53% ACU	24 45% HR	29 39%	29 29%	30 40%	34 32%	33 31%	51 41% H	
.photography	828 32% C	1094 33%	13 20%	77 30%	25 31%	31 30%	23 37% C	31 31%	11 42%	19 38%	14 31%	21 42% R	13 34%	14 28%	22 42% CU	23 43% R	30 41% RCU	26 26%	28 37% C	33 31%	28 26%	38 30%
.link	857 33%	1251 37% A	19 30%	127 50% CBHN	40 50% ACK	50 48% BHN	28 44%	30 30%	12 46%	20 40%	14 31%	25 50% HN	16 42%	15 30%	31 58% ACKSU	22 42%	36 49% AC	46 46% H	29 39%	42 40%	41 38%	60 48% BHN
.guru	879 34%	1316 39% A	15 23%	115 45% CB	35 44% C	52 50% B	25 40%	40 40%	12 46%	20 40%	14 31%	22 44%	13 34%	19 38%	26 49% AC	25 47%	32 43% C	37 37%	28 37%	43 41%	39 36%	55 44%
.realtor	814 31% C	1041 31% DFR	9 14%	29 11%	19 24%	19 18%	23 37% C	31 31% DFR	12 46%	17 34% DFR	11 24% KBDFHR	24 48% C	15 39%	16 32% DR	27 51% ACEKQ	23 43% DFR	21 28% C	16 16%	28 37% C	45 42% BDFR	40 37% C	55 44% BDFHR
.club	820 32%	1134 34% H	15 23%	85 33% H	34 43% AC	36 34%	23 37% H	22 22%	14 54%	21 42% H	13 29%	20 40% H	14 37%	14 28%	25 47% ACU	25 47% BHN	29 39%	31 31%	27 36%	34 32%	33 31%	47 38% H
.xyz	951 37%	1486 44% AN	25 39%	150 59% CBHJNT	43 54% AK	62 59% BHJNT	24 38%	43 43%	13 50%	21 42%	12 27%	26 52% KN	15 39%	15 30%	29 55% AK	24 45%	35 47% K	48 48% N	32 43%	43 41%	45 42%	61 49% N
.bank	-	640 19% D	-	31 12%	-	16 15%	-	15 15%	-	14 28% DR	-	15 30% BDFHR	-	13 26% DR	-	8 15%	-	13 13%	-	24 23% D	-	26 21% D
.pharmacy	-	747 22% DR	-	27 11%	-	17 16%	-	18 18%	-	11 22% D	-	18 36% BDFHNR	-	8 16%	-	10 19%	-	13 13%	-	28 26% DR	-	28 22% D
.builder	-	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
.toronto	-	23 22%	-	-	-	23 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
quadalajara	-	29 29%	-	-	-	-	-	29 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.roma	-	17 34%	-	-	-	-	-	-	-	17 34%	-	-	-	-	-	-	-	-	-	-	-	-
.istanbul	-	17 34%	-	-	-	-	-	-	-	-	-	17 34%	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - 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	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125	
.madrid	-	12 24%	-	-	-	-	-	-	-	-	-	-	-	12 24%	-	-	-	-	-	-	-	-	-
.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%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
.bogota	-	39 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.cordoba	-	36 35%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.rio	-	75 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.berlin	30 28%	25 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	30 28%	25 20%
.ovh	46 43%	61 49%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	46 43%	61 49%
.london	132 32%	22 22%	-	-	-	-	-	-	10 38%	-	15 33%	-	13 34%	-	22 42% QU	-	18 24%	22 22%	26 35%	-	28 26%	-
.nyc	7 11%	62 24% A	7 11%	62 24% C	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.wang	182 33%	214 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-ses554g (Chinese for network address)	168 31%	202 37% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-55qx5d (Chinese for company)	164 30%	199 36% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL RESTRICTIONS (NET)	1386 54%	2244 67% AN	29 45%	170 67% C	53 66% ACK	76 72% N	39 62%	65 65%	19 73%	31 62%	21 47%	38 76% KN	18 47%	27 54%	36 68% ACK	39 74% N	39 53%	60 60%	40 53%	67 63%	62 57%	90 72% UN
TOTAL RESTRICTIONS CONSISTENT (NET)	1386 54%	2176 65% AN	29 45%	169 66% CN	53 66% ACK	75 71% N	39 62%	63 63%	19 73%	31 62%	21 47%	38 76% KNR	18 47%	25 50%	36 68% ACK	37 70% N	39 53%	59 59%	40 53%	65 61%	62 57%	89 71% UN
TOTAL RESTRICTIONS ADDED (NET)	-	1467 44% ADFR	-	57 22% C	-	31 30% E	-	37 37% GDR	-	22 44% DR	-	30 60% KBDHFHNRV	-	20 40% MDR	-	27 51% ODFR	-	21 21% Q	-	45 42% SDR	-	49 39% UDR
RESTRICTIONS GLOBAL (NET)	1369 53%	2212 66% A	29 45%	170 67% C	53 66% ACK	76 72% NR	39 62%	64 64%	19 73%	31 62%	21 47%	38 76% KNR	18 47%	27 54%	36 68% ACK	39 74% N	39 53%	58 58%	40 53%	66 62%	62 57%	89 71% UNR

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
RESTRICTIONS GLOBAL CONSISTENT (NET)	1369 53%	2152 64% AN	29 45%	169 66% CN	53 66% ACK	75 71% NR	39 62%	63 63%	19 73%	31 62%	21 47%	38 76% KNR	18 47%	25 50%	36 68% ACK	37 70% N	39 53%	57 57%	40 53%	65 61%	62 57%	88 70% UNR
RESTRICTIONS GLOBAL ADDED (NET)	-	1227 37% ADFHR	-	57 22% C	-	26 25% E	-	26 26% G	-	21 42% DFHR	-	27 54% KBFHR	-	19 38% MDR	-	23 43% ODFHR	-	21 21% Q	-	41 39% SDFR	-	49 39% UDFHR
RESTRICTIONS GEO-SPECIFIC (NET)	427 16% EG	1174 35% ADFR	7 11% EG	62 24% C	-	23 22% E	-	29 29% G	10 38%	17 34% ACEG	15 33% ACEG	17 34% ACEG	13 34% ACEGQ	12 24% ACEGQ	22 42% ACEGQ	18 34% CEG	22 22% CEG	26 35% ACEG	29 27% ACEG	51 47% ACEGQ	66 53% BDFHJLNPT	
RESTRICTIONS GEO-SPECIFIC CONSISTENT (NET)	427 16% BEG	452 13% FHJLNPT	7 11% EG	62 24% CBFHJLNPT	-	-	-	10 38%	-	15 33% LACEG	-	13 34% NACEG	-	22 42% PACEGQ	-	18 24% CEG	22 22% BFHJLNPT	26 35% TACEG	-	51 47% ACEGQ	66 53% BDFHJLNPT	
RESTRICTIONS GEO-SPECIFIC ADDED (NET)	-	870 26% ADRV	-	-	23 22% EDRV	-	29 29% GDRV	-	17 34% DRV	-	17 34% KDRV	-	12 24% MDRV	-	18 34% ODRV	-	-	-	-	29 27% 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?

1. .email

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America								Europe												
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
STRICT/SOME RESTRICTIONS (NET)	1697 66% O	2246 67% D	43 67% O	149 58%	46 58%	62 59%	38 60%	74 74%	13 50%	28 56%	26 58%	33 66%	21 55%	35 70%	24 45%	29 55%	44 59%	71 71% DP	42 56%	72 68%	72 67% O	74 59%
Strict purchase restrictions should be required	566 22% MS	748 22% J	13 20% M	50 20%	13 16%	19 18%	14 22% M	25 25% J	3 12%	5 10%	9 20%	13 26% J	2 5%	11 22% M	6 11%	7 13%	15 20% M	24 24% J	9 12%	18 17%	25 23% M	19 15%
Some purchase restrictions should be required	1131 44%	1498 45% D	30 47%	99 39%	33 41%	43 41%	24 38%	49 49%	10 38%	23 46%	17 38%	20 40%	19 50%	24 48%	18 34%	22 42%	29 39%	47 47%	33 44%	54 51% D	47 44%	55 44%
No purchase restrictions should be required	837 32%	1103 33%	16 25% CBHR	106 42%	32 40%	43 41% H	24 38%	26 26%	12 46%	22 44% H	17 38%	17 34%	14 37%	15 30%	28 53% ACU	24 45% HR	29 39%	29 29%	30 40%	34 32%	33 31%	51 41% H
Not Sure	48 2% B	-	5 8% DA	-	2 3%	-	1 2%	-	1 4%	-	1 2%	-	2 5%	-	1 2%	-	1 1%	-	3 4% T	-	2 2%	-
Decline to Answer	6 B	-	-	-	-	-	-	-	-	-	1 2% A	-	1 3% A	-	-	-	-	-	-	-	1 1%	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_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																					
	2015 Total Registrants	North America							Europe													
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
STRICT/SOME RESTRICTIONS (NET)	1708 66%	2255 67%	47 73%	178 70%	53 66%	74 70%	39 62%	69 69%	14 54%	31 62%	29 64%	29 58%	22 58%	36 72%	30 57%	30 57%	43 58%	74 74% QLP	44 59%	73 69%	78 72% OQ	87 70%
Strict purchase restrictions should be required	516 20%	618 18% AGMOQS	20 31%	57 22%	15 19%	23 22%	9 14%	21 21%	3 12%	6 12%	9 20%	8 16%	3 8%	13 26% M	5 9%	7 13%	11 15%	16 16%	9 12%	19 18%	28 26% VMOS	19 15%
Some purchase restrictions should be required	1192 46%	1637 49% A	27 42%	121 47%	38 48%	51 49%	30 48%	48 48%	11 42%	25 50%	20 44%	21 42%	19 50%	23 46%	25 47%	23 43%	32 43%	58 58%	35 47%	54 51%	50 46%	68 54%
No purchase restrictions should be required	828 32% C	1094 33%	13 20%	77 30%	25 31%	31 30%	23 37% C	31 31%	11 42%	19 38%	14 31%	21 42% R	13 34%	14 28%	22 42% CU	23 43% R	30 41% RCU	26 26%	28 37% C	33 31%	28 26%	38 30%
Not Sure	48 2% B	-	4 6% DAU	-	2 3%	-	1 2%	-	1 4%	-	1 2%	-	3 8% NAU	-	1 2%	-	1 1%	-	3 4% T	-	1 1%	-
Decline to Answer	4 B	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-	-	-	1 1%	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_3. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

3. .link

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America								Europe												
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	74*	100	75*	106	108	125	
STRICT/SOME RESTRICTIONS (NET)	1674 65% EOQ	2098 63% DFV	39 61% O	128 50%	37 46%	55 52%	34 54% GDFLRV	70 70%	13 50%	30 60%	29 64% O	25 50%	20 53% DFLV	35 70%	19 36%	31 58% O	36 49%	54 54%	42 56% O	64 60%	64 59% O	65 52%
Strict purchase restrictions should be required	502 19% BMO	542 16% D	11 17%	30 12%	11 14%	12 11%	11 17%	12 12%	2 8%	4 8%	11 24% MO	6 12%	2 5%	11 22% MRV	4 8%	5 9%	12 16%	10 10%	11 15%	14 13%	22 20% VMO	13 10%
Some purchase restrictions should be required	1172 45% EOQ	1556 46% D	28 44%	98 38%	26 33%	43 41%	23 37% GBDFLRV	58 58%	11 42%	26 52%	18 40%	19 38%	18 47%	24 48%	15 28%	26 49% O	24 32%	44 44%	31 41%	50 47%	42 39%	52 42%
No purchase restrictions should be required	857 33%	1251 37% A	19 30% CBHN	127 50% ACK	40 50% BHN	50 48% BHN	28 44%	30 30%	12 46%	20 40%	14 31%	25 50% HN	16 42%	15 30% ACKSU	31 58% ACKSU	22 42%	36 49% AC	46 46% H	29 39%	42 40%	41 38%	60 48% BHN
Not Sure	52 2% B	-	6 9% DAU	-	3 4% F	-	1 2%	-	1 4%	-	1 2%	-	2 5%	-	3 6%	-	2 3%	-	4 5% TA	-	2 2%	-
Decline to Answer	5 B	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-	-	-	1 1%	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
STRICT/SOME RESTRICTIONS (NET)	1649 64% BEO	2033 61% DF	43 67% O	140 55%	42 53%	53 50%	36 57%	60 60%	13 50%	30 60%	29 64%	28 56%	22 58%	31 62%	25 47%	28 53%	41 55%	63 63%	43 57%	63 59%	66 61%	70 56%
Strict purchase restrictions should be required	497 19% B	531 16%	16 25% DE	37 15%	9 11%	12 11%	11 17%	19 19%	3 12%	5 10%	9 20%	7 14%	4 11%	7 14%	7 13%	7 13%	14 19%	15 15%	16 21%	14 13%	23 21%	17 14%
Some purchase restrictions should be required	1152 45%	1502 45%	27 42%	103 40%	33 41%	41 39%	25 40%	41 41%	10 38%	25 50%	20 44%	21 42%	18 47%	24 48%	18 34%	21 40%	27 36%	48 48%	27 36%	49 46%	43 40%	53 42%
No purchase restrictions should be required	879 34%	1316 39% A	15 23%	115 45% CB	35 44% C	52 50% B	25 40%	40 40%	12 46%	20 40%	14 31%	22 44%	13 34%	19 38%	26 49% AC	25 47%	32 43% C	37 37%	28 37%	43 41%	39 36%	55 44%
Not Sure	55 2% B	-	6 9% DAQU	-	3 4% F	-	2 3%	-	1 4%	-	1 2%	-	2 5%	-	2 4%	-	1 1%	-	4 5% T	-	2 2%	-
Decline to Answer	5 B	-	-	-	-	-	-	-	-	-	1 2% A	-	1 3% A	-	-	-	-	-	-	-	1 1%	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_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																					
	2015 Total Registrants	North America							Europe													
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
STRICT/SOME RESTRICTIONS (NET)	1717 66% O	2308 69% ALTV	51 80% AGMOSU	226 89% BHJLNPTV	58 73% OS	86 82% BHJLNPTV	38 60% LV	69 69% LV	13 50% O	33 66% O	32 71% O	26 52% O	21 55% O	34 68% O	24 45% O	30 57% O	52 70% O	84 84% QBHJLNPTV	42 56% O	61 58% O	64 59% O	70 56% O
Strict purchase restrictions should be required	504 19% M	745 22% AJLNPTV	24 38% AGMOSU	124 49% BHJLNPTV	21 26% GMO	54 51% EBHJLNPTV	7 11% L	20 20% L	2 8% L	5 10% L	9 20% L	3 6% L	2 5% L	5 10% L	5 9% L	5 9% L	18 24% GMO	33 33% BHJLNPTV	13 17% L	13 12% L	17 16% L	14 11% L
Some purchase restrictions should be required	1213 47% DF	1563 47% DF	27 42% AGMOSU	102 40% BHJLNPTV	37 46% F	32 30% F	31 49% F	49 49% F	11 42% DF	28 56% DF	23 51% DF	23 46% DF	19 50% DF	29 58% DF	19 36% DF	25 47% F	34 46% F	51 51% F	29 39% F	48 45% F	47 44% F	56 45% F
No purchase restrictions should be required	814 31% C	1041 31% DFR	9 14% AGMOSU	29 11% BHJLNPTV	19 24% F	19 18% F	23 37% C	31 31% DFR	12 46% DFR	17 34% DFR	11 24% KBDFHR	24 48% KBDFHR	15 39% C	16 32% DR	27 51% ACEKQ	23 43% DFR	21 28% C	16 16% C	28 37% C	45 42% BDFR	40 37% C	55 44% BDFHR
Not Sure	53 2% B	-	4 6% DA	-	3 4% F	-	2 3% F	-	1 4% F	-	1 2% A	-	2 5% F	-	2 4% F	-	1 1% F	-	5 7% TA	-	3 3% F	-
Decline to Answer	4 B	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-	-	-	1 1% F	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_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																					
	2015 Total Registrants	North America								Europe												
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
STRICT/SOME RESTRICTIONS (NET)	1716 66% EO	2215 66% P	45 70% O	170 67%	44 55%	69 66%	39 62% GBDJL	78 78% PV	11 42%	29 58%	30 67%	21 55%	36 72% P	27 51%	28 53%	44 59%	69 69%	44 59%	72 68%	71 66%	78 62%	
Strict purchase restrictions should be required	491 19% MS	590 18% JT	13 20% M	40 16% J	10 13%	19 18% J	11 17% J	16 16% J	3 12%	2 4% LEMS	12 27% LEMS	5 10%	2 5%	9 18% J	7 13%	8 15%	12 16%	17 17% J	7 9%	11 10%	20 19%	21 17% J
Some purchase restrictions should be required	1225 47%	1625 49%	32 50%	130 51%	34 43%	50 48%	28 44% GBFPV	62 62% PV	8 31%	27 54%	18 40%	25 50%	19 50%	27 54%	20 38%	20 38%	32 43%	52 52%	37 49%	61 58% P	51 47%	57 46%
No purchase restrictions should be required	820 32%	1134 34% H	15 23%	85 33% H	34 43% AC	36 34%	23 37% H	22 22%	14 54%	21 42% H	13 29%	20 40% H	14 37%	14 28%	25 47% ACU	25 47% BHN	29 39%	31 31%	27 36%	34 32%	33 31%	47 38% H
Not Sure	48 2% B	-	4 6% DA	-	2 3%	-	1 2%	-	1 4%	-	1 2%	-	3 8% NA	-	1 2%	-	1 1%	-	4 5% TA	-	3 3%	-
Decline to Answer	4 B	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-	-	-	1 1%	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_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																					
	2015 Total Registrants	North America							Europe													
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
STRICT/SOME RESTRICTIONS (NET)	1574 61% BEO	1863 56% DF	32 50%	105 41%	34 43%	43 41%	37 59%	57 57% DF	12 46%	29 58% DF	31 69% LEOQ	24 48%	21 55% BDFLRV	35 70%	22 42%	29 55%	37 50%	52 52%	39 52%	63 59% DF	59 55%	64 51%
Strict purchase restrictions should be required	472 18% BEO	485 14% L	8 13%	34 13%	6 8%	20 19% ELV	8 13%	22 22% BDLV	3 12%	5 10% LCEGMO	13 29%	2 4%	3 8%	7 14%	2 4%	8 15% O	12 16% O	15 15% L	14 19% EO	14 13%	21 19% VEO	11 9%
Some purchase restrictions should be required	1102 43%	1378 41% DF	24 38%	71 28%	28 35%	23 22%	29 46%	35 35% F	9 35%	24 48% DF	18 40%	22 44% DF	18 47% BDFHR	28 56%	20 38%	21 40% F	25 34%	37 37% F	25 33%	49 46% DF	38 35%	53 42% DF
No purchase restrictions should be required	951 37%	1486 44% AN	25 39% CBHJNT	150 59%	43 54% AK	62 59% BHJNT	24 38%	43 43%	13 50%	21 42%	12 27%	26 52% KN	15 39%	15 30%	29 55% AK	24 45%	35 47% K	48 48% N	32 43%	43 41%	45 42%	61 49% N
Not Sure	58 2% B	-	7 11% DAU	-	3 4% F	-	2 3%	-	1 4%	-	1 2%	-	2 5%	-	2 4%	-	2 3%	-	4 5% T	-	3 3%	-
Decline to Answer	5 B	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-	-	-	1 1%	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_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																					
	2015 Total Registrants	North America							Europe													
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 US	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
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		BJLNTV		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		BJLNPTV		BHJLNPTV		JLT								JT		BJLNTV				
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		BDFHR		DR						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																					
	2015 Total Registrants	North America							Europe													
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(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	-	228	-	88	-	82	-	39	-	32	-	42	-	43	-	87	-	78	-	97
		78%		89%		84%		82%		78%		64%		84%		81%		87%		74%		78%
				BJLTV														BLT				
Strict purchase restrictions should be required	-	1250	-	149	-	70	-	42	-	14	-	9	-	17	-	21	-	51	-	31	-	49
		37%		58%		67%		42%		28%		18%		34%		40%		51%		29%		39%
				BHJLNPTV														BJLT				
Some purchase restrictions should be required	-	1352	-	79	-	18	-	40	-	25	-	23	-	25	-	22	-	36	-	47	-	48
		40%		31%		17%		40%		50%		46%		50%		42%		36%		44%		38%
				F				F		DF		DF		DF		F		F		DF		F
No purchase restrictions should be required	-	747	-	27	-	17	-	18	-	11	-	18	-	8	-	10	-	13	-	28	-	28
		22%		11%		16%		18%		22%		36%		16%		19%		13%		26%		22%
										D		BDFHNR								DR		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_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																					
	2015 Total Registrants	North America							Europe													
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 US	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	**	3349	**	255	**	105	**	100	**	50*	**	50*	**	50*	**	53*	**	100	**	106	**	125
STRICT/SOME RESTRICTIONS (NET)	-	2402	-	207	-	82	-	79	-	32	-	27	-	38	-	34	-	85	-	72	-	89
		72%		81%		78%		79%		64%		54%		76%		64%		85%		68%		71%
		L		BJLPTV		L		LP						L				BJLPTV				L
Strict purchase restrictions should be required	-	732	-	85	-	32	-	24	-	5	-	3	-	11	-	4	-	34	-	19	-	24
		22%		33%		30%		24%		10%		6%		22%		8%		34%		18%		19%
		JLP		BJLPTV		BJLPTV		JLP						LP				BJLPTV		L		L
Some purchase restrictions should be required	-	1670	-	122	-	50	-	55	-	27	-	24	-	27	-	30	-	51	-	53	-	65
		50%		48%		48%		55%		54%		48%		54%		57%		51%		50%		52%
No purchase restrictions should be required	-	947	-	48	-	23	-	21	-	18	-	23	-	12	-	19	-	15	-	34	-	36
		28%		19%		22%		21%		36%		46%		24%		36%		15%		32%		29%
		DR						DR		DR		BDFHNRV				DHR				DR		DR
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_23. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

23. .toronto

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(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																					
	2015 Total Registrants	North America							Europe													
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
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?

25. .roma

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America									Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(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																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
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?

27. .madrid

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(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/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(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?

29. .paris

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(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?

30. Foshan

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(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?

31. .hanoi

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(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/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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?

32. .manilla

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(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																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(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/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/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																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(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																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(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?

36. .delhi

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(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																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(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?

38. .abuja

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(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?

39. .capetown

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
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?

40. .cairo

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(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																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(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?

42. .cordoba

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(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?

43. .rio

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(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?

8. .berlin

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	108	125	108	125
STRICT/SOME RESTRICTIONS (NET)	76 70%	100 80%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	76 70%	100 80%
Strict purchase restrictions should be required	31 29%	32 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	31 29%	32 26%
Some purchase restrictions should be required	45 42%	68 54%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	45 42%	68 54%
No purchase restrictions should be required	30 28%	25 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	30 28%	25 20%
Not Sure	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-
Decline to Answer	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-
Sigma	108 100%	125 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	108 100%	125 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/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																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	108	125	108	125
STRICT/SOME RESTRICTIONS (NET)	59 55%	64 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	59 55%	64 51%
Strict purchase restrictions should be required	17 16%	15 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17 16%	15 12%
Some purchase restrictions should be required	42 39%	49 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	42 39%	49 39%
No purchase restrictions should be required	46 43%	61 49%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	46 43%	61 49%
Not Sure	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	-
Decline to Answer	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-
Sigma	108 100%	125 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	108 100%	125 100%

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

10. .london

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America							Europe													
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	419	100	-**	-**	-**	-**	-**	26**	-**	45*	-**	38*	-**	53*	-**	74*	100	75*	-**	108	-**	
STRICT/SOME RESTRICTIONS (NET)	274 65%	78 78% A	-	-	-	-	-	15 58%	-	28 62%	-	23 61%	-	30 57%	-	54 73%	78 78%	46 61%	-	78 72% O	-	
Strict purchase restrictions should be required	85 20%	23 23%	-	-	-	-	-	4 15%	-	10 22%	-	6 16%	-	7 13%	-	18 24%	23 23%	11 15%	-	29 27%	-	
Some purchase restrictions should be required	189 45%	55 55%	-	-	-	-	-	11 42%	-	18 40%	-	17 45%	-	23 43%	-	36 49%	55 55%	35 47%	-	49 45%	-	
No purchase restrictions should be required	132 32%	22 22%	-	-	-	-	-	10 38%	-	15 33%	-	13 34%	-	22 42% QU	-	18 24%	22 22%	26 35%	-	28 26%	-	
Not Sure	11 3%	-	-	-	-	-	-	1 4%	-	1 2%	-	2 5%	-	1 2%	-	2 3%	-	3 4%	-	1 1%	-	
Decline to Answer	2	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	1 1%	-	
Sigma	419 100%	100 100%	-	-	-	-	-	26 100%	-	45 100%	-	38 100%	-	53 100%	-	74 100%	100 100%	75 100%	-	108 100%	-	

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

11. .nyc

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	64*	255	64*	255	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
STRICT/SOME RESTRICTIONS (NET)	51 80%	193 76%	51 80%	193 76%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	21 33%	63 25%	21 33%	63 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	30 47%	130 51%	30 47%	130 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	7 11%	62 24% A	7 11%	62 24% C	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	6 9% B	-	6 9% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	64 100%	255 100%	64 100%	255 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_12. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

12. .wang

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	548	551
STRICT/SOME RESTRICTIONS (NET)	357 65%	337 61%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	101 18%	86 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	256 47%	251 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	182 33%	214 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	9 2% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	548 100%	551 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/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																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	548	551
STRICT/SOME RESTRICTIONS (NET)	369 67%	349 63%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	122 22%	103 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	247 45%	246 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	168 31%	202 37% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	11 2% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	548 100%	551 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: All Qualified Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	548	551
STRICT/SOME RESTRICTIONS (NET)	374 68%	352 64%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	121 22%	97 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	253 46%	255 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	164 30%	199 36% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	10 2% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	548 100%	551 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: All Qualified Respondents

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(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/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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

Q900. How would you describe the processing of registering a domain?

19 Aug 2016
Table 301

Base: All Qualified Respondents

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOP 2 BOX (NET)	1386 54%	1754 52%	43 67% AK	177 69% BL	43 54%	74 70% EBL	43 68% AK	63 63% BL	17 65%	32 64% L	19 42%	22 44%	22 58%	28 56%	29 55%	33 62% AEKOS	54 73%	60 60%	43 57%	67 63% BL	72 67% AK	87 70% BL
Very easy	436 17% B	426 13% N	14 22% G	62 24% BHJNT	15 19%	20 19% BN	5 8%	14 14% N	1 4%	4 8%	6 13%	9 18% N	4 11%	1 2%	8 15%	7 13% N	25 34% AEGKMOSU	22 22% BJNT	9 12%	11 10%	18 17%	21 17% N
Somewhat easy	950 37%	1328 40% AL	29 45%	115 45% L	28 35%	54 51% EBL	38 60% AEKQQ	49 49% L	16 62%	28 56% BLR	13 29%	13 26%	18 47%	27 54% BL	21 40%	26 49% L	29 39%	38 38%	34 45%	56 53% BLR	54 50% AEK	66 53% BLR
BOTTOM 2 BOX (NET)	1183 46% CGQU	1595 48% DFHTV	21 33%	78 31%	36 45% FQ	31 30%	20 32%	37 37%	9 35%	18 36%	25 56% CGQU	28 56% DFHJTV	15 39%	22 44%	23 43%	20 38%	20 27%	40 40%	31 41%	39 37%	34 31%	38 30%
Somewhat difficult	1016 39% CGQU	1381 41% DFV	15 23%	67 26%	27 34%	27 26%	16 25%	33 33%	9 35%	18 36%	21 47% CGQU	24 48% DFV	14 37%	22 44% DFV	23 43% CGQU	16 30%	19 26%	33 33%	27 36%	35 33%	28 26%	32 26%
Very difficult	167 6%	214 6%	6 9% OQ	11 4%	9 11% OQ	4 4%	4 6%	4 4%	-	-	4 9% O	4 8% JN	1 3%	-	-	4 8% O	1 1%	7 7%	4 5%	4 4%	6 6%	6 5%
Decline to Answer	1	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-	-	-	-	-
Not Sure	18 1% B	-	-	-	1 1%	-	-	-	-	-	-	-	1 3%	-	1 2%	-	-	-	1 1%	-	2 2%	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

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

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 (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
Price	1418 55% Q	1825 54% D	35 55%	108 42%	47 59%	49 47%	34 54%	49 49%	14 54%	35 70%	23 51%	32 64% DF	24 63% Q	35 70%	32 60%	39 74% BDFHRTV	32 43%	49 49%	36 48%	53 50%	54 50%	67 54% D
Make it less complicated	1244 48% BCQU	1502 45% DFJNRTV	22 34%	78 31%	30 38%	32 30%	32 51% QU	40 40% V	6 23%	15 30%	21 47% QU	21 42% V	13 34%	14 28%	23 43% QU	19 36%	17 23%	31 31%	28 37%	31 29%	29 27%	29 23%
Make it quicker	1195 46% CEGMOSU	1470 44% DFPRV	12 19%	55 22%	18 23%	17 16%	19 30%	38 38% DFRV	9 35%	24 48% DFRV	23 51% CEGMOSU	20 40% DFRV	9 24%	20 40% DFRV	18 34%	16 30% F	16 22%	23 23%	24 32%	37 35% DFV	28 26%	27 22%
Make it easier to register in multiple TLDs	890 34% BOQ	1033 31% DFRV	16 25%	40 16%	20 25% F	13 12%	29 46% ACEKOQS	36 36% DFPRV	6 23%	12 24%	11 24% DFPRTV	21 42% DFRV	13 34%	15 30% DF	10 19%	10 19%	15 20%	19 19%	21 28%	25 24% F	34 31% V	25 20%
Other	19 1%	29 1%	2 3% A	12 5% BT	1 1%	5 5% BT	2 2%	1 1%	-	-	-	-	-	-	-	1 1%	3 3% B	2 3%	-	-	1 1%	1 1%
Nothing	189 7%	258 8% L	13 20% AGKMS	69 27% BHJLNPT	12 15% AG	28 27% BHJLNPT	2 3%	6 6%	1 4%	2 2% A	2 4%	-	2 5%	2 4%	6 11%	2 4% RAEGKMS	26 35% BHJLNPT	21 21% BHJLNPT	4 5% SBHJLNPT	16 15% AGKMS	27 25% BHJLNPT	28 22% BHJLNPT
Not Sure	11 B	-	-	-	-	-	-	-	-	-	-	-	1 3% A	-	1 2%	-	-	-	-	-	-	-
Decline to Answer	1	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-	-	-	-	-
Sigma	4967 192%	6117 183%	100 156%	362 142%	128 160%	144 137%	117 186%	170 170%	36 138%	87 174%	81 180%	94 188%	62 163%	86 172%	90 170%	86 162%	107 145%	146 146%	115 153%	162 153%	173 160%	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; ** 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 TOP 2 BOX

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America								Europe												
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(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
It was easy to find a domain name and extension that worked for my needs	-	2002 60%	-	192 75%	-	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%	-	107 42%	-	40 38%	-	52 52%	-	19 38%	-	29 58%	-	24 48%	-	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%	-	89 35%	-	30 29%	-	63 63%	-	22 44%	-	33 66%	-	31 62%	-	31 58%	-	29 29%	-	38 36%	-	37 30%
I did not feel like I had many alternatives that were available for registration	-	1331 40%	-	87 34%	-	30 29%	-	48 48%	-	18 36%	-	27 54%	-	22 44%	-	20 38%	-	41 41%	-	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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(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
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% JLNP	-	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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)		2015 Mexico (w/o client sample)		2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)		2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)		2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)		2015 Germany (w/o client sample)	
					2016 US	Canada	Mexico	2016 Mexico			Turkey	Turkey			Poland	Poland			France	France	Germany	Germany
(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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	**	3349	**	255	**	105	**	100	**	50*	**	50*	**	50*	**	53*	**	100	**	106	**	125
TOP 2 BOX (NET)	-	1684 50%	-	107 42%	-	40 38%	-	52 52%	-	19 38%	-	29 58%	-	24 48%	-	17 32%	-	36 36%	-	30 28%	-	33 26%
Strongly agree	-	572 17%	-	33 13%	-	9 9%	-	17 17%	-	2 4%	-	11 22%	-	2 4%	-	7 13%	-	11 11%	-	8 8%	-	11 9%
Somewhat agree	-	1112 33%	-	74 29%	-	31 30%	-	35 35%	-	17 34%	-	18 36%	-	22 44%	-	10 19%	-	25 25%	-	22 21%	-	22 18%
Neither agree nor disagree	-	1027 31%	-	106 42%	-	44 42%	-	26 26%	-	17 34%	-	11 22%	-	18 36%	-	22 42%	-	52 52%	-	40 38%	-	55 44%
BOTTOM 2 BOX (NET)	-	638 19%	-	42 16%	-	21 20%	-	22 22%	-	14 28%	-	10 20%	-	8 16%	-	14 26%	-	12 12%	-	36 34%	-	37 30%
Somewhat disagree	-	432 13%	-	26 10%	-	17 16%	-	16 16%	-	9 18%	-	8 16%	-	6 12%	-	9 17%	-	6 6%	-	23 22%	-	22 18%
Strongly disagree	-	206 6%	-	16 6%	-	4 4%	-	6 6%	-	5 10%	-	2 4%	-	2 4%	-	5 9%	-	6 6%	-	13 12%	-	15 12%
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

19 Aug 2016
Table 307

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America							Europe													
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(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)	-	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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(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)	-	1331 40% FTV	-	87 34%	-	30 29%	-	48 48%	-	18 36%	-	27 54% DFTV	-	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%	-	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

19 Aug 2016
Table 309

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America								Europe												
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
Internet service providers/the agency that provides my internet access	1269 49% CEMQSU	1566 47% DFRV	16 25%	71 28% R	20 25%	24 23%	34 54% CEMQU	55 55% DFNRV	7 27%	19 38% R	18 40% Q	22 44% DFR	12 32%	18 36% R	19 36% Q	22 42% DFR	13 18%	17 17%	28 37% Q	47 44% DFR	40 37% Q	44 35% FR
Web based marketing companies	1030 40% CEMQS	1255 37% DFNPRTV	17 27%	61 24%	20 25%	25 24%	25 40% BDFJLNPRTV	55 55% BDFJLNPRTV	4 15%	17 34% R	13 29%	13 26%	9 24%	12 24%	19 36% R	12 23%	18 24%	19 19%	18 24%	25 24%	38 35% F	31 25% DF
E-commerce companies	1061 41% CEMQS	1302 39% DFRT	10 16%	54 21%	14 18%	18 17%	29 46% CEMQS	45 45% DFJNRTV	6 23%	14 28%	16 36% CE	17 34% F	7 18%	13 26%	15 28%	16 30%	16 22%	22 22%	22 29%	31 29% F	35 32% CE	40 32% DF
Software companies	1213 47% CEQSU	1510 45% DFPRTV	15 23%	57 22%	13 16%	15 14%	38 60% ACEKMQSU	59 59% BDFJLNPRTV	9 35%	19 38% DFR	15 33% E	25 50% DFPRTV	12 32%	18 36% DFR	20 38% EQ	15 28% F	16 22%	19 19%	24 32% E	33 31% FR	36 33% E	37 30% F
Computer hardware companies	1125 43% CEKQSU	1487 44% DFRTV	18 28%	67 26% F	16 20%	17 16%	31 49% CEKMQSU	56 56% BDFJLNPRTV	7 27%	16 32% F	13 29%	18 36% F	11 29%	16 32% F	18 34% FR	20 38% FR	14 19%	22 22%	23 31%	36 34% F	35 32% Q	40 32% 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; ** 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 BOTTOM 2 BOX

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
Internet service providers/the agency that provides my internet access	367 14%	490 15% N	17 27% AGO	41 16% N	21 26% AGKO	29 28% BDHJNT	5 8%	9 9%	4 15%	3 6%	5 11%	9 18% N	7 18% N	2 4%	6 11%	8 15%	19 26% AGO	18 18% JN	12 16%	17 16% N	22 20% G	22 18% JN
Web based marketing companies	553 21%	688 21% HJN	19 30% Q	64 25% HJN	20 25% BHJN	32 30% BHJN	14 22% H	4 4%	6 23%	4 8%	12 27% HJN	13 26% HJN	9 24% N	4 8%	9 17% BHJN	17 32% BHJN	10 14% A	19 19% H	20 27% Q	29 27% HJN	31 29% Q	30 24% HJN
E-commerce companies	493 19%	599 18%	19 30% A	55 22% J	18 23% AGO	29 28% BHJ	12 19%	13 13%	5 19%	4 8%	7 16%	14 28% HJ	9 24%	7 14%	16 30% A	10 19% A	16 22% J	21 21% A	21 28% A	21 20% AGO	29 27% A	26 21% J
Software companies	395 15% G	489 15% DAGKMOGS	26 41% BH	51 20% BH	25 31% AGO	28 27% BHJN	4 6%	9 9%	4 15%	6 12%	7 16%	10 20% G	8 21% G	5 10%	5 9%	9 17%	16 22% G	18 18% G	17 23% G	19 18% AGO	29 27% AGO	26 21% BH
Computer hardware companies	469 18% BGO	513 15% HN DAGKOS	23 36% DAGKOS	52 20% BHN	24 30% AGO	29 28% BHJNT	5 8%	6 6%	4 15%	6 12%	8 18%	8 16% HN	8 21% N	2 4%	4 8%	8 15%	19 26% GO	22 22% HN	14 19%	14 13%	31 29% AGO	27 22% BHN

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_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	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOP 2 BOX (NET)	1269 49% CEMQU	1566 47% DFRV	16 25%	71 28% R	20 25%	24 23%	34 54% CEMQU	55 55% DFNRV	7 27%	19 38% R	18 40% Q	22 44% DFR	12 32%	18 36% R	19 36% Q	22 42% DFR	13 18%	17 17%	28 37% Q	47 44% DFR	40 37% Q	44 35% FR
Trust much more	497 19% BE	520 16% DFLR	9 14% D	16 6%	7 9%	4 4%	14 22% E	14 14% DFR	1 4%	4 8%	7 16%	2 4%	3 8%	4 8%	8 15%	5 9%	8 11% R	3 3%	11 15%	12 11% FR	22 20% E	17 14% DFR
Trust somewhat more	772 30% CEQU	1046 31% DFRV	7 11%	55 22%	13 16%	20 19%	20 32% CEQU	41 41% BDFRV	6 23%	15 30% R	11 24% Q	20 40% DFRV	9 24% Q	14 28% R	11 21% Q	17 32% R	5 7%	14 14%	17 23% Q	35 33% DFR	18 17% E	27 22% DFR
Trust the same	925 36% A	1293 39% A	28 44%	143 56% BHLT	39 49% A	52 50% B	23 37%	36 36%	15 58%	28 56% BH	21 47%	19 38%	17 45%	30 60% BHLT	27 51% A	40 43% AG	65 65% BFHLPV	32 43%	42 40%	46 43%	59 47% B	
BOTTOM 2 BOX (NET)	367 14%	490 15% N	17 27% AGO	41 16% N	21 26% AGKO	29 28% BDHJNT	5 8%	9 9%	4 15%	3 6%	5 11%	9 18% N	7 18% N	2 4%	6 11% AGO	8 15% N	19 26% JN	18 18% JN	12 16% N	17 16% N	22 20% G	22 18% JN
Trust somewhat less	280 11%	362 11% H	12 19% A	27 11% H	17 21% AG	20 19% BDHJN	5 8%	9 9%	3 12%	2 4%	4 9%	5 10%	4 11%	2 4%	5 9%	6 11% AGKOS	18 24% H	14 14%	8 11%	13 12%	15 14%	17 14%
Trust much less	87 3%	128 4% H	5 8% AG	14 5% H	4 5% AG	9 9% BHN	-	-	1 4%	1 2%	2 4%	4 8% HN	3 8% NG	-	1 2%	2 4%	1 1%	4 4% H	5 5%	4 4%	7 6% G	5 4% H
Decline to Answer	1	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-	-	-	-	-
Not Sure	26 1% B	-	3 5% DAU	-	-	-	1 2%	-	-	-	-	-	2 5% AEU	-	1 2%	-	2 3% TAU	-	3 4% TAU	-	-	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_2. How much do you trust the domain name industry compared to these other industries?
2. Web based marketing companies

19 Aug 2016
Table 312

Base: All Qualified Respondents

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOP 2 BOX (NET)	1030 40% CEMQS	1255 37% DFNPRTV	17 27%	61 24%	20 25%	25 24%	25 40%	55 55%	4 15%	17 34% R	13 29%	13 26%	9 24%	12 24%	19 36%	12 23%	18 24%	19 19%	18 24%	25 24%	38 35%	31 25%
Trust much more	359 14% BES	391 12% DFJ	4 6%	16 6%	5 6%	4 4%	6 10%	17 17%	2 8%	1 2%	4 9%	4 8%	3 8%	2 4%	7 13%	2 4%	11 15%	8 8%	4 5%	7 7%	13 12%	9 7%
Trust somewhat more	671 26% Q	864 26% DRTV	13 20%	45 18%	15 19%	21 20%	19 30%	38 38%	2 8%	16 32% DRTV	9 20%	9 18%	6 16%	10 20%	12 23% Q	10 19%	7 9%	11 11%	14 19%	18 17%	25 23% Q	22 18%
Trust the same	975 38% A	1406 42% A	25 39%	130 51% B	40 50% A	48 46%	23 37%	41 41%	16 62%	29 58% B	19 42%	24 48%	18 47%	34 68%	24 45%	24 45% ACGU	44 59% BFHP	62 62%	33 44%	52 49%	39 36%	64 51% UB
BOTTOM 2 BOX (NET)	553 21% HJN	688 21% HJN	19 30% Q	64 25% HJN	20 25%	32 30% BHJN	14 22% H	4 4%	6 23%	4 8%	12 27%	13 28% HJN	9 24% N	4 8%	9 17% BHJN	17 32% H	10 14%	19 19% H	20 27% Q	29 27% HJN	31 29% Q	30 24% HJN
Trust somewhat less	420 16% H	521 16% H	12 19%	47 18% HJ	14 18%	22 21% HJN	13 21% HQ	1 1%	5 19%	3 6%	10 22% Q	9 18% H	9 24% NQ	4 8% H	6 11% BHJN	14 26% H	6 8%	17 17% H	14 19%	22 21% HJN	21 19% Q	24 19% HJ
Trust much less	133 5% B	167 5% DAU	7 11% AGM	17 7%	6 8%	10 10% BNR	1 2%	3 3%	1 4%	2 4%	4 8% N	-	-	3 6%	3 6%	4 5%	2 2%	6 8%	7 7%	10 9%	6 5%	
Decline to Answer	1	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-	-	-	-	-
Not Sure	29 1% B	-	3 5% DAU	-	-	-	1 2%	-	-	-	-	-	2 5% AEU	-	1 2%	-	2 3%	-	4 5% TAEU	-	-	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_3. How much do you trust the domain name industry compared to these other industries?
3. E-commerce companies

19 Aug 2016
Table 313

Base: All Qualified Respondents

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOP 2 BOX (NET)	1061 41% CEMQS	1302 39% DFRT	10 16%	54 21%	14 18%	18 17%	29 46% CEMQS	45 45% DFJNRTV	6 23%	14 28%	16 36% CE	17 34% F	7 18%	13 26%	15 28%	16 30%	16 22%	22 22%	22 29%	31 29% F	35 32% CE	40 32% DF
Trust much more	408 16% BCE	408 12% DF	4 6%	12 5%	3 4%	5 5%	6 10% DFJLR	15 15% DFJLR	3 12%	2 4%	8 18% LE	2 4%	2 5%	4 8%	7 13% E	4 8%	9 12%	6 6%	7 9%	7 7%	14 13% E	9 7%
Trust somewhat more	653 25% CEQ	894 27% DFR	6 9%	42 16%	11 14%	13 12% ACEKMOGSU	23 37% DFR	30 30% DFR	3 12%	12 24%	8 18% DFR	15 30% DFR	5 13%	9 18%	8 15% BHL	12 23%	7 9%	16 16%	15 20%	24 23%	21 19% AG	31 25% F
Trust the same	1002 39% A	1448 43% A	30 47%	146 57% BHL	47 59% AGOSU	58 55% BL	21 33% BL	42 42% BHL	15 58%	32 64% BHL	21 47%	19 38%	20 53%	30 60% BHL	21 40% AG	27 51% AG	40 54% AG	57 57% AG	29 39% AG	54 51% AG	44 41% AG	59 47% AG
BOTTOM 2 BOX (NET)	493 19%	599 18%	19 30% A	55 22% J	18 23% J	29 28% BHJ	12 19% BHJ	13 13% BHJ	5 19%	4 8% HJ	7 16% HJ	14 28% HJ	9 24%	7 14% HJ	16 30% A	10 19% A	16 22% A	21 21% J	21 28% A	21 20% A	29 27% A	26 21% J
Trust somewhat less	382 15%	463 14%	13 20%	41 16%	11 14%	20 19%	11 17%	11 11%	4 15%	4 8%	7 16%	10 20%	7 18%	7 14%	15 28% AE	8 15%	13 18%	16 16%	17 23%	16 15%	21 19% AG	22 18% AG
Trust much less	111 4%	136 4%	6 9% AK	14 5%	7 9% AK	9 9% BHJN	1 2%	2 2%	1 4%	-	-	4 8% JN	2 5%	-	1 2% A	2 4%	3 4%	5 5%	5 5%	5 5%	8 7%	4 3%
Decline to Answer	2	-	-	-	-	-	-	-	-	-	1 2% A	-	1 3% A	-	-	-	-	-	-	-	-	-
Not Sure	30 1% B	-	5 8% DAU	-	1 1%	-	1 2%	-	-	-	-	-	1 3%	-	1 2% TAU	-	2 3%	-	3 4% TAU	-	-	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_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	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOP 2 BOX (NET)	1213 47% CEQSU	1510 45% DFPRTV	15 23%	57 22%	13 16%	15 14%	38 60%	59 59%	9 35%	19 38%	15 33%	25 50%	12 32%	18 36%	20 38%	15 28%	16 22%	19 19%	24 32%	33 31%	36 33%	37 30%
Trust much more	433 17% E	504 15% DFLNRT	5 8%	13 5%	4 5%	4 4%	13 21%	18 18%	1 4%	3 6%	4 9%	2 4%	4 11%	2 4%	4 8%	3 6%	9 12%	4 4%	8 11%	8 8%	13 12%	13 10%
Trust somewhat more	780 30% CEQU	1006 30% DFRV	10 16%	44 17%	9 11%	11 10%	25 40%	41 41%	8 31%	16 32%	11 24%	23 46%	8 21%	16 32%	16 30%	12 23%	7 9%	15 15%	16 21%	25 24%	23 21%	24 19%
Trust the same	951 37% A	1350 40% CBHL	20 31%	147 58%	42 53%	62 59%	20 32%	32 32%	13 50%	25 50%	22 49%	15 30%	17 45%	27 54%	27 51%	29 55%	40 54%	63 63%	31 41%	54 51%	43 40%	62 50%
BOTTOM 2 BOX (NET)	395 15% G	489 15% DAGKMOQS	26 41%	51 20%	25 31%	28 27%	4 6%	9 9%	4 15%	6 12%	7 16%	10 20%	8 21%	5 10%	5 9%	9 17%	16 22%	18 18%	17 23%	19 18%	29 27%	26 21%
Trust somewhat less	305 12% B	355 11% DAGKMOU	20 31%	38 15%	20 25%	19 18%	4 6%	8 8%	3 12%	6 12%	6 13%	7 14%	3 8%	5 10%	5 9%	6 11%	14 19%	16 16%	15 20%	13 12%	19 18%	19 15%
Trust much less	90 3% AGO	134 4% DAU	6 9%	13 5%	5 6%	9 9%	-	1 1%	1 4%	-	2 4%	3 6%	5 13%	-	-	3 6%	2 3%	2 2%	2 3%	6 6%	10 9%	7 6%
Decline to Answer	1	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	28 1% B	-	3 5% DAU	-	-	-	1 2%	-	-	-	-	1 3%	-	1 2%	-	2 3%	-	-	3 4% TAU	-	-	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_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	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
TOP 2 BOX (NET)	1125 43% CEKQSU	1487 44% DFRTV	18 28%	67 26% F	16 20%	17 16%	31 49% CEKMQSU	56 56% BDFJLNPRV	7 27%	16 32% F	13 29%	18 36% F	11 29%	16 32% F	18 34%	20 38% FR	14 19%	22 22%	23 31%	36 34% F	35 32% Q	40 32% F
Trust much more	435 17% BE	469 14% DFR	7 11%	17 7% F	4 5%	4 4%	14 22% EMS	20 20% DFPRTV	2 8%	4 8%	5 11%	6 12%	2 5%	4 8%	7 13%	4 8%	10 14%	7 7%	7 9%	8 8%	16 15% E	12 10%
Trust somewhat more	690 27% EQU	1018 30% ADFRV	11 17%	50 20% Q	12 15%	13 12%	17 27% Q	36 36% DFRV	5 19%	12 24%	8 18% Q	12 24%	9 24% Q	12 24%	11 21% Q	16 30% FR	4 5%	15 15% Q	16 21% Q	28 26% FR	19 18% Q	28 22% F
Trust the same	964 37% A	1349 40% A	20 31%	136 53% CBH	40 50% AC	59 56% BH	26 41% G	38 38%	15 58%	28 56% BH	23 51% C	24 48%	18 47%	32 64% BHV	30 57% ACU	25 47%	39 53% AC	56 56% BH	35 47%	56 53% BH	42 39%	58 46%
BOTTOM 2 BOX (NET)	469 18% BGO	513 15% HN	23 36%	52 20% BHN	24 30% AGO	29 28% BHJNT	5 8%	6 6%	4 15%	6 12%	8 18%	8 16% HN	8 21% N	2 4%	4 8%	8 15%	19 26% GO	22 22% HN	14 19%	13 13% AGO	31 29% AGO	27 22% BHN
Trust somewhat less	347 13% B	395 12% DAGOS	18 28% H	35 14% H	16 20% G	21 20% BHN	5 8%	6 6%	2 8%	6 12%	7 16%	5 10%	5 13%	2 4%	4 8%	6 11% AGO	16 22% AGO	21 21% BHNT	9 12%	11 10%	18 17% AGO	19 15% HN
Trust much less	122 5% B	118 4% GO	5 8% H	17 7% BHR	8 10% AGO	8 8% BHJNR	-	-	2 8%	-	1 2% A	3 6% H	3 8% NGO	-	-	2 4%	3 4%	1 1% G	5 7% G	3 3%	13 12% AGO	8 6% HR
Decline to Answer	1	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-	-	-	-	-
Not Sure	29 1% B	-	3 5% DAU	-	-	-	1 2%	-	-	-	-	-	1 3%	-	1 2%	-	2 3% TAU	-	3 4% TAU	-	-	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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 (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(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%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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	Country																					
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		2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2015 Mexico (w/o client sample)	2016 US	2016 Canada	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	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*
Top level/High ranking	-	9	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other reputation mentions	-	70 3%	-	7 6%	-	6 14% BHV	-	1 1%	-	-	-	1 3%	-	-	1 3%	-	2 5%	-	2 4%	-	1 1%	
EXTENSION APPEAL (NET)	-	341 15%	-	14 12%	-	6 14%	-	10 12%	-	8 28%	-	1 3%	-	3 12%	-	2 7%	-	6 15%	-	5 9%	-	17 24% BDLPT
Professional	-	75 3% D	-	-	-	-	-	2 2%	-	3 10%	-	-	-	3 12%	-	-	-	-	-	2 4% D	-	3 4% D
Gut feeling/My opinion	-	63 3%	-	1 1%	-	1 2%	-	-	-	-	-	-	-	-	-	1 3%	-	1 2%	-	-	-	9 13% BDHLT
Good/Like domain	-	56 2%	-	6 5%	-	2 5%	-	1 1%	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	3 4%
Relevant to topic/Specific to the domain	-	28 1%	-	2 2%	-	2 5% B	-	1 1%	-	2 7%	-	-	-	-	-	-	-	-	-	-	-	-
Believable/Confidence/Convincing	-	27 1%	-	-	-	-	-	2 2%	-	-	-	1 3%	-	-	-	-	-	1 2%	-	2 4% D	-	1 1%
Ordinary/Traditional/Conventional	-	7 *	-	2 2% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Better/Best	-	6 *	-	-	-	-	-	1 1%	-	1 3%	-	-	-	-	-	-	-	-	-	-	-	-
Curiosity/Interesting	-	4 *	-	-	-	1 2% B	-	-	-	-	-	-	-	-	-	1 3% 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 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - 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*
Wording makes sense	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Short wording	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - 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*
Government use	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Public use	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I would try it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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% BV	-	-	-	-	-	-	-	3 5% B	-	-
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%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - 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*
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%	-	-	-	-	-	-	-	-	-	-	-	-	-	
Convenient/More convenience	-	17 1%	-	-	-	-	-	-	-	-	-	1 3%	-	-	-	1 3% D	-	-	-	-	-	
Other convenience mentions	-	9 *	-	1 1%	-	-	-	2 2% B	-	-	-	-	-	-	-	-	-	-	-	-	-	
INFORMATION (NET)	-	58 3%	-	1 1%	-	1 2%	-	1 1%	-	-	-	2 6%	-	-	-	1 3%	-	-	-	-	2 3%	
Content/Information provided	-	45 2%	-	1 1%	-	1 2%	-	1 1%	-	-	-	1 3%	-	-	-	-	-	-	-	-	2 3%	
Has what I am looking for	-	12 1%	-	-	-	-	-	-	-	-	-	1 3% B	-	-	-	1 3% BD	-	-	-	-	-	
Other information mentions	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
ECONOMY (NET)	-	46 2%	-	3 2%	-	3 7% B	-	4 5%	-	1 3%	-	-	-	-	-	-	-	-	1 2%	-	1 1%	
Good/Better price	-	20 1%	-	2 2%	-	1 2%	-	4 5% B	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	
It's paid for/Fee based	-	5 *	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other economy mentions	-	22 1%	-	1 1%	-	2 5% B	-	-	-	1 3%	-	-	-	-	-	-	-	-	1 2%	-	-	
SEARCH (NET)	-	18 1%	-	1 1%	-	-	-	-	-	-	-	1 3%	-	-	-	-	-	-	-	-	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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(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*
Search engine/Found through searching	-	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%
Researched it/Check out source first	-	6	-	1 1%	-	-	-	-	-	-	1 3%	-	-	-	-	-	-	-	-	-	-	-
Google search	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other search mentions	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
WEBSITE ORIGIN (NET)	-	14 1%	-	-	-	1 2%	-	1 1%	-	2 7%	-	-	-	-	-	-	-	-	-	-	-	-
Worldwide/International usage	-	7	-	-	-	1 2% B	-	1 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%	-	-	-	-	-	-	-	1 3% B	-	-	-	-	-	-	-	-	-	-
.com	-	5	-	-	-	-	-	-	-	-	-	1 3% B	-	-	-	-	-	-	-	-	-	-
.net	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.org	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Domain name/extension (Unspec.)	-	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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		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	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*
.gov	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.in	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.info	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.co	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.cn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Design/Layout/Way it looks	-	4*	-	-	-	-	-	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

Q917. Why do you trust the domain name industry more than these other industries?

19 Aug 2016
Table 316

Base: Trust Other Industries Much/Somewhat More

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2015 Mexico (w/o client sample)	2016 Canada	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	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*
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%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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% B	-	-	-	-	-	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

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																					
	2015 Total Registrants	North America								Europe												
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	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*
Sigma	-	2738	-	144	-	51	-	105	-	33	-	45	-	31	-	36	-	45	-	64	-	77
	-	121%	-	119%	-	119%	-	128%	-	114%	-	141%	-	119%	-	120%	-	110%	-	112%	-	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 (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany	
(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%	-	3 8%	-	1 2%
Previous poor experience	-	27 2%	-	3 3%	-	-	-	4 16%	-	-	-	1 5%	-	1 8%	-	-	-	-	-	1 3%	-	5 10%
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%
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%	-	-	-	-	-	-	-	-	-	-	-	3 8%	-	-	-	-
Less business oriented/professional	-	15 1%	-	-	-	1 2%	-	1 4%	-	-	-	-	-	-	-	1 8%	-	-	-	1 3%	-	1 2%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																					
	2015 Total Registrants	North America										Europe										
		2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2015 Mexico (w/o client sample)	2016 US	2016 Canada	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	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*
Poor quality/Sub-standard products	-	13 1%	-	1 1%	-	1 2%	-	2 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less/Not accountable/responsible	-	9 1%	-	1 1%	-	2 4% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of confidence	-	7 1%	-	-	-	-	-	-	-	-	4 18%	-	-	-	-	-	-	-	-	-	-	-
Based on size of company	-	7 1%	-	1 1%	-	1 2%	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%
Poor performance/Better performance from others	-	6 *	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Always trying to up-sell/Pushing products	-	4 *	-	3 3% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not developed enough	-	2 *	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Markets their customers/Vetting names to other companies	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure rules are followed	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% B
Other reputation mentions	-	80 6%	-	3 3%	-	5 9%	-	4 16%	-	2 20%	-	-	-	1 8%	-	-	-	-	-	1 3%	-	1 2%
SAFETY/SECURITY (NET)	-	157 13%	-	26 24% BV	-	14 26% BV	-	1 4%	-	-	2 9%	-	4 33%	-	1 5%	-	5 14%	-	5 13%	-	4 8%	
Poor safety/security	-	80 6%	-	3 3%	-	1 2%	-	1 4%	-	-	2 9%	-	2 17%	-	1 5%	-	1 3%	-	4 10%	-	2 4%	
Not regulated/No background checks	-	61 5%	-	19 17% BTV	-	11 21% BTV	-	-	-	-	-	-	2 17%	-	-	-	4 11%	-	1 3%	-	2 4%	
Risk of viruses	-	7 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety/security mentions	-	13 1%	-	5 5% B	-	2 4%	-	-	-	-	-	-	1 8%	-	-	-	-	-	-	-	-	-

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

19 Aug 2016
Table 317

Base: Trust Other Industries Much/Somewhat Less

	Country																					
	2015 Total Registrants	North America										Europe										
		2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 US	2015 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	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*
DOMAIN APPEAL (NET)	-	149 12%	-	8 7%	-	6 11%	-	2 8%	-	-	-	2 9%	-	-	-	4 18%	-	4 11%	-	5 13%	-	13 26% BD
Just my opinion/Gut instinct	-	49 4%	-	2 2%	-	1 2%	-	-	-	-	-	-	-	-	-	2 9%	-	2 6%	-	3 8%	-	7 14% BDF
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%	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																					
	2015 Total Registrants	North America										Europe										
		2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 US	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	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*
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%
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%

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

19 Aug 2016
Table 317

Base: Trust Other Industries Much/Somewhat Less

	Country																					
	2015 Total Registrants	North America								Europe												
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	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*
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											
	Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
DESKTOP/LAPTOP (NET)	2518 97% E	3241 97%	63 98%	247 97%	74 93%	103 98%	61 97%	94 94%	26 100%	49 98%	43 96%	49 98%	36 95%	49 98%	53 100% E	52 98%	71 96%	96 96%	74 99%	103 97%	104 96%	124 99% H
Laptop computer	2049 79% B	2576 77% DJ	50 78%	180 71%	63 79%	80 76%	52 83% DJR	83 83%	17 65%	31 62%	37 82% BDFJRV	46 92%	31 82%	42 84% J	48 91% AQU	45 85% DJR	57 77%	70 70%	61 81%	88 83% DJR	84 78%	92 74%
Desktop computer	1879 73%	2366 71% R	43 67%	175 69%	53 66%	74 70%	47 75%	69 69%	18 69%	43 86%	32 71%	34 68%	26 68%	33 66%	33 62%	32 60%	54 73%	59 59%	53 71%	69 65%	75 69%	87 70%
TABLET/SMARTPHONE (NET)	2051 79% DPRTV	2661 79% T	49 77%	189 74% T	61 76%	76 72%	51 81% BDFJLNPRTV	89 89%	22 85%	38 76%	32 71%	38 76% NAEKOQS	35 92%	37 74%	37 70%	35 66%	56 76%	68 68%	56 75%	67 63% VKO	92 85% VVO	84 67%
Smartphone	1904 74% O DFRTV	2479 74% O	44 69%	167 65%	56 70%	67 64%	49 78% O BDFPRTV	84 84%	21 81%	36 72%	30 67%	36 72%	32 84% OQ	36 72%	30 57%	34 64%	49 66%	57 57%	53 71%	61 58%	85 79% VO	73 58%
Tablet	1257 49%	1649 49%	33 52%	134 53%	38 48%	57 54%	33 52%	58 58% P	12 46%	27 54%	26 58%	30 60% P	21 55%	25 50%	27 51%	20 38%	42 57%	51 51%	38 51%	50 47%	57 53%	60 48%
Other	16 1%	20 1%	-	6 2% B	4 5% AU	1 1%	-	1 1%	1 4%	2 4% BT	-	1 2%	1 3%	-	1 2%	-	1 1%	-	-	-	-	1 1%
Not Sure	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	7107 275%	9090 271%	170 266%	662 260%	214 268%	279 266%	181 287%	295 295%	69 265%	139 278%	125 278%	147 294%	111 292%	136 272%	139 262%	131 247%	202 273%	238 238%	205 273%	268 253%	301 279%	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; ** very small base (under 30) ineligible for sig testing

Q1005. What is your experience with URL shorteners?

Base: All Qualified Respondents

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
USE THEM (NET)	1304 50%	1391 42%	30 47%	81 32%	42 53%	49 47%	30 48%	53 53%	10 38%	20 40%	22 49%	23 46%	14 37%	13 26%	14 26%	14 26%	42 57%	25 25%	34 45%	31 29%	24 22%	25 20%
I use them frequently	419 16%	424 13%	11 17%	20 8%	10 13%	11 10%	10 16%	16 16%	3 12%	6 12%	5 11%	6 12%	4 11%	3 6%	2 4%	1 2%	9 12%	6 6%	10 13%	11 10%	6 6%	5 4%
I use them, but not frequently	885 34%	967 29%	19 30%	61 24%	32 40%	38 36%	20 32%	37 37%	7 27%	14 28%	17 38%	17 34%	10 26%	10 20%	12 23%	13 25%	33 45%	19 19%	24 32%	20 19%	18 17%	20 16%
NEVER USES THEM (NET)	1270 49%	1958 58%	32 50%	174 68%	38 48%	56 53%	33 52%	47 47%	16 62%	30 60%	23 51%	27 54%	24 63%	37 74%	38 72%	39 74%	32 43%	75 75%	40 53%	75 71%	83 77%	100 80%
I have heard of them but never used them	875 34%	1298 39%	15 23%	90 35%	23 29%	26 25%	25 40%	29 29%	12 46%	16 32%	18 40%	18 36%	15 39%	27 54%	28 53%	29 55%	18 24%	38 38%	25 33%	37 35%	49 45%	55 44%
I have never heard of them or used them	395 15%	660 20%	17 27%	84 33%	15 19%	30 29%	8 13%	18 18%	4 15%	14 28%	5 11%	9 18%	9 24%	10 20%	10 19%	10 19%	14 19%	37 37%	15 20%	38 36%	34 31%	45 36%
Not Sure	14 1%	-	2 3%	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	1 1%	-	1 1%	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

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

Q1010. Why haven't you used URL shorteners?

Base: Have Not Used URL Shorteners

	Country																					
	North America										Europe											
	Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	1270	1958	32*	174	38*	56*	33*	47*	16**	30*	23**	27**	24**	37*	38*	39*	32*	75*	40*	75*	83*	100
Never needed to	585 46% B	826 42%	14 44%	82 47%	16 42%	25 45%	10 30%	16 34%	9 56%	12 40%	9 39%	11 41%	13 54%	19 51%	22 58% G	18 46%	14 44%	29 39%	16 40%	30 40%	44 53% G	46 46%
Confused about which website I'm going to	307 24% CO	601 31% ADFJRTV	3 9%	38 22%	6 16%	10 18%	7 21%	16 34% JR	2 13%	3 10%	2 9%	10 37%	9 38%	8 22%	4 11%	13 33% OJR	4 13%	12 16%	10 25%	15 20%	16 19%	21 21%
I have never heard of them	311 24%	423 22%	16 50% AOSU	57 33% BNP	11 29%	20 36% BNP	13 39% A	10 21%	5 31% BHN	13 43% P	3 13%	3 11%	7 29%	4 11%	7 18%	4 10% AO	13 41% NP	21 28% NP	9 23%	24 32% BNP	23 28%	27 27% NP
Don't trust them	135 11%	253 13%	2 6%	19 11%	4 11%	6 11%	5 15%	6 13%	1 6%	3 10%	3 13%	6 22%	3 13%	5 14%	9 24% AU	6 15%	2 6%	13 17%	5 13%	11 15%	6 7%	9 9%
Don't like them	105 8%	214 11% AD	-	10 6%	2 5%	2 4%	1 3%	5 11%	-	-	7 30%	4 15%	-	2 5%	3 8%	8 21% DFJ	1 3%	8 11%	1 3%	8 11%	10 12% C	9 9%
Other	14 1%	29 1%	1 3%	1 1%	1 3%	3 5% BDT	1 3%	1 2%	-	1 3%	-	-	-	-	-	1 3%	1 3%	3 4%	1 3%	-	1 1%	1 1%
Not Sure	6 B	-	1 3% DA	-	1 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1463 115%	2346 120%	37 116%	207 119%	41 108%	66 118%	37 112%	54 115%	17 106%	32 107%	24 104%	34 126%	32 133%	38 103%	45 118%	50 128%	35 109%	86 115%	42 105%	88 117%	100 120%	113 113%

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

Q1015. Why do you use URL shorteners?

Base: Have Used URL Shorteners

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	1304	1391	30*	81*	42*	49*	30*	53*	10**	20**	22**	23**	14**	13**	14**	42*	25**	34*	31*	24**	25**	
They are convenient	848 65%	891 64%	20 67%	50 62%	25 60%	30 61%	21 70%	32 60%	8 80%	12 60%	14 64%	14 61%	8 57%	10 77%	8 57%	12 86%	34 81%	16 64%	22 65%	17 55%	14 58%	13 52%
They save me time	759 58% BQ	752 54% DF	14 47%	32 40%	21 50%	18 37%	17 57%	34 64% DF	5 50%	10 50%	14 64%	19 83%	8 57%	6 46%	7 50%	6 43%	15 36%	12 48%	19 56%	20 65% DF	13 54%	15 60%
It's the latest thing	355 27% CG	409 29% DFH	2 7%	7 9%	6 14%	5 10%	2 7%	9 17%	-	6 30%	9 41%	7 30%	1 7%	2 15%	2 14%	2 14%	6 14%	2 8%	6 18%	5 16%	7 29%	1 4%
Other	59 5%	85 6%	5 17% A	18 22% BT	7 17% A	9 18% BT	1 3%	5 9%	-	-	1 5%	1 4%	2 14%	1 8%	2 14%	1 7%	4 10%	3 12%	1 3%	-	-	2 8%
Not Sure	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 4%	-
Decline to Answer	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2025 155%	2137 154%	41 137%	107 132%	59 140%	62 127%	41 137%	80 151%	13 130%	28 140%	38 173%	41 178%	19 136%	19 146%	19 136%	21 150%	59 140%	33 132%	48 141%	42 135%	35 146%	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?

19 Aug 2016
Table 322

Base: All Qualified Respondents

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
USE THEM (NET)	1396 54% O	1838 55% DFRT	31 48% O	103 40%	47 59% FO	45 43%	28 44%	64 64% GDFRTV	14 54%	29 58% DRT	19 42%	25 50%	19 50%	28 56% DR	16 30%	27 51% O	35 47%	35 35%	35 47%	42 40%	53 49% O	63 50% R
I use them frequently	426 16% BEOSU	476 14% DFRV	5 8%	13 5%	6 8%	5 5%	6 10%	14 14% DFR	4 15%	6 12%	6 13%	3 6%	2 5%	7 14% DFR	2 4%	5 9%	10 14% R	4 4%	5 7%	10 9%	8 7%	10 8%
I use them, but not frequently	970 37%	1362 41% ART	26 41%	90 35%	41 51% AKOQ	40 38%	22 35%	50 50% DRT	10 38%	23 46%	13 29%	22 44%	17 45%	21 42%	14 26%	22 42%	25 34%	31 31%	30 40%	32 30%	45 42%	53 42%
NEVER USES THEM (NET)	1181 46%	1511 45%	33 52%	152 60% BHJN	32 40%	60 57% EBH	35 56% H	36 36%	12 46%	21 42%	26 58%	25 50%	19 50%	22 44%	36 68% AEU	26 49%	39 53% BHJNV	65 65% BHJ	39 52%	64 60% BHJ	55 51%	62 50% H
I have heard of them but never used them	822 32%	1263 38% A	26 41%	133 52% BH	25 31%	52 50% EBH	27 43%	33 33%	9 35%	19 38%	17 38%	20 40%	14 37%	19 38% AEQS	30 57% AEQS	22 42%	28 38% QBH	54 54% QBH	28 37%	52 49% BH	44 41% A	56 45%
I have never heard of them or used them	359 14% B	248 7%	7 11%	19 7%	7 9%	8 8%	8 13% H	3 3%	3 12%	2 4%	9 20%	5 10%	5 13%	3 6%	6 11%	4 8%	11 15% H	11 11% H	11 15% H	12 11% H	11 10%	6 5%
Not Sure	11 B	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	1 1%	-	-	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

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

Q1025. Why haven't you used QR codes?

Base: Have Not Used QR Codes

	Country																						
	North America										Europe												
	Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)		
Unweighted Base	1181	1511	33*	152	32*	60*	35*	36*	12**	21**	26**	25**	19**	22**	36*	26**	39*	65*	39*	64*	55*	62*	
Never needed to	658 56%	969 64% A	15 45%	105 69% C	19 59%	36 60%	17 49%	24 67%	7 58%	11 52%	17 65%	13 52%	11 58%	14 64%	23 64%	19 73%	21 54%	49 75% Q	19 49%	38 59%	42 76% ACGQS	45 73%	
Don't like them	145 12%	231 15% A	5 15%	24 16%	3 9%	10 17%	4 11%	7 19%	-	4 19%	1 4%	6 24%	2 11%	6 27%	3 8%	4 15%	5 13%	12 18%	4 10%	10 16%	3 5%	5 8%	
I have never heard of them or seen them	279 24% BU	217 14% DR	8 24% DU	9 6%	5 16%	6 10%	12 34% HOU	2 6%	2 17%	4 19%	7 27%	4 16%	6 32%	1 5%	5 14%	2 8%	10 26% RU	2 3%	6 15%	8 13% R	3 5%	6 10%	
Don't trust them	143 12% G	180 12% G	5 15% G	11 7%	4 13% G	6 10%	-	3 8%	2 17%	1 5%	5 19%	6 24%	-	4 18%	5 14% G	4 15%	2 5%	6 9%	7 18% G	15 23% BDFR	7 13% G	8 13%	
Other	42 4%	83 5% A	6 18% AGOU	21 14% BRTV	3 9% BRTV	11 18% BRTV	1 3%	3 8%	1 8%	3 14%	-	-	-	1 5%	1 3%	-	4 10% A	2 3%	3 8%	2 3%	2 4%	2 3%	
Not Sure	4 B	-	-	-	-	-	1 3% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% A	-	
Sigma	1272 108%	1680 111%	39 118%	170 112%	34 106%	69 115%	35 100%	39 108%	12 100%	23 110%	30 115%	29 116%	19 100%	26 118%	37 103%	29 112%	42 108%	71 109%	39 100%	73 114%	58 105%	66 106%	

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

Q1030. Why do you use QR codes?

Base: Have Used QR Codes

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	1396	1838	31*	103	47*	45*	28**	64*	14**	29**	19**	25**	19**	28**	16**	27**	35*	35*	35*	42*	53*	63*
They are convenient	933 67% E	1173 64% H	20 65%	58 56%	22 47%	29 64% H	16 57%	26 41%	9 64%	22 76%	13 68%	16 64%	11 58%	21 75%	12 75%	21 78%	24 69%	18 51%	25 71% E	32 76% DHR	34 64%	41 65% H
They save me time	770 55% E	1028 56% DFR	15 48%	40 39%	18 38%	17 38%	19 68%	46 72% BDFRVT	4 29%	11 38%	14 74%	18 72%	7 37%	15 54%	8 50%	16 59%	14 40%	13 37%	18 51%	21 50%	29 55%	29 46%
It's the latest thing	523 37% EQU	662 36% DFV	12 39% DE	20 19%	7 15%	9 20%	6 21%	22 34% D	4 29%	11 38%	7 37%	10 40%	9 47%	4 14%	2 13%	3 11%	6 17%	9 26%	11 31%	12 29%	11 21%	13 21%
Other	50 4%	60 3%	4 13% AQS	9 9% B	9 19% AQSU	6 13% B	1 4%	4 6%	-	1 3%	-	-	1 5%	1 4%	1 6%	-	-	3 9%	-	1 2%	3 6%	4 6%
Not Sure	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 3% A	-	-	-	-	-
Sigma	2278 163%	2923 159%	51 165%	127 123%	56 119%	61 136%	42 150%	98 153%	17 121%	45 155%	34 179%	44 176%	28 147%	41 146%	23 144%	40 148%	45 129%	43 123%	54 154%	66 157%	77 145%	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 (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
Use a search engine	1412 55%	1977 59% A	40 63%	177 69% BTV	43 54%	75 71% EB	36 57%	59 59%	15 58%	32 64%	28 62%	35 70%	26 68%	34 68%	29 55%	30 57%	47 64%	65 65%	42 56%	62 58%	72 67% A	74 59%
Type the domain name directly into my browser and see if it comes up	602 23%	730 22% L	17 27%	56 22% L	19 24%	16 15% L	14 22%	24 24% L	7 27%	10 20% L	11 24% L	1 2%	5 13%	8 16% L	13 25% L	15 28% L	21 28% L	17 17% L	14 19%	27 25% L	21 19%	26 21% L
Use a QR code	217 8% C	356 11% ADF	-	7 3%	5 6% C	5 5%	8 13% C	8 8% D	1 4%	6 12% D	3 7% C	7 14% DF	4 11% C	2 4%	3 6%	5 9% D	4 5%	9 9% D	8 11% C	9 8% D	7 6% C	15 12% D
Use an app instead of going to websites themselves	335 13% BQ	279 8%	4 6%	14 5%	11 14% Q	8 8%	5 8%	8 8%	3 12%	2 4%	3 7%	7 14% D	3 8%	6 12%	8 15% Q	3 6%	2 3%	9 9%	11 15% Q	8 8%	8 7%	10 8%
Other	16 1% B	7	3 5% DAU	1	2 3% A	1 1%	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	6 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

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

19 Aug 2016
Table 326

1. Safest

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
Using an app instead of going to the website itself-for example, an app provided by an airline or a bank	335 13% Q	647 19% AD	5 8%	36 14%	9 11%	20 19%	4 6%	23 23% GD	4 15%	16 32% BDPRTV	4 9%	11 22%	5 13%	10 20%	13 25% ACEGKQU	6 11%	3 4%	16 16% Q	11 15% Q	17 16%	13 12%	19 15%
Accessing via a QR code	366 14%	489 15% DF	7 11%	14 5%	7 9%	4 4%	5 8%	18 18% DFR	2 8%	5 10%	5 11%	11 22% DFRV	7 18%	6 12%	6 11%	5 9%	6 8%	8 8%	14 19%	11 10%	10 9%	13 10%
Typing the domain name into a browser	793 31% B	892 27% DAGKMOSU	33 52% BFHJLNR	92 36%	30 38%	26 25%	20 32%	20 20%	10 38%	9 18%	12 27%	9 18%	11 29%	9 18%	14 26%	19 36% HJLNR	33 45% RAOS	23 23%	19 25%	28 26%	38 35%	38 30%
Finding via an Internet search engine	679 26% BQU	603 18%	11 17%	41 16%	18 23%	21 20%	29 46% HACEMOOSU	21 21%	8 31%	11 22%	15 33% QU	12 24%	9 24%	15 30% BDR	12 23%	11 21%	12 16%	16 16%	16 21%	24 23%	19 18%	24 19%
Accessing via a bookmark	278 11%	431 13% A	3 5%	31 12%	5 6%	11 10%	5 8%	12 12%	2 8%	4 8%	6 13%	7 14%	1 3%	4 8%	4 8%	8 15%	6 8% QBDFHJNT	23 23%	8 11%	12 11%	16 15% CM	17 14%
Not sure	137 5%	287 9% AL	5 8% G	41 16% BHL	11 14% AG	23 22% BHLPV	-	6 6% G	-	5 10% L	3 7% G	-	5 13% AG	6 12% L	4 8% G	4 8%	14 19% AG	14 14% L	7 9% G	14 13% L	12 11% AG	14 11% L
Sigma	2588 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

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

19 Aug 2016
Table 327

2. Fastest

Base: All Qualified Respondents

	Country																										
	2015 Total Registrants	North America										Europe															
		2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)		2015 Mexico (w/o client sample)		2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)		2016 Turkey	2015 Spain (w/o client sample)		2016 Spain	2015 Poland (w/o client sample)		2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)		2016 France	2015 Germany (w/o client sample)		2016 Germany
				2016 US	Canada	Canada	Mexico				Italy	Turkey		Turkey	Spain		Spain	Poland				Poland	UK		UK	France	
(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?

19 Aug 2016
Table 328

3. Easiest

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America										Europe										
		2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)		2015 Mexico (w/o client sample)		2015 Italy (w/o client sample)	2015 Turkey (w/o client sample)		2015 Spain (w/o client sample)		2015 Poland (w/o client sample)		2015 UK (w/o client sample)	2015 France (w/o client sample)		2015 Germany (w/o client sample)				
				2016 US	Canada	2016 Mexico	2016 Italy		2016 Turkey	2016 Spain	2016 Poland	2016 UK	2016 France	2016 Germany								
(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																					
	2015 Total Registrants	North America							Europe													
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(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 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% DFLTV	-	5 10% LTV	-	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% H	-	7 7% H	-	20 20% BDFNRTV	-	6 12% DFNRTV	-	11 22% DFNRTV	-	3 6% DR	-	8 15% DR	-	5 5% H	-	10 9% H	-	10 8% BH
Typing the domain name into a browser	-	864 26% H	-	76 30% H	-	27 26% H	-	20 20% H	-	12 24% H	-	14 28% D	-	13 26% D	-	14 26% D	-	29 29% H	-	35 33% H	-	47 38% BH
Finding via an Internet search engine	-	541 16% H	-	36 14% H	-	19 18% H	-	17 17% H	-	9 18% D	-	13 26% D	-	7 14% D	-	9 17% D	-	14 14% H	-	27 25% BDRV	-	17 14% H
Accessing via a bookmark	-	430 13% H	-	39 15% H	-	13 12% H	-	7 7% H	-	5 10% H	-	5 10% H	-	5 10% H	-	4 8% H	-	18 18% H	-	15 14% H	-	26 21% BHP
Not sure	-	295 9% H	-	45 18% BHJLV	-	22 21% BHJLV	-	4 4% H	-	3 6% H	-	2 4% H	-	9 18% BHL	-	6 11% H	-	17 17% BHL	-	14 13% H	-	12 10% H
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_2. Which of these are the fastest, easiest and safest way to get to the website you want to buy from?

19 Aug 2016
Table 330

2. Fastest

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America							Europe													
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(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 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?

19 Aug 2016
Table 331

3. Easiest

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America							Europe													
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(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 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?

19 Aug 2016
Table 332

1. Safest

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)		2015 Mexico (w/o client sample)		2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)		2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)		2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)		2015 Germany (w/o client sample)	
					2016 US	Canada	2016 Mexico	2016 Italy			Turkey	Poland			2016 UK	France			Germany			
(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 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% H	-	7 7% H	-	12 12% H	-	6 12% H	-	13 26% BDFHR	-	7 14% H	-	10 19% F	-	13 13% H	-	18 17% F	-	17 14% H
Accessing via a bookmark	-	497 15% BT	-	52 20% BT	-	20 19% T	-	13 13% T	-	7 14% T	-	6 12% T	-	5 10% T	-	7 13% T	-	19 19% T	-	10 9% T	-	27 22% BT
Not sure	-	292 9% H	-	39 15% BHL	-	20 19% BHL	-	3 3% H	-	4 8% H	-	2 4% H	-	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?

19 Aug 2016
Table 333

2. Fastest

Base: All Qualified Respondents

	Country																										
	2015 Total Registrants	North America										Europe															
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)		2015 Mexico (w/o client sample)		2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)		2016 Turkey	2015 Spain (w/o client sample)		2016 Spain	2015 Poland (w/o client sample)		2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)		2016 France	2015 Germany (w/o client sample)		2016 Germany
					2016 US	Canada	Canada	Mexico			Italy	Turkey		Turkey	Spain		Spain	Poland				Poland	UK		UK	France	
(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 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?

3. Easiest

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)		2015 Mexico (w/o client sample)		2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)		2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)		2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)		2015 Germany (w/o client sample)	
					2016 US	Canada	Mexico	Turkey			Turkey	Poland			Poland	France			France	Germany	Germany	
(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 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																					
	2015 Total Registrants	North America								Europe												
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(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% BJLNTV	-	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	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(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.	-	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/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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?

19 Aug 2016
Table 337

1. Phishing - The attempt to acquire sensitive information such as usernames, passwords, and credit card details by masquerading as a trustworthy entity in electronic communication.

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)		2015 Mexico (w/o client sample)		2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)		2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)		2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)		2015 Germany (w/o client sample)	
					2016 US	Canada	Mexico	Turkey			Turkey	Poland			Poland	France			France	Germany	Germany	
(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% JL	-	8 16% JL	-	11 22% JL	-	12 23% JL	-	30 30% JL	-	32 30% JL	-	33 26% JL
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% DF	-	12 24% DF	-	15 30% DF	-	17 34% DF	-	16 30% DF	-	15 15% DF	-	28 26% DF	-	26 21% DF
Just know the name	-	461 14% D	-	25 10% D	-	8 8% D	-	26 26% D	-	6 12% D	-	13 26% D	-	14 28% D	-	14 26% D	-	12 12% D	-	22 21% D	-	17 14% D
Never heard of	-	244 7% D	-	10 4% D	-	3 3% D	-	6 6% D	-	6 12% D	-	2 4% D	-	3 6% D	-	2 4% D	-	3 3% D	-	6 6% D	-	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.

19 Aug 2016
Table 338

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(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 62% JT	-	177 69% BJTV	-	65 62% T	-	74 74% BJLNTV	-	24 48% T	-	28 56% T	-	28 56% T	-	31 58% T	-	65 65% JT	-	40 38% T	-	70 56% T
Extremely familiar	-	922 28% T	-	93 36% BJTV	-	27 26% T	-	29 29% T	-	10 20% T	-	14 28% T	-	15 30% T	-	14 26% T	-	34 34% T	-	13 12% T	-	29 23% T
Very familiar	-	1144 34% T	-	84 33% T	-	38 36% T	-	45 45% BDJLNRT	-	14 28% T	-	14 28% T	-	13 26% T	-	17 32% T	-	31 31% T	-	27 25% T	-	41 33% T
Somewhat familiar	-	860 26% T	-	57 22% T	-	32 30% H	-	18 18% BDHR	-	20 40% T	-	15 30% T	-	18 36% DH	-	16 30% T	-	24 24% T	-	32 30% H	-	36 29% T
BOTTOM 2 BOX (NET)	-	423 13% D	-	21 8% T	-	8 8% T	-	8 8% T	-	12% T	-	7 14% T	-	4 8% T	-	6 11% T	-	11 11% T	-	34 32% BDFHJLNPRV	-	19 15% D
Just know the name	-	280 8% T	-	17 7% T	-	6 6% T	-	5 5% T	-	5 10% T	-	5 10% T	-	3 6% T	-	3 6% T	-	9 9% T	-	18 17% BDFHJLNPRV	-	13 10% T
Never heard of	-	143 4% D	-	4 2% T	-	2 2% T	-	3 3% T	-	1 2% T	-	2 4% T	-	1 2% T	-	3 6% T	-	2 2% T	-	16 15% BDFHJLNPRV	-	6 5% T
Sigma	-	3349 100% T	-	255 100% T	-	105 100% T	-	100 100% T	-	50 100% T	-	50 100% T	-	50 100% T	-	53 100% T	-	100 100% T	-	106 100% T	-	125 100% T

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(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)	-	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																					
	2015 Total Registrants	North America							Europe													
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(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)	-	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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	**	3349	**	255	**	105	**	100	**	50*	**	50*	**	50*	**	53*	**	100	**	106	**	125
TOP 2 BOX (NET)	-	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%
Extremely familiar	-	712 21% NT	-	75 29% BFNPRT	-	17 16%	-	28 28% FNPT	-	9 18%	-	12 24% NT	-	4 8%	-	7 13%	-	17 17%	-	12 11%	-	25 20%
Very familiar	-	1052 31%	-	77 30%	-	32 30%	-	37 37% V	-	13 26%	-	11 22%	-	12 24%	-	19 36%	-	35 35%	-	26 25%	-	30 24%
Somewhat familiar	-	1040 31% H	-	83 33% H	-	47 45% BDHR	-	21 21%	-	19 38% H	-	18 36%	-	23 46% BHR	-	18 34%	-	29 29%	-	41 39% H	-	47 38% H
BOTTOM 2 BOX (NET)	-	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
Just know the name	-	370 11% D	-	16 6%	-	6 6%	-	7 7%	-	6 12%	-	7 14%	-	7 14%	-	8 15% D	-	13 13% D	-	21 20% BDFHV	-	12 10%
Never heard of	-	175 5% D	-	4 2%	-	3 3%	-	7 7% D	-	3 6%	-	2 4%	-	4 8% D	-	1 2%	-	6 6% D	-	6 6% D	-	11 9% 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

Q1105. What do you think are the source(s) for each type of abusive Internet behavior?
SUMMARY TABLE OF ORGANIZED GROUPS

Base: Familiar With Abusive Internet Behavior (Variable Bases)

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	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	1088 62%	1651 62%	37 65%	144 65% T	40 67%	67 71% LPT	30 65%	40 59%	11 65%	26 68%	19 68%	17 49%	13 54%	18 55%	13 68%	19 51%	47 72% BHLNPT	65 76%	33 63%	41 53%	66 80% ACS	72 73% BLPT
Spamming	1178 61% O	1809 62% L	41 68% O	156 67% L	46 69% O	65 67% L	36 65%	54 59%	14 70%	30 68% L	20 63%	19 44%	18 60%	31 67% L	21 47%	27 57%	48 75% AO	67 75% BHLPT	28 58%	41 57%	66 80% AMOS	75 71% L
Cyber squatting	797 64% B	1246 58% P	23 62%	84 58% P	28 64%	40 57%	26 76%	41 59%	8 73%	15 58%	17 65%	16 50%	10 67%	17 53%	13 62%	12 38%	33 79% RA	29 52%	23 70%	36 60% P	25 76%	38 58%
Stolen credentials	1121 66% B	1659 61% T	41 73%	137 62% T	40 66%	57 66% T	33 79% S	46 61%	17 77%	23 55%	21 68%	21 51%	18 75%	23 66%	20 63%	23 58%	44 77% S	63 74% BJLT	28 56%	36 47%	64 78% AS	64 67% T
Malware	1240 68% B	1737 62% L	46 77% D	148 63% L	44 70%	60 63%	43 77%	58 67% L	15 79%	24 59%	23 70% L	19 46%	17 68%	21 54%	24 71%	23 52%	52 79% AS	62 77% BDFJLNPT	34 62%	48 61%	64 77%	71 70% LP

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

19 Aug 2016
Table 343

SUMMARY TABLE OF INDIVIDUALS

Base: Familiar With Abusive Internet Behavior (Variable Bases)

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Phishing	1085 62% BU	1410 53% J	45 79% DASU	137 62% BFJVP	39 65% U	47 50%	31 67% U	36 53%	10 59%	14 37%	18 64%	19 54%	15 63%	18 55%	13 68%	15 41%	44 68% U	55 65% BFJVP	31 60% U	50 64% JP	34 41%	49 49%
Spamming	1171 61% BU	1614 55% JV	46 77% DAMOSU	147 63% BJPV	43 64% U	58 60% JV	37 67% U	59 64% JV	8 40%	13 30%	19 59%	28 65% JV	14 47%	22 48%	26 58%	22 47%	45 70% MU	57 64% JV	27 56%	38 53% J	35 42%	41 39%
Cyber squatting	717 58% B	1131 52% V	31 84% DAGU	90 62% BNPV	32 73% AG	44 63% NPV	16 47%	38 54%	5 45%	10 38%	15 58%	18 56%	8 53%	13 41%	11 52%	13 41%	29 69% NPV	36 64% NPV	22 67%	34 57%	17 52%	26 40%
Stolen credentials	1002 59% BU	1460 54% DAGOSU	45 80% DAGOSU	142 65% BJNPV	42 69% OU	52 60% P	24 57%	42 56%	12 55%	20 48%	21 68%	20 49%	15 63%	15 43%	14 44%	16 40% AGOSU	45 79% BHJLNPV	61 72% P	30 60%	48 62% P	39 48%	46 48%
Malware	1036 57% B	1497 53% J	40 67% BJPV	150 64% BJPV	42 67%	56 58% J	39 70% HAS	45 52%	7 37%	15 37%	22 67%	25 61% J	18 72%	21 54%	17 50%	20 45%	43 65% BJPV	54 67% BJPV	28 51%	41 52%	49 59%	48 47%

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

19 Aug 2016
Table 344

1. Phishing

Base: Familiar With Abusive Internet Behavior

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	1756	2644	57*	220	60*	94*	46*	68*	17**	38*	28**	35*	24**	33*	19**	37*	65*	85*	52*	78*	82*	99*
ORGANIZED GROUPS (NET)	1088 62%	1651 62%	37 65%	144 65% T	40 67%	67 71% LPT	30 65%	40 59%	11 65%	26 68%	19 68%	17 49%	13 54%	18 55%	13 68%	19 51%	47 72% BHLNPT	65 76%	33 63%	41 53%	66 80% ACS	72 73% BLPT
Organized groups from outside my country	875 50% B	1202 45% L	34 60%	119 54% BHLPT	36 60%	59 63% BHLNPT	22 48%	26 38%	11 65%	18 47%	14 50%	9 26%	13 54%	14 42%	10 53%	13 35%	43 66% A	56 66% BHLNPT	28 54% T	28 36%	57 70% AG	62 63% BHLNPT
Organized groups from within my country	770 44%	1190 45%	31 54%	114 52% BN	31 52%	48 51% N	19 41%	30 44%	7 41%	19 50%	15 54%	13 37%	11 46%	10 30%	12 63%	16 43%	40 62% AGS	47 55% NT	21 40%	31 40%	51 62% AGS	50 51% N
INDIVIDUALS (NET)	1085 62% BU	1410 53% J	45 79% DASU	137 62% BFJVP	39 65% U	47 50%	31 67% U	36 53%	10 59%	14 37%	18 64%	19 54%	15 63%	18 55%	13 68%	15 41%	44 68% U	55 65% BFJVP	31 60% U	50 64% JP	34 41%	49 49%
Individuals from outside my country	844 48% BU	1102 42% DAGU	41 72% DAGU	121 55% BHJL	36 60% U	43 46%	24 52%	24 35%	8 47%	11 29%	17 61%	11 31%	13 54%	14 42%	9 47%	14 38%	42 65% AU	50 59% BHJLP	29 56% U	41 53% BHJL	29 35%	45 45%
Individuals from my country	786 45% BU	960 36% DAGSU	38 67% DAGSU	104 47% BJPV	32 53% U	39 41%	21 46%	23 34%	9 53%	10 26%	12 43%	12 34%	13 54%	14 42%	11 58%	10 27%	36 55% SU	39 46% J	19 37%	30 38%	28 34%	34 34%
Don't know	205 12% G	365 14% A	6 11%	32 15%	8 13% G	16 17%	1 2%	6 9%	2 12%	7 18%	2 7%	4 11%	6 25%	6 18%	1 5% BDHLRV	12 32% G	11 17% G	11 13%	9 17% G	13 17%	7 9%	15 15%
Not Sure	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-
Sigma	3482 198%	4819 182%	150 263%	490 223%	143 238%	205 218%	87 189%	109 160%	37 218%	65 171%	60 214%	49 140%	56 233%	58 176%	43 226%	65 176%	173 266%	203 239%	106 204%	143 183%	172 210%	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?

19 Aug 2016
Table 345

2. Spamming

Base: Familiar With Abusive Internet Behavior

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	1931	2926	60*	234	67*	97*	55*	92*	20**	44*	32*	43*	30*	46*	45*	47*	64*	89*	48*	72*	83*	106
ORGANIZED GROUPS (NET)	1178 61% O	1809 62% L	41 68% O	156 67% L	46 69% O	65 67% L	36 65% L	54 59% L	14 70% L	30 68% L	20 63% L	19 44% L	18 60% L	31 67% L	21 47% L	27 57% L	48 75% AO	67 75% BHLPT	28 58% L	41 57% L	66 80% AMOS	75 71% L
Organized groups from outside my country	887 46% L	1267 43% L	34 57% O	116 50% BLPT	43 64% AKO	57 59% BHLPT	27 49% L	40 43% L	12 60% L	21 48% L	13 41% L	10 23% L	17 57% L	21 46% L	16 36% L	14 30% L	42 66% AKO	55 62% BHLPT	26 54% L	26 36% L	53 64% AKO	59 56% BLPT
Organized groups from within my country	902 47% L	1349 46% L	40 67% AO	129 55% BHL	35 52% L	47 48% L	29 53% L	38 41% L	11 55% L	24 55% L	18 56% L	12 28% L	16 53% L	25 54% L	18 40% L	25 53% L	42 66% AO	52 58% BHL	23 48% L	32 44% L	55 66% AOS	63 59% BHL
INDIVIDUALS (NET)	1171 61% BU	1614 55% JV	46 77% DAMOSU	147 63% BJPV	43 64% U	58 60% JV	37 67% U	59 64% JV	8 40% L	13 30% L	19 59% L	28 65% JV	14 47% L	22 48% L	26 58% L	22 47% L	45 70% MU	57 64% JV	27 56% L	38 53% J	35 42% L	41 39% L
Individuals from outside my country	890 46% B	1211 41% JL	38 63% AKOU	120 51% BJLNPV	37 55% U	53 55% BHLNPV	28 51% L	37 40% L	6 30% L	11 25% L	12 38% L	11 26% L	13 43% L	16 35% L	18 40% L	16 34% L	41 64% AKOU	54 81% BHLNPV	23 48% L	30 42% L	31 37% L	36 34% L
Individuals from my country	858 44% L	1142 39% JV	42 70% DAGMSU	116 50% BJV	37 55% U	44 45% JV	25 45% L	43 47% JV	7 35% L	9 20% L	17 53% L	21 49% JV	11 37% L	17 37% L	23 51% L	19 40% L	38 59% AMU	39 44% JV	20 42% L	27 38% L	29 35% L	28 26% L
Don't know	211 11% G	374 13% H	6 10% L	31 13% H	9 13% G	16 16% H	1 2% L	4 4% L	15% L	8 18% H	2 6% L	4 9% L	7 23% AG	6 13% L	6 13% G	11 23% BH	11 17% G	11 12% ACGKU	13 27% L	15 21% BH	8 10% L	17 16% H
Not Sure	3 B	-	-	-	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-	-
Sigma	3751 194%	5343 183%	160 267%	512 219%	161 240%	217 224%	110 200%	162 176%	39 195%	73 166%	62 194%	58 135%	64 213%	85 185%	82 182%	85 181%	174 272%	211 237%	105 219%	130 181%	176 212%	203 192%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_3. What do you think are the source(s) for each type of abusive Internet behavior?

3. Cyber squatting

Base: Familiar With Abusive Internet Behavior

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	1239	2155	37*	146	44*	70*	34*	70*	11**	26**	26**	32*	15**	32*	21**	32*	42*	56*	33*	60*	33*	65*
ORGANIZED GROUPS (NET)	797 64% B	1246 58% P	23 62%	84 58% P	28 64%	40 57%	26 76%	41 59%	8 73%	15 58%	17 65%	16 50%	10 67%	17 53%	13 62%	12 38%	33 79% RA	29 52%	23 70%	36 60% P	25 76%	38 58%
Organized groups from outside my country	603 49% B	824 38%	22 59%	65 45% LP	24 55%	35 50% BLP	22 65% H	24 34%	6 55%	9 35%	11 42%	8 25%	9 60%	14 44%	12 57%	8 25%	29 69% RA	24 43%	20 61%	25 42%	22 67% VA	27 42%
Organized groups from within my country	582 47% B	886 41%	21 57%	65 45%	22 50%	30 43%	17 50%	30 43%	6 55%	11 42%	14 54%	10 31%	9 60%	10 31%	10 48%	10 31%	28 67% RA	18 32%	17 52%	28 47%	22 67% A	32 49%
INDIVIDUALS (NET)	717 58% B	1131 52% V	31 84% DAGU	90 62% BNPV	32 73% AG	44 63% NPV	16 47%	38 54%	5 45%	10 38%	15 58%	18 56%	8 53%	13 41%	11 52%	13 41%	29 69%	36 64% NPV	22 67%	34 57%	17 52%	26 40%
Individuals from outside my country	583 47% B	857 40% DAGU	27 73% DAGU	74 51% BHV	28 64% A	39 56% BHNV	14 41%	22 31%	3 27%	10 38%	10 38%	13 41%	8 53%	11 34%	9 43%	12 38%	28 67% AG	31 55% BHV	21 64%	28 47%	16 48%	21 32%
Individuals from my country	490 40% B	739 34% DAGSU	28 76% DAGSU	71 49% BHLNPV	28 64% FAG	27 39%	10 29%	24 34%	5 45%	6 23%	10 38%	9 28%	6 40%	6 19%	7 33%	7 22%	25 60% AG	24 43% N	16 48%	23 38%	16 48%	19 29%
Don't know	141 11%	333 15% A	3 8%	28 19%	4 9%	12 17%	2 6%	9 13%	1 9%	7 27%	3 12%	2 6%	3 20%	6 19%	2 10%	13 41% BDFHLRT	7 17%	10 18%	6 18%	11 18%	4 12%	15 23% L
Not Sure	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2400 194%	3639 169%	101 273%	303 208%	106 241%	143 204%	65 191%	109 156%	21 191%	43 165%	48 185%	42 131%	35 233%	47 147%	40 190%	50 156%	117 279%	107 191%	80 242%	115 192%	80 242%	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 (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	1700	2708	56*	220	61*	87*	42*	75*	22**	42*	31*	41*	24**	35*	32*	40*	57*	85*	50*	77*	82*	96*
ORGANIZED GROUPS (NET)	1121 66% B	1659 61% T	41 73%	137 62% T	40 66%	57 66% T	33 79% S	46 61%	17 77%	23 55%	21 68%	21 51%	18 75%	23 66%	20 63%	23 58%	44 77% S	63 74% BJLT	28 56%	36 47%	64 78% AS	64 67% T
Organized groups from outside my country	855 50% B	1158 43% L	38 68% A	120 55% BHLPT	39 64% A	51 59% BHLPT	22 52%	27 36%	14 64%	18 43% L	16 52% L	8 20%	17 71%	20 57% HL	16 50%	14 35%	41 72% AGOS	58 68% BDHJLPT	25 50%	31 40% L	50 61% A	52 54% BHLPT
Organized groups from within my country	853 50% B	1225 45% T	35 63% DS	103 47% T	31 51%	38 44%	27 64% S	34 45%	13 59%	16 38%	19 61%	17 41%	16 67%	14 40%	19 59%	20 50% T	37 65% AS	47 55% T	20 40%	23 30%	54 66% VAS	47 49% T
INDIVIDUALS (NET)	1002 59% BU	1460 54% DAGOSU	45 80% DAGOSU	142 65% BJNPV	42 69% OU	52 60% P	24 57%	42 56%	12 55%	20 48%	21 68%	20 49%	15 63%	15 43%	14 44%	16 40% AGOSU	45 79% BHJLNPV	61 72% T	30 60%	48 62% P	39 48%	46 48%
Individuals from outside my country	801 47% B	1107 41% DAEGKOSU	42 75% DAEGKOSU	121 55% BHLPV	35 57% OU	49 56% BHLPV	20 48%	25 33%	11 50%	17 40%	16 52%	12 29%	15 63%	14 40%	11 34%	12 30% AEGKOSU	44 77% BHJLNPV	55 65% T	23 46%	40 52% BHLPT	33 40%	39 41%
Individuals from my country	755 44% B	1023 38% DAGOSU	40 71% DAGOSU	116 53% BFJNPV	38 62% FAU	35 40%	18 43%	30 40%	10 45%	14 33%	18 58%	15 37%	14 58%	11 31%	13 41%	12 30% RAGOSU	40 70% T	44 52% BNP	23 46%	30 39%	32 39%	37 39%
Don't know	175 10%	371 14% A	5 9%	33 15%	7 11%	13 15%	2 5%	6 8%	2 9%	8 19%	2 6%	4 10%	4 17%	8 23% H	3 9%	10 25% BH	8 14%	10 12%	10 20% AG	17 22% BH	8 10%	17 18%
Not Sure	2	-	-	-	-	-	-	-	-	-	-	-	-	-	1 3% A	-	-	-	-	-	-	-
Sigma	3441 202%	4884 180%	160 286%	493 224%	150 246%	186 214%	89 212%	122 163%	50 227%	73 174%	71 229%	56 137%	66 275%	67 191%	63 197%	68 170%	170 298%	214 252%	101 202%	141 183%	177 216%	192 200%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_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	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	1831	2804	60*	235	63*	96*	56*	86*	19**	41*	33*	41*	25**	39*	34*	44*	66*	81*	55*	79*	83*	102
ORGANIZED GROUPS (NET)	1240 68% B	1737 62% L	46 77% D	148 63% L	44 70% AO	60 63% BJP	43 77% AO	58 67% L	15 79% H	24 59% H	23 70% L	19 46% J	17 68% M	21 54% N	24 71% O	23 52% P	52 79% AS	62 77% BDFJLNPT	34 62% S	48 61% T	64 77% U	71 70% LP
Organized groups from outside my country	996 54% B	1315 47% L	41 68% DA	125 53% BL	40 63% AO	57 59% BJP	35 63% AO	44 51% L	14 74% H	17 41% J	16 48% K	12 29% L	17 68% M	18 46% N	21 62% O	21 48% P	46 70% AK	52 64% BJLT	32 58% S	38 48% T	53 64% U	61 60% B JL
Organized groups from within my country	882 48% B	1168 42% DAS	38 63% DAS	111 47% BL	31 49% AO	41 43% BJP	28 50% AO	31 36% L	11 58% H	17 41% J	21 64% L	13 32% K	17 68% M	16 41% N	20 59% P	15 34% AE	45 68% AEGS	43 53% BHLP	23 42% S	37 47% T	52 63% VAS	49 48% K
INDIVIDUALS (NET)	1036 57% B	1497 53% J	40 67% BJPV	150 64% BJPV	42 67% AO	56 58% BJP	39 70% HAS	45 52% L	7 37% H	15 37% J	22 67% K	25 61% J	18 72% M	21 54% N	17 50% O	20 45% P	43 65% AS	54 67% BJPV	28 51% S	41 52% T	49 59% U	48 47% K
Individuals from outside my country	872 48% B	1215 43% AO	39 65% AO	137 56% BHJPV	41 65% AO	52 54% BJP	35 63% HAO	35 41% L	6 32% H	12 29% J	17 52% K	18 44% L	17 68% M	18 46% N	13 38% O	14 32% P	42 64% AO	53 65% BHJLNPTV	27 49% S	37 47% T	42 51% U	44 43% K
Individuals from my country	752 41% B	962 34% J	35 58% AS	107 46% BHJ	32 51% AO	39 41% BJP	25 45% AO	27 31% L	6 32% H	7 17% J	16 48% K	16 39% L	14 56% M	13 33% N	15 44% O	17 39% P	38 58% AS	35 43% J	19 35% S	28 35% T	44 53% VAS	38 37% J
Don't know	229 13% G	399 14% J	7 12% G	35 15% BHJ	8 13% G	16 17% J	1 2% H	7 8% L	2 11% H	9 22% H	2 6% K	4 10% L	5 20% M	8 21% N	2 6% O	11 25% OBHR	11 17% G	8 10% AGKOU	14 25% S	17 22% HR	7 8% U	16 16% K
Not Sure	4 B	-	1 2% DA	-	-	-	-	-	-	-	-	-	-	-	1 3% A	-	-	-	-	-	-	-
Sigma	3735 204%	5059 180%	161 268%	515 219%	152 241%	205 214%	124 221%	144 167%	39 205%	62 151%	72 218%	63 154%	70 280%	73 187%	72 212%	78 177%	182 276%	191 236%	115 209%	157 199%	198 239%	208 204%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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 TOP 2 BOX

Base: Familiar With Abusive Internet Behavior (Variable Bases)

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Phishing	1521 87%	2245 85% JNP	54 95% S	208 95% BHJLNPTV	55 92%	86 91% JNP	40 87%	58 85% N	16 94%	27 71%	26 93%	29 83%	15 63%	22 67%	16 84%	27 73%	60 92%	76 89% JNP	43 83%	65 83%	77 94% VAS	81 82%
Spamming	1781 92% B	2647 90% LPTV	58 97% MS	224 96% BJLPTV	62 93%	88 91% P	54 98% KMS	89 97% BJLPTV	20 100%	38 86%	28 88%	35 81%	25 83%	42 91%	41 91%	37 79%	63 98% KMS	83 93% LPTV	41 85%	60 83%	77 93% V	88 83%
Cyber squatting	954 77% E	1626 75% PV	32 86% EQ	114 78% PV	28 64%	48 69%	28 82%	53 76%	8 73%	12 46%	20 77%	23 72%	8 53%	21 66%	14 67%	19 59%	28 67%	37 66%	22 67%	43 72%	27 82%	41 63%
Stolen credentials	1402 82% S	2174 80% NP	52 93% AOQS	198 90% BJLNPRTV	49 80%	72 83% NP	36 86% S	65 87% JNP	18 82%	29 69%	26 84%	32 78%	14 58%	23 66%	23 72%	24 60%	45 79%	66 78% P	32 64%	58 75%	73 89% OS	75 78% P
Malware	1664 91% BS	2461 88% JT	57 95% S	216 92% BJPTV	58 92%	87 91% JT	53 95% S	80 93% JTV	19 100%	31 76%	29 88%	37 90%	21 84%	35 90%	30 88%	36 82%	62 94% S	70 86%	45 82%	62 78%	75 90%	85 83%

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

19 Aug 2016
Table 350

Base: Familiar With Abusive Internet Behavior (Variable Bases)

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	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	184 10% CEQU	273 10% DF	1 2%	6 3%	1 2%	4 4%	5 11% E	8 12% D	1 6%	8 21% BDFR	2 7%	4 11% D	7 29%	8 24% BDFR	3 16%	4 11% D	2 3%	4 5%	6 12% CE	8 10% D	3 4%	11 11% D
Spamming	102 5%	167 6% DH	-	4 2%	2 3%	3 3%	1 2%	1 1%	-	2 5%	4 13% CGQ	7 16% BDFHNR	1 3%	1 2%	2 4%	5 11% DHR	-	1 1%	1 2%	6 8% DHR	4 5%	10 9% DHR
Cyber squatting	225 18% C	364 17%	1 3%	20 14%	9 20% C	10 14%	5 15%	15 21%	2 18%	10 38%	5 19%	7 22%	5 33%	9 28% D	5 24%	6 19%	12 29% C	11 20%	7 21% C	10 17%	5 15%	10 15%
Stolen credentials	240 14% C	401 15% D	2 4%	12 5%	9 15% C	10 11%	4 10%	9 12%	4 18%	9 21% D	5 16% C	6 15% D	9 38%	9 26% D	7 22% C	12 30% BDFHRV	8 14%	12 14% D	14 28% ACGU	12 16% D	7 9%	13 14% D
Malware	104 6%	210 7% A	-	12 5%	1 2%	5 5%	3 5%	5 6%	-	5 12% CE	4 12% CE	3 7%	2 8%	2 5%	3 9% C	4 9%	2 3%	6 7%	5 9% C	10 13% D	6 7% C	11 11% C

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

19 Aug 2016
Table 351

1. Phishing

Base: Familiar With Abusive Internet Behavior

	Country																					
	2015 Total Registrants	North America							Europe													
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	1756	2644	57*	220	60*	94*	46*	68*	17**	38*	28**	35*	24**	33*	19**	37*	65*	85*	52*	78*	82*	99*
TOP 2 BOX (NET)	1521 87%	2245 85%	54 95% S BHJLNPTV	208 95%	55 92%	86 91% JNP	40 87%	58 85% N	16 94%	27 71%	26 93%	29 83%	15 63%	22 67%	16 84%	27 73%	60 92%	76 89% JNP	43 83%	65 83%	77 94% VAS	81 82%
Very common	914 52%	1313 50% JNP DAEQS	49 86% S BHJLNPTV	154 70%	39 65% AS BHJLNPTV	68 72%	22 48%	32 47% NP	10 59%	12 32%	11 39%	22 63% JNPT	7 29%	4 12%	4 21%	10 27%	42 65% AS BHJLNPTV	52 61% BJNPT	21 40%	33 42% N VAGS	64 78% VAGS	55 56% JNP
Somewhat common	607 35% CU	932 35% DF	5 9%	54 25% C	16 27% C	18 19%	18 39% CU	26 38% DF	6 35%	15 39% F	15 54%	7 20%	8 33% BDFLRV	18 55% DFLV	12 63% DFLV	17 46% DFLV	18 28% C	24 28% CU	22 42% CU DFLV	32 41% DFLV	13 16%	26 26%
BOTTOM 2 BOX (NET)	184 10% CEQU	273 10% DF	1 2%	6 3%	1 2%	4 4%	5 11% E	8 12% D	1 6%	8 21% BDFR	2 7%	4 11% D	7 29% BDFR	8 24% BDFR	3 16%	4 11% D	2 3%	4 5%	6 12% CE	8 10% D	3 4% D	11 11% D
Not very common	148 8% U	223 8% DV	1 2%	6 3%	1 2%	4 4%	5 11% EU	7 10% D	1 6%	7 18% BDFRV	1 4%	3 9%	6 25% BDFRTV	8 24% BDFRTV	2 11%	4 11% D	2 3%	4 5%	5 10% D	6 8%	2 2%	3 3%
Not at all common	36 2%	50 2% D	-	-	-	-	-	1 1%	-	1 3% D	1 4%	1 3% D	1 4%	-	1 5%	-	-	-	1 2%	2 3% D	1 1% UBDFR	8 8% UBDFR
Don't know	48 3%	126 5% A	1 2%	6 3%	4 7%	4 4%	1 2%	2 3%	-	3 8%	-	2 6%	2 8%	3 9%	-	6 16% BDFH	3 5%	5 6%	3 6%	5 6%	2 2%	7 7%
Not Sure	3 B	-	1 2% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1756 100%	2644 100%	57 100%	220 100%	60 100%	94 100%	46 100%	68 100%	17 100%	38 100%	28 100%	35 100%	24 100%	33 100%	19 100%	37 100%	65 100%	85 100%	52 100%	78 100%	82 100%	99 100%

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

Base: Familiar With Abusive Internet Behavior

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	1931	2926	60*	234	67*	97*	55*	92*	20**	44*	32*	43*	30*	46*	45*	47*	64*	89*	48*	72*	83*	106
TOP 2 BOX (NET)	1781 92% B	2647 90% LPTV	58 97% MS	224 96% BJLPTV	62 93% P	88 91% P	54 98% KMS	89 97% BJLPTV	20 100%	38 86%	28 88%	35 81%	25 83%	42 91%	41 91%	37 79%	63 98% KMS	83 93% LPTV	41 85%	60 83%	77 93% V	88 83%
Very common	1448 75% BO	2064 71% JPT	58 97% DAEGKMOOSU	189 81% BJLNPTV	52 78% BJLNPTV	79 81% KOS	47 85% BJLNPTV	75 82% BJLNPTV	17 85%	24 55%	21 66%	26 60%	22 73%	29 63%	28 62%	27 57%	51 80% O	68 76% JPT	33 69%	40 56%	69 83% VKO	72 68%
Somewhat common	333 17% C	583 20% ADF	-	35 15% C	10 15% C	9 9% C	7 13% C	14 15% C	3 15%	14 32% BDFHV	7 22% C	9 21%	3 10% C	13 28% DF	13 29% ACGU	10 21% F	12 19% C	15 17% C	8 28% DFV	20 10% C	8 15% C	16
BOTTOM 2 BOX (NET)	102 5%	167 6% DH	-	4 2%	2 3%	3 3%	1 2%	1 1%	-	2 5%	4 13% CGQ	7 16% BDFHNR	1 3%	1 2%	2 4%	5 11% DHR	-	1 2%	1 2%	6 8% DHR	4 5%	10 9% DHR
Not very common	82 4%	117 4%	-	4 2%	3 3%	2 2%	-	1 1%	-	5 9% CGQ	3 7% D	-	-	1 2%	1 2%	4 9% DHR	-	1 2%	2 2%	4 6% D	3 4%	6 6% D
Not at all common	20 1%	50 2% D	-	-	-	1 1%	1 2%	-	-	-	4 9% BDFHNR	1 3% D	1 3%	-	1 2%	1 2% D	-	-	-	2 3% D	1 1%	4 4% D
Don't know	45 2%	112 4% A	1 2%	6 3%	3 4%	6 6%	-	2 2%	-	4 9% D	-	1 2% ACGKQU	4 13% Q	3 7%	1 2%	5 11% BDH	1 2%	5 6% ACGKQU	6 13% BD	6 8% BD	2 2%	8 8% BD
Not Sure	3 B	-	1 2% DA	-	-	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-
Sigma	1931 100%	2926 100%	60 100%	234 100%	67 100%	97 100%	55 100%	92 100%	20 100%	44 100%	32 100%	43 100%	30 100%	46 100%	45 100%	47 100%	64 100%	89 100%	48 100%	72 100%	83 100%	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; ** very small base (under 30) ineligible for sig testing

Q1115_3. How common do you feel each type of abusive Internet behavior is?
3. Cyber squatting

19 Aug 2016
Table 353

Base: Familiar With Abusive Internet Behavior

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	1239	2155	37*	146	44*	70*	34*	70*	11**	26**	26**	32*	15**	32*	21**	32*	42*	56*	33*	60*	33*	65*
TOP 2 BOX (NET)	954 77% E	1626 75% PV	32 86% EQ	114 78% PV	28 64%	48 69%	28 82%	53 76%	8 73%	12 46%	20 77%	23 72%	8 53%	21 66%	14 67%	19 59%	28 67%	37 66%	22 67%	43 72%	27 82%	41 63%
Very common	457 37%	737 34% P	16 43%	60 41% NP	11 25%	26 37% P	8 24%	24 34%	4 36%	6 23%	11 42%	3 20%	7 22%	3 14%	5 16%	15 36%	19 34%	8 24%	20 33%	14 42%	20 31%	
Somewhat common	497 40%	889 41%	16 43%	54 37%	17 39%	22 31%	20 59% AQ	29 41%	4 36%	6 23%	9 35%	12 38%	5 33%	14 44%	11 52%	14 44%	13 31%	18 32%	14 42%	23 38%	13 39%	21 32%
BOTTOM 2 BOX (NET)	225 18% C	364 17%	1 3%	20 14%	9 20% C	10 14%	5 15%	15 21%	2 18%	10 38%	5 19%	7 22%	5 33%	9 28% D	5 24%	6 19%	12 29% C	11 20%	7 21% C	10 17%	5 15%	10 15%
Not very common	199 16% C	316 15% V	1 3%	18 12%	6 14%	10 14%	5 15%	15 21% V	2 18%	10 38%	2 8%	5 16%	5 33% BDV	9 28%	5 24%	6 19%	12 29% AC	10 18% V	7 21% C	7 12%	4 12%	4 6%
Not at all common	26 2%	48 2%	-	2 1%	3 7% FA	-	-	-	-	-	3 12%	2 6% FH	-	-	-	-	1 2%	-	3 5%	1 3%	6 9% BDFH	
Don't know	58 5%	165 8% A	3 8%	12 8%	7 16% A	12 17% BH	1 3%	2 3%	1 9%	4 15%	1 4%	2 6%	2 13%	2 6%	7 22% BDH	2 5%	8 14% H	4 12% A	7 12%	1 3%	14 22% UBDH	
Not Sure	2	-	1 3% DA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Sigma	1239 100%	2155 100%	37 100%	146 100%	44 100%	70 100%	34 100%	70 100%	11 100%	26 100%	26 100%	32 100%	15 100%	32 100%	21 100%	32 100%	42 100%	56 100%	33 100%	60 100%	33 100%	65 100%

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

19 Aug 2016
Table 354

Base: Familiar With Abusive Internet Behavior

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	1700	2708	56*	220	61*	87*	42*	75*	22**	42*	31*	41*	24**	35*	32*	40*	57*	85*	50*	77*	82*	96*
TOP 2 BOX (NET)	1402 82% S	2174 80% NP	52 93% AOQS	198 90% BJLNPRTV	49 80% NP	72 83% NP	36 86% S	65 87% JNP	18 82% NP	29 69% NP	26 84% NP	32 78% NP	14 58% NP	23 66% NP	23 72% NP	24 60% NP	45 79% NP	66 78% P	32 64% NP	58 75% NP	73 89% OS	75 78% P
Very common	765 45% BOS	1108 41% JNP	38 68% DAGOQS	115 52% BJNPT	32 52% OS	38 44% JNP	16 38% O	33 44% JNP	10 45% NP	10 24% NP	17 55% OS	19 46% JNP	4 17% NP	7 20% NP	2 6% NP	4 10% NP	23 40% O	34 40% NP	14 28% O	28 36% P	44 54% OS	41 43% JNP
Somewhat common	637 37% C	1066 39% NP	14 25% NP	83 38% NP	17 28% NP	34 39% NP	20 48% CE	32 43% NP	8 36% NP	19 45% NP	9 29% NP	13 32% NP	10 42% NP	16 46% ACEKOSU	21 66% NP	20 50% NP	22 39% NP	32 38% NP	18 36% NP	30 39% NP	29 35% NP	34 35% NP
BOTTOM 2 BOX (NET)	240 14% C	401 15% D	2 4% NP	12 5% NP	9 15% C	10 11% NP	4 10% NP	9 12% NP	4 18% NP	9 21% D	5 16% C	6 15% D	9 38% NP	9 26% D	7 22% C	12 30% BDFHRV	8 14% NP	12 14% D	14 28% ACGU	12 16% D	7 9% NP	13 14% D
Not very common	206 12% C	342 13% D	2 4% NP	11 5% NP	7 11% NP	4 10% NP	4 10% NP	3 14% NP	8 11% NP	3 19% DV	3 10% NP	5 12% NP	8 33% NP	9 26% BDHV	7 22% CU	11 28% BDFHV	8 14% NP	12 14% D	13 26% ACGU	11 14% D	6 7% NP	7 7% NP
Not at all common	34 2% NP	59 2% NP	- - NP	1 - NP	2 3% NP	- - NP	- - NP	1 1% NP	1 5% NP	1 2% NP	2 6% NP	1 2% NP	1 4% NP	- - NP	- - NP	1 3% NP	- - NP	- - NP	1 2% NP	1 1% NP	1 1% NP	6 6% BDFR
Don't know	55 3% NP	133 5% A	1 2% NP	10 5% NP	3 5% NP	5 6% NP	2 5% NP	1 1% NP	- - NP	4 10% H	- - NP	3 7% NP	1 4% NP	3 9% NP	1 3% NP	4 10% H	4 7% NP	7 8% H	4 8% NP	7 9% H	2 2% NP	8 8% H
Not Sure	3 B	- - NP	1 2% DA	- - NP	- - NP	- - NP	- - NP	- - NP	- - NP	- - NP	- - NP	- - NP	- - NP	- - NP	1 3% A	- - NP	- - NP	- - NP	- - NP	- - NP	- - NP	- - NP
Sigma	1700 100%	2708 100%	56 100%	220 100%	61 100%	87 100%	42 100%	75 100%	22 100%	42 100%	31 100%	41 100%	24 100%	35 100%	32 100%	40 100%	57 100%	85 100%	50 100%	77 100%	82 100%	96 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_5. How common do you feel each type of abusive Internet behavior is?
5. Malware

Base: Familiar With Abusive Internet Behavior

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	1831	2804	60*	235	63*	96*	56*	86*	19**	41*	33*	41*	25**	39*	34*	44*	66*	81*	55*	79*	83*	102
TOP 2 BOX (NET)	1664 91% BS	2461 88% JT	57 95% S	216 92% BJPTV	58 92% JT	87 91% JT	53 95% S	80 93% JTV	19 100%	31 76%	29 88%	37 90%	21 84%	35 90%	30 88%	36 82%	62 94% S	70 86%	45 82%	62 78%	75 90%	85 83%
Very common	1179 64% BOS	1623 58% JPT	49 82% AKOQS	162 69% BJNPT	42 67% OS	59 61% JPT	42 75% OS	60 70% BJNPT	16 84%	14 34%	19 58% O	24 59% JP	16 64%	17 44%	11 32%	16 36%	40 61% O	52 64% JNPT	26 47%	34 43%	56 67% OS	60 59% JPT
Somewhat common	485 26% C	838 30% AD	8 13%	54 23%	16 25%	28 29%	11 20%	20 23%	3 16%	17 41% DHRV	10 30%	13 32%	5 20%	18 46% BDHRV	19 56% ACEGKQU	20 45% BDHRV	22 33% C	18 22%	19 35% C	28 35% D	19 23%	25 25%
BOTTOM 2 BOX (NET)	104 6%	210 7% A	-	12 5%	1 2%	5 5%	3 5%	5 6%	-	5 12%	4 12% CE	3 7%	2 8%	2 5%	3 9% C	4 9%	2 3%	6 7%	5 9% C	10 13% D	6 7% C	11 11%
Not very common	73 4%	152 5% A	-	11 5%	-	5 5%	5 5%	5 6%	-	5 12%	2 6%	2 5%	1 4%	2 5%	2 6%	2 5%	2 3%	4 5%	5 9% CE	8 10%	4 5%	6 6%
Not at all common	31 2%	58 2%	-	1 2%	1 2%	-	-	-	-	2 6% Q	1 2%	1 4%	-	1 3%	2 5% DFH	-	2 2%	-	2 3%	2 2%	5 5% BDFH	
Don't know	57 3%	133 5% A	1 2%	7 3%	4 6%	4 4%	-	1 1%	-	5 12% BDH	-	1 2%	2 8%	2 5%	-	4 9% H	2 3%	5 6% AG	7 9% DH	2 2%	6 6%	
Not Sure	6 B	-	2 3% DA	-	-	-	-	-	-	-	-	-	-	1 3% A	-	-	-	-	-	-	-	-
Sigma	1831 100%	2804 100%	60 100%	235 100%	63 100%	96 100%	56 100%	86 100%	19 100%	41 100%	33 100%	41 100%	25 100%	39 100%	34 100%	44 100%	66 100%	81 100%	55 100%	79 100%	83 100%	102 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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. Have you ever been affected by any of these types of abusive Internet behaviors?
SUMMARY TABLE OF YES

19 Aug 2016
Table 356

Base: Familiar With Abusive Internet Behavior (Variable Bases)

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Phishing	645 37% G	974 37% HNV	29 51% AGU	113 51% BHJLNVP	20 33% HJLNV	43 46% HJLNV	9 20% HJLNV	17 25% HJLNV	3 18% HJLNV	10 26% HJLNV	3 11% HJLNV	8 23% HJLNV	3 13% HJLNV	5 15% HJLNV	6 32% HJLNV	10 27% HJLNV	22 34% HJLNV	37 44% HJLNV	18 35% HJLNV	32 41% HNV	26 32% HNV	26 26% HNV
Spamming	1456 75% Q	2145 73% T	49 82% Q	183 78% JTV	52 78% T	75 77% ACEKMOGSU	52 95% BDJPRTV	81 88% BDJPRTV	15 75% BDJPRTV	27 61% BDJPRTV	24 75% BDJPRTV	34 79% T	20 67% JTV	39 85% JTV	30 67% JTV	34 72% JTV	41 64% JTV	64 72% JTV	35 73% JTV	44 61% JTV	68 82% VQ	72 68% VQ
Cyber squatting	322 26% BS	491 23% DV	7 19% S	21 14% S	7 16% S	12 17% S	9 26% S	20 29% DV	1 9% DV	6 23% DV	5 19% DV	9 28% V	- - V	4 13% V	1 5% V	5 16% V	6 14% V	10 18% V	1 3% S	13 22% S	6 18% S	7 11% S
Stolen credentials	402 24% EOU	616 23% FPTV	18 32% EOQU	63 29% BFPRTV	8 13% BFPRTV	11 13% BFPRTV	7 17% BFPRTV	15 20% P	4 18% P	6 14% P	8 26% O	12 29% FPTV	3 13% FPTV	6 17% FPTV	2 6% FPTV	2 5% FPTV	8 14% FPTV	13 15% FPTV	10 20% FPTV	9 12% FPTV	9 11% FPTV	13 14% FPTV
Malware	1168 64% BQS	1688 60% RTV	44 73% QS	160 68% BRTV	40 63% QS	62 65% RTV	46 82% AEKQSU	63 73% BJRTV	14 74% BJRTV	22 54% BJRTV	19 58% RTV	29 71% RTV	15 60% RTV	25 64% V	25 74% QS	25 57% V	25 38% V	38 47% V	24 44% V	36 46% V	50 60% VQ	39 38% VQ

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

19 Aug 2016
Table 357

1. Phishing

Base: Familiar With Abusive Internet Behavior

	Country																					
	2015 Total Registrants	North America								Europe												
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	1756	2644	57*	220	60*	94*	46*	68*	17**	38*	28**	35*	24**	33*	19**	37*	65*	85*	52*	78*	82*	99*
Yes	645 37% G	974 37% HNV	29 51% AGU	113 51% BHJLNPV	20 33% HJLNV	43 46% HJLNV	9 20%	17 25%	3 18%	10 26%	3 11%	8 23%	3 13%	5 15%	6 32%	10 27%	22 34%	37 44% HLNV	18 35%	32 41% HNV	26 32%	26 26%
No	920 52% C	1378 52% DF	22 39%	84 38%	35 58% FC	38 40%	32 70% AC	47 69% BDFR	13 76% DF	24 63%	21 75%	19 54%	16 67%	24 73% BDFR	10 53%	19 51%	37 57% C	40 47%	30 58% C	43 55% D	48 59% C	59 60% DF
Not sure	191 11%	292 11% T	6 11%	23 10%	5 8%	13 14% T	5 11%	4 6%	1 6%	4 11%	4 14%	8 23% BDHT	5 21%	4 12%	3 16%	8 22% BHT	6 9%	8 9%	4 8%	3 4%	8 10%	14 14% T
Sigma	1756 100%	2644 100%	57 100%	220 100%	60 100%	94 100%	46 100%	68 100%	17 100%	38 100%	28 100%	35 100%	24 100%	33 100%	19 100%	37 100%	65 100%	85 100%	52 100%	78 100%	82 100%	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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	1931	2926	60*	234	67*	97*	55*	92*	20**	44*	32*	43*	30*	46*	45*	47*	64*	89*	48*	72*	83*	106
Yes	1456 75% Q	2145 73% T	49 82% Q	183 78% JTV	52 78% T	75 77% T	52 95% ACEKMOQSU	81 88% BDJPRTV	15 75% T	27 61% T	24 75% T	34 79% T	20 67% T	39 85% JTV	30 67% T	34 72% T	41 64% T	64 72% T	35 73% T	44 61% T	68 82% VQ	72 68% T
No	373 19% G	613 21% H	9 15% G	42 18% H	11 16% G	16 16% G	2 4% G	8 9% G	5 25% G	12 27% HL	7 22% G	4 9% G	7 23% G	5 11% G	10 22% G	7 15% AG	19 30% AG	20 22% H	10 21% G	23 32% BDFHLNP	14 17% G	27 25% HLN
Not sure	102 5%	168 6%	2 3%	9 4%	4 6%	6 6%	1 2%	3 3%	-	5 11% D	1 3%	5 12% D	3 10% U	2 4%	5 11% U	6 13% BDH	4 6%	5 6%	3 6%	5 7%	1 1%	7 7%
Sigma	1931 100%	2926 100%	60 100%	234 100%	67 100%	97 100%	55 100%	92 100%	20 100%	44 100%	32 100%	43 100%	30 100%	46 100%	45 100%	47 100%	64 100%	89 100%	48 100%	72 100%	83 100%	106 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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_3. Have you ever been affected by any of these types of abusive Internet behaviors?
3. Cyber squatting

19 Aug 2016
Table 359

Base: Familiar With Abusive Internet Behavior

	Country																					
	2015 Total Registrants	North America							Europe													
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	1239	2155	37*	146	44*	70*	34*	70*	11**	26**	26**	32*	15**	32*	21**	32*	42*	56*	33*	60*	33*	65*
Yes	322 26% BS	491 23% DV	7 19% S	21 14%	7 16%	12 17%	9 26% S	20 29% DV	1 9%	6 23%	5 19%	9 28% V	-	4 13%	1 5%	5 16%	6 14%	10 18%	1 3%	13 22% S	6 18%	7 11%
No	764 62%	1369 64%	26 70%	99 68%	32 73%	46 66%	22 65%	42 60%	7 64%	17 65%	17 65%	18 56%	10 67%	25 78% P	17 81%	17 53%	34 81% A	40 71%	29 88% TAG	39 65%	23 70% BHLF	51 78%
Not sure	153 12%	295 14%	4 11%	26 18%	5 11%	12 17%	3 9%	8 11%	3 27%	3 12%	4 15%	5 16%	5 33%	3 9%	3 14% BHNRTV	10 31%	2 5%	6 11%	3 9%	8 13%	4 12%	7 11%
Sigma	1239 100%	2155 100%	37 100%	146 100%	44 100%	70 100%	34 100%	70 100%	11 100%	26 100%	26 100%	32 100%	15 100%	32 100%	21 100%	32 100%	42 100%	56 100%	33 100%	60 100%	33 100%	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

19 Aug 2016
Table 360

Base: Familiar With Abusive Internet Behavior

	Country																					
	2015 Total Registrants	North America								Europe												
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	1700	2708	56*	220	61*	87*	42*	75*	22**	42*	31*	41*	24**	35*	32*	40*	57*	85*	50*	77*	82*	96*
Yes	402 24% EOU	616 23% FPTV	18 32% EOQU	63 29% BFPRTV	8 13%	11 13%	7 17%	15 20% P	4 18%	6 14%	8 26% O	12 29% FPTV	3 13%	6 17%	2 6%	2 5%	8 14%	13 15%	10 20%	9 12%	9 11%	13 14%
No	1097 65%	1780 66% L	34 61%	140 64% L	46 75%	67 77% BDL	32 76%	57 76% L	18 82%	31 74% L	20 65%	18 44%	17 71%	26 74% L	23 72%	32 80% DL	44 77% A	65 76% BDL	36 72%	57 74% L	66 80% AC	72 75% DL
Not sure	201 12%	312 12% H	4 7%	17 8%	7 11%	9 10%	3 7%	3 4%	-	5 12%	3 10% BDFHNRV	11 27%	4 17%	3 9%	7 22% C	6 15% H	5 9%	7 8%	4 8%	11 14% H	7 9%	11 11%
Sigma	1700 100%	2708 100%	56 100%	220 100%	61 100%	87 100%	42 100%	75 100%	22 100%	42 100%	31 100%	41 100%	24 100%	35 100%	32 100%	40 100%	57 100%	85 100%	50 100%	77 100%	82 100%	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; ** very small base (under 30) ineligible for sig testing

Q1120_5. Have you ever been affected by any of these types of abusive Internet behaviors?
5. Malware

19 Aug 2016
Table 361

Base: Familiar With Abusive Internet Behavior

	Country																					
	2015 Total Registrants	North America								Europe												
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	1831	2804	60*	235	63*	96*	56*	86*	19**	41*	33*	41*	25**	39*	34*	44*	66*	81*	55*	79*	83*	102
Yes	1168 64% BQS	1688 60% RTV	44 73% QS	160 68% BRTV	40 63% QS	62 65% RTV	46 82% AEKQSU	63 73% BJRTV	14 74%	22 54%	19 58% RTV	29 71%	15 60%	25 64% V	25 74% QS	25 57% V	25 38% V	38 47%	24 44%	36 46%	50 60% VQ	39 38%
No	505 28% G	886 32% ADL	15 25%	60 26%	18 29%	26 27%	8 14%	21 24%	5 26%	15 37% L	13 39% LGO	6 15%	5 20%	10 26%	5 15%	13 30% ACEGOU	34 52% BDFH	35 43% ACEGO	27 49% BDFH	35 44% BDFH	28 34% GO	53 52% UBDFHLP
Not sure	158 9% C	230 8% H	1 2%	15 6%	5 8%	8 8%	2 4%	2 2%	-	4 10%	1 3%	6 15% H	5 20%	4 10%	4 12% C	6 14% H	7 11% C	8 10% H	4 7%	8 10% H	5 6%	10 10% H
Sigma	1831 100%	2804 100%	60 100%	235 100%	63 100%	96 100%	56 100%	86 100%	19 100%	41 100%	33 100%	41 100%	25 100%	39 100%	34 100%	44 100%	66 100%	81 100%	55 100%	79 100%	83 100%	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; ** very small base (under 30) ineligible for sig testing

Q1125. How scored are you of each of the following?
SUMMARY TABLE OF TOP 2 BOX

Base: Familiar With Abusive Internet Behavior (Variable Bases)

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Phishing	1341 76%	1943 73%	28 49%	107 49%	34 57%	45 48%	42 91%	61 90%	10 59%	28 74%	23 82%	25 71%	22 92%	31 94%	13 68%	28 76%	32 49%	35 41%	36 69%	46 59%	71 87%	75 76%
	BCEQ	DFRT				ACEQS	BDFJLRTV		DFR			BDFJLPRTV			DFR			CQ	R	ACEQS	DFRT	
Spamming	1163 60%	1624 56%	23 38%	80 34%	23 34%	41 42%	32 58%	58 63%	9 45%	26 59%	15 47%	17 40%	20 67%	29 63%	26 58%	22 47%	22 34%	34 38%	19 40%	29 40%	63 76%	66 62%
	BCEQS	DFLRT				CEQ	DFLRT		DR			CEQS	DFLRT	EQ					VACEGKQOS		DFLRT	
Cyber squatting	844 68%	1423 66%	16 43%	55 38%	14 32%	30 43%	22 65%	55 79%	10 91%	20 77%	16 62%	15 47%	11 73%	27 84%	16 76%	23 72%	13 31%	27 48%	23 70%	36 60%	24 73%	39 60%
	CEQ	DFLR				EQ	BDFLRTV					BDFLRTV			DFLR			CEQ	D	CEQ	DF	
Stolen credentials	1425 84%	2224 82%	45 80%	170 77%	40 66%	63 72%	40 95%	68 91%	19 86%	38 90%	21 68%	30 73%	23 96%	32 91%	26 81%	36 90%	31 54%	60 71%	41 82%	61 79%	75 91%	77 80%
	EKQ	FR	Q			ACEKQ	BDFLR		FLR			FLR		Q	FR			Q	VEKQ			
Malware	1490 81%	2201 78%	44 73%	163 69%	42 67%	65 68%	52 93%	78 91%	18 95%	38 93%	21 64%	26 63%	24 96%	35 90%	29 85%	38 86%	37 56%	51 63%	40 73%	60 76%	77 93%	79 77%
	BEKQ	DFLR	Q			ACEKQS	BDFLRTV		BDFLRTV			DFLR		DFLR	KQ	DFLR			VACEKQS		R	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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 scared are you of each of the following?
SUMMARY TABLE OF BOTTOM 2 BOX

Base: Familiar With Abusive Internet Behavior (Variable Bases)

	Country																					
	2015 Total Registrants	North America										Europe										
		2016 Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	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	411 23% GU	701 27% AHN	28 49% AGU	113 51% BHJLNPV	26 43% AGU	49 52% BHJLNPV	4 9%	7 10%	7 41%	10 26% HN	5 18%	10 29% HN	2 8%	2 6%	6 32%	9 24% N	32 49% AGSU	50 59% BHJLNPV	16 31% GU	32 41% BHN	11 13%	24 24% HN
Spamming	763 40% U	1302 44% A	36 60% AMOU	154 66% BHJNV	44 66% AGMOU	56 58% BHN	23 42% U	34 37%	11 55%	18 41%	17 53% U	26 60% BHN	10 33%	17 37%	18 40%	25 53% AGMOU	41 64% BHJNV	55 62% AMU	29 60% BHN	43 60% BHN	20 24%	40 38% U
Cyber squatting	392 32%	732 34% HN	20 54% AU	91 62% BHNPTV	30 68% AGSU	40 57% BHN	12 35%	15 21%	1 9%	6 23%	10 38% BHN	17 53% BHN	4 27%	5 16%	4 19%	9 28% AGSU	29 69% BHN	29 52% BHN	10 30%	24 40% HN	9 27%	26 40% HN
Stolen credentials	271 16% G	484 18% H	10 18% AGU	50 23% BHJNP	21 34% AGU	24 28% BHJNP	2 5%	7 9%	3 14%	4 10%	10 32% AGU	11 27% HJN	1 4%	3 9%	5 16%	4 10% ACGOSU	25 44% BHJNP	25 29% BHJNP	9 18%	16 21%	7 9%	19 20% U
Malware	338 18% GU	603 22% AHJ	15 25% GU	72 31% BHJNP	21 33% AGOU	31 32% BHJNP	4 7%	8 9%	1 5%	3 7%	12 36% AGOU	15 37% BHJNP	1 4%	4 10%	4 12%	6 14% ACGOU	29 44% BHJNP	30 37% BHJNP	15 27% GU	19 24% HJ	6 7%	23 23% UHJ

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	1756	2644	57*	220	60*	94*	46*	68*	17**	38*	28**	35*	24**	33*	19**	37*	65*	85*	52*	78*	82*	99*
TOP 2 BOX (NET)	1341 76% BCEQ	1943 73% DFRT	28 49%	107 49%	34 57%	45 48%	42 91% ACEQS	61 90% BDFJLRTV	10 59%	28 74% DFR	23 82% DFR	25 71% DFR	22 92% BDFJLPRTV	31 94% BDFJLPRTV	13 68% DFR	28 76% DFR	32 49% DFR	35 41% CQ	36 69% CQ	46 59% R	71 87% ACEQS	75 76% DFRT
Very scared	598 34% CQS	931 35% DFRT	7 12%	38 17%	17 28% FCQ	12 13% ACEQS	31 67% BDFJPRTV	39 57% BDFJPRTV	5 29%	12 32% DFRT	13 46% DFRT	16 46% DFRT	19 79% BDFRT	17 52% BDFRT	3 16% DFRT	12 32% DFRT	9 14% DFRT	9 11% EGQU	8 15% EGQU	12 15% EGQU	44 54% ACEQS	40 40% DFRT
Somewhat scared	743 42% BEG	1012 38% D	21 37%	69 31%	17 28%	33 35% D	11 24% D	22 32% D	5 29%	16 42% D	10 36% D	9 26% D	3 13% D	14 42% D	10 53% D	16 43% D	23 35% D	26 31% D	28 54% EGQU	34 44% EGQU	27 33% EGQU	35 35% EGQU
BOTTOM 2 BOX (NET)	411 23% GU	701 27% AHN	28 49% AGU	113 51% BHJLNPV	26 43% AGU	49 52% BHJLNPV	4 9% GU	7 10% EBHJLNPV	7 41% GU	10 26% HN	5 18% HN	10 29% HN	2 8% HN	2 6% HN	6 32% N	9 24% N	32 49% AGSU	50 59% BHJLNPTV	16 31% GU	32 41% BHN	11 13% HN	24 24% HN
Not very scared	281 16% AHN	521 20% AGU	19 33% AGU	79 36% BHJNPV	14 23% GU	37 39% EBHJLNPV	3 7% GU	7 10% EBHJLNPV	6 35% GU	7 18% N	4 14% N	7 20% N	1 4% N	1 3% N	4 21% N	1 19% AGU	7 26% AGU	17 45% QBHJLNPTV	38 51% G	21 27% HN	8 10% HN	20 20% N
Not at all scared	130 7% H	180 7% AGU	9 16% AGU	34 15% BHV	12 20% AGU	12 13% BHV	1 2% AGU	- - AGU	1 6% AGU	3 8% H	1 4% H	3 9% H	1 4% H	1 3% H	2 11% H	2 5% AGU	15 23% AGU	12 14% BHV	5 10% BHV	11 14% BHV	3 4% BHV	4 4% BHV
Not Sure	4 B	-	1 2% A	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-
Sigma	1756 100%	2644 100%	57 100%	220 100%	60 100%	94 100%	46 100%	68 100%	17 100%	38 100%	28 100%	35 100%	24 100%	33 100%	19 100%	37 100%	65 100%	85 100%	52 100%	78 100%	82 100%	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. Spamming

Base: Familiar With Abusive Internet Behavior

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	1931	2926	60*	234	67*	97*	55*	92*	20**	44*	32*	43*	30*	46*	45*	47*	64*	89*	48*	72*	83*	106
TOP 2 BOX (NET)	1163 60% BCEQS	1624 56% DFLRT	23 38%	80 34%	23 34%	41 42%	32 58% CEQ	58 63% DFLRT	9 45%	26 59% DR	15 47%	17 40%	20 67% CEQS	29 63% DFLRT	26 58% EQ	22 47%	22 34%	34 38%	19 40%	29 40%	63 76% VACEGKQOS	66 62% DFLRT
Very scared	427 22% CEQ	600 21% DRT	6 10%	22 9%	8 12%	13 13%	11 20% O	27 29% BDFPRT	4 20%	8 18%	6 19% O	9 21% DT	8 27% COQ	11 24% DRT	2 4%	6 13%	5 8%	8 9%	6 13%	5 7%	29 35% ACEQOS	32 30% BDFPRT
Somewhat scared	736 38% BE	1024 35% DL	17 28%	58 25%	15 22%	28 29%	21 38% O	31 34% U	5 25%	18 41% DL	9 28% DL	12 19% DL	18 40% DL	24 39% ACEKQS	16 34%	17 27%	26 29%	13 27%	24 33%	34 41% E	34 32%	
BOTTOM 2 BOX (NET)	763 40% U	1302 44% A	36 60% AMOU	154 66% BHJNV	44 66% AGMOU	56 58% BHN	23 42% U	34 37% U	11 55%	18 41% U	17 53% BHN	26 60% U	10 33% U	17 37% U	18 40% U	25 53% AGMOU	41 64% BHJNV	55 62% AMU	29 60% BHN	43 60% U	20 24% U	40 38% U
Not very scared	532 28% U	878 30% AOU	25 42% BV	92 39% AU	26 39% AU	30 31%	20 36% U	29 32% U	7 35%	13 30% U	11 34% U	18 42% U	7 23% U	13 28% U	10 22% U	17 36% U	21 33% U	36 40% BV	15 31% U	29 40% V	13 16% U	27 25% U
Not at all scared	231 12% AH	424 14% G	11 18% G	62 26% BHJNV	18 27% AGU	26 27% BHJNV	3 5%	5 5%	4 20%	5 11%	6 19% H	8 19% H	3 10%	4 9%	8 18% H	8 17% AGMU	20 31% H	19 21% H	14 29% AGU	14 19% H	7 8%	13 12% U
Not Sure	5 B	-	1 2% DA	-	-	-	-	-	-	-	-	-	-	-	1 2% A	-	1 2%	-	-	-	-	-
Sigma	1931 100%	2926 100%	60 100%	234 100%	67 100%	97 100%	55 100%	92 100%	20 100%	44 100%	32 100%	43 100%	30 100%	46 100%	45 100%	47 100%	64 100%	89 100%	48 100%	72 100%	83 100%	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; ** very small base (under 30) ineligible for sig testing

Q1125_3. How scared are you of each of the following?
3. Cyber squatting

Base: Familiar With Abusive Internet Behavior

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only (A)	2016 Total Registrants (B)	2015 US (w/o client sample) (C)	2016 US (D)	2015 Canada (w/o client sample) (E)	2016 Canada (F)	2015 Mexico (w/o client sample) (G)	2016 Mexico (H)	2015 Italy (w/o client sample) (I)	2016 Italy (J)	2015 Turkey (w/o client sample) (K)	2016 Turkey (L)	2015 Spain (w/o client sample) (M)	2016 Spain (N)	2015 Poland (w/o client sample) (O)	2016 Poland (P)	2015 UK (w/o client sample) (Q)	2016 UK (R)	2015 France (w/o client sample) (S)	2016 France (T)	2015 Germany (w/o client sample) (U)
Unweighted Base	1239	2155	37*	146	44*	70*	34*	70*	11**	26**	26**	32*	15**	32*	21**	32*	42*	56*	33*	60*	33*	65*
TOP 2 BOX (NET)	844 68% CEQ	1423 66% DFLR	16 43%	55 38%	14 32%	30 43%	22 65% EQ	55 79% BDFLRTV	10 91%	20 77%	16 62%	15 47%	11 73%	27 84% BDFLRTV	16 76%	23 72% DFLR	13 31%	27 48%	23 70% CEQ	36 60% D	24 73% CEQ	39 60% DF
Very scared	364 29% E	576 27% DR	7 19%	19 13%	7 16%	12 17%	8 24%	24 34% DFRT	3 27%	8 31%	6 23%	7 22%	6 40%	11 34% DR	2 10%	13 41% DFRT	7 17%	8 14%	13 39% TEQ	11 18%	10 30%	21 32% DFR
Somewhat scared	480 39% EQ	847 39% DF	9 24%	36 25%	7 16%	18 26%	14 41% EQ	31 44% DFV	7 64%	12 46%	10 38%	8 25%	5 33%	16 50% DFLV	14 67%	10 31%	6 14%	19 34% Q	10 30%	25 42% D	14 42% EQ	18 28%
BOTTOM 2 BOX (NET)	392 32% HN	732 34% HN	20 54% AU	91 62% BHNPTV	30 68% AGSU	40 57% BHNPTV	12 35% A	15 21%	1 9%	6 23%	10 38% BHNPTV	17 53% BHNPTV	4 27%	5 16%	4 19%	9 28% AGSU	29 69% BHNPTV	29 52% BHNPTV	10 30% HN	24 40% HN	9 27% HN	26 40% HN
Not very scared	266 21%	517 24%	8 22%	48 33% BN	16 36% AU	20 29%	12 35% A	14 20%	-	5 19%	5 19% BHNPTV	14 44% BHNPTV	2 13%	4 13%	3 14%	9 28% AU	16 38% AU	12 21%	7 21%	19 32% N	5 15%	19 29%
Not at all scared	126 10%	215 10% H	12 32% AGSU	43 29% BHLNPTV	14 32% AGSU	20 29% BHLNPTV	-	1 9%	1 4%	5 19%	3 9%	2 13%	1 3%	1 5%	-	13 31% AGS	17 30% BHLNPTV	3 9%	5 8%	4 12% G	7 11% H	
Not Sure	3 B	-	1 3% DA	-	-	-	-	-	-	-	-	-	-	1 5%	-	-	-	-	-	-	-	-
Sigma	1239 100%	2155 100%	37 100%	146 100%	44 100%	70 100%	34 100%	70 100%	11 100%	26 100%	26 100%	32 100%	15 100%	32 100%	21 100%	32 100%	42 100%	56 100%	33 100%	60 100%	33 100%	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	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	1700	2708	56*	220	61*	87*	42*	75*	22**	42*	31*	41*	24**	35*	32*	40*	57*	85*	50*	77*	82*	96*
TOP 2 BOX (NET)	1425 84% EKG	2224 82% FR	45 80% Q	170 77%	40 66%	63 72%	40 95% ACEKQ	68 91% BDFLR	19 86%	38 90% FLR	21 68%	30 73%	23 96%	32 91% FLR	26 81% Q	36 90% FR	31 54%	60 71%	41 82% Q	61 79%	75 91% VEKQ	77 80%
Very scared	867 51% BOQ	1282 47% DFRT	27 48%	86 39% R	24 39%	32 37%	31 74% ACEKQGS	44 59% BDFLRTV	11 50%	20 48% R	12 39%	16 39%	18 75%	19 54% R	10 31%	19 48% R	18 32%	22 26%	25 50%	27 35%	46 56% VOQ	38 40%
Somewhat scared	558 33%	942 35%	18 32%	84 38%	16 26%	31 36%	9 21%	24 32%	8 36%	18 43%	9 29%	14 34%	5 21%	13 37% AEGQ	16 50%	17 43%	13 23%	38 45% Q	16 32%	34 44%	29 35%	39 41%
BOTTOM 2 BOX (NET)	271 16% G	484 18% H	10 18%	50 23% H	21 34% ACGU	24 28% BHJNP	2 5%	7 9%	3 14%	4 10%	10 32% AGU	11 27% HJN	1 4%	3 9%	5 16%	4 10% ACGOSU	25 44% BHJNP	25 29% BHJNP	9 18%	16 21%	7 9%	19 20% U
Not very scared	188 11%	367 14% A	8 14% G	39 18% HN	14 23% AGU	15 17% N	1 2%	6 8%	2 9%	4 10% AGU	7 23% HN	9 22% HN	-	3 9%	3 9%	4 10% AGOSU	17 30% AGOSU	19 22% BHN	5 10%	11 14%	6 7%	14 15%
Not at all scared	83 5%	117 4%	2 4%	11 5%	7 11% AU	9 10% BHJP	1 2%	1 1%	1 5%	-	3 10% U	2 5%	1 4%	2 6%	2 6%	-	8 14% AU	6 7%	4 8%	5 6%	1 1%	5 5%
Not Sure	4 B	-	1 2% DA	-	-	-	-	-	-	-	-	-	-	-	1 3% A	-	1 2% A	-	-	-	-	-
Sigma	1700 100%	2708 100%	56 100%	220 100%	61 100%	87 100%	42 100%	75 100%	22 100%	42 100%	31 100%	41 100%	24 100%	35 100%	32 100%	40 100%	57 100%	85 100%	50 100%	77 100%	82 100%	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; ** very small base (under 30) ineligible for sig testing

Q1125_5. How scared are you of each of the following?
5. Malware

Base: Familiar With Abusive Internet Behavior

	Country																						
	2015 Total Registrants	North America										Europe											
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)		
Unweighted Base	1831	2804	60*	235	63*	96*	56*	86*	19**	41*	33*	41*	25**	39*	34*	44*	66*	81*	55*	79*	83*	102	
TOP 2 BOX (NET)	1490 81% BEKQ	2201 78% DFLR	44 73% Q	163 69% R	42 67% Q	65 68% ACEKQS	52 93% BDFLRTV	78 91% BDFLRTV	18 95% BDFLRTV	38 93% BDFLRTV	21 64% R	26 63% R	24 96% DFLR	35 90% KQ	29 85% DFLR	38 86% DFLR	37 56% DFLR	51 63% DFLR	40 73% DFLR	60 76% VACEKQS	77 93% VACEKQS	79 77% R	
Very scared	741 40% BQS	1044 37% DFRT	19 32% R	69 29% R	18 29% R	19 20% ACEKQS	30 54% FRT	35 41% FRT	7 37% R	13 32% R	9 27% R	14 34% R	15 60% FRT	17 44% FRT	12 35% FR	17 39% FR	14 21% FR	11 14% FR	13 24% FR	20 25% VACEKQS	45 54% VACEKQS	39 38% FR	
Somewhat scared	749 41% L	1157 41% L	25 42% L	94 40% L	24 38% L	46 48% L	22 39% L	43 50% L	11 58% BDLV	25 61% BDLV	12 36% L	12 29% L	9 36% L	18 46% L	17 50% L	21 48% L	23 35% L	40 49% L	27 49% L	40 51% L	32 39% L	40 39% L	
BOTTOM 2 BOX (NET)	338 18% GU	603 22% AHJ	15 25% GU	72 31% BHJNP	21 33% AGOU	31 32% BHJNP	4 7% BHJNP	8 9% BHJNP	1 5% AGOU	3 7% AGOU	12 36% BHJNP	15 37% BHJNP	1 4% AGOU	4 10% AGOU	4 12% AGOU	6 14% ACGOU	29 44% BHJNP	30 37% BHJNP	15 27% GU	19 24% HJ	6 7% HJ	23 23% UHJ	
Not very scared	235 13% G	452 16% AH	12 20% GU	54 23% BHJ	11 17% GU	22 23% HJ	2 4% HJ	7 8% HJ	- - AGOU	3 7% AGOU	9 27% HJ	10 24% HJ	- - AGOU	4 10% AGOU	2 6% AGOU	5 11% AGOU	20 30% H	16 20% H	13 24% AGOU	16 20% H	5 6% H	20 20% UHJ	
Not at all scared	103 6% U	151 5% H	3 5% H	18 8% H	10 16% AGSU	9 9% HJ	2 4% HJ	1 1% HJ	1 5% HJ	- - U	3 9% U	5 12% HJNV	1 4% HJNV	- - HJNV	2 6% HJNV	1 2% AU	9 14% BDHJNP	14 17% BDHJNP	2 4% BDHJNP	3 4% BDHJNP	1 1% BDHJNP	3 3% BDHJNP	
Not Sure	3 - B	- - DA	1 2% DA	- - DA	- - DA	- - DA	- - DA	- - DA	- - DA	- - DA	- - DA	- - DA	- - DA	- - DA	1 3% A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A
Sigma	1831 100%	2804 100%	60 100%	235 100%	63 100%	96 100%	56 100%	86 100%	19 100%	41 100%	33 100%	41 100%	25 100%	39 100%	34 100%	44 100%	66 100%	81 100%	55 100%	79 100%	83 100%	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; ** very small base (under 30) ineligible for sig testing

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

SUMMARY TABLE OF PURCHASED

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2444	3349	62*	255	78*	105	63*	100	26**	50*	42*	50*	34*	50*	52*	53*	71*	100	67*	106	99*	125
Malware	1687 69% B	2229 67% B	49 79%	171 67%	51 65%	61 58%	49 78%	71 71%	17 65%	33 66%	26 62%	36 72%	22 65%	35 70%	33 63%	31 58%	45 63%	67 67%	43 64%	65 61%	74 75%	78 62%
Stolen credentials	1417 58% B	1828 55% FT	37 60%	141 55% F	37 47%	45 43%	35 56%	49 49%	16 62%	29 58%	25 60%	26 52%	17 50%	22 44%	26 50%	26 49%	38 54%	58 58% F	41 61% T	47 44%	60 61%	62 50%
Phishing	1393 57% BE	1771 53% HT	37 60%	122 48%	34 44%	51 49%	31 49%	41 41%	15 58%	27 54%	26 62%	25 50%	15 44%	23 46%	23 44%	24 45%	39 55%	58 58% HT	41 61% TE	46 43%	62 63% EO	73 58% HT
Spamming	1362 56% B	1637 49%	37 60%	124 49%	37 47%	48 46%	36 57% H	41 41%	15 58%	28 56%	26 62%	27 54%	18 53%	26 52%	29 56%	21 40%	33 46%	46 46%	33 49%	43 41%	56 57%	57 46%
Cyber squatting	1228 50% BE	1487 44% DF	26 42%	91 36%	26 33%	33 31%	26 41%	42 42%	15 58%	24 48% F	23 55% E	22 44%	12 35%	17 34%	20 38%	20 38%	29 41%	38 38%	33 49%	39 37%	48 48% E	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; ** very small base (under 30) ineligible for sig testing

Q1130_1. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?

1. Phishing

Base: All Qualified Respondents

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2444	3349	62*	255	78*	105	63*	100	26**	50*	42*	50*	34*	50*	52*	53*	71*	100	67*	106	99*	125
PURCHASED (NET)	1393 57% BE	1771 53% HT	37 60%	122 48%	34 44%	51 49%	31 49%	41 41%	15 58%	27 54%	26 62%	25 50%	15 44%	23 46%	23 44%	24 45%	39 55%	58 58% HT	41 61% TE	46 43%	62 63% EO	73 58% HT
Purchased antivirus software for my computer	1132 46% B	1408 42%	34 55%	112 44%	30 38%	46 44%	26 41%	33 33%	15 58%	25 50% H	23 55%	19 38%	12 35%	16 32%	19 37%	21 40%	33 46%	49 49% H	37 55% TEO	39 37% VAEGMO	60 61%	57 46%
Purchased an identity protection plan	423 17% EU	556 17% DF	6 10%	25 10%	4 5%	10 10%	9 14%	12 12%	1 4%	5 10%	6 14%	8 16%	3 9%	10 20% D	6 12%	5 9%	10 14%	10 10%	14 21% EU	14 13%	9 9%	18 14%
Changed my Internet habits	786 32% BOS	903 27% R	24 39% OS	78 31% LR	27 35% OS	29 28% R	32 51% HAMOQSU	34 34% JLR	7 27%	9 18%	17 40% LOS	8 16%	10 29%	12 24%	9 17%	11 21%	18 25% R	12 12%	26 25% R	33 33% OS	33 26% R	
Stopped making purchases online	307 13% BQU	357 11% DV	3 5%	4 2%	7 9%	8 8% D	8 13% QU	14 14% DRV	3 12%	2 4%	6 14% QU	13 26% BDFJNPRV	3 9%	4 8% D	2 4%	5 9% D	2 3%	5 5%	8 12% Q	17 16% DJRV	4 4%	6 5%
Other	144 6%	192 6%	6 10%	21 8%	11 14% AKM	10 10%	3 5%	4 4%	1 4%	1 2%	1 2%	3 6%	-	3 6%	3 6%	1 2%	9 13% AM	11 11% BP	5 7%	9 8%	6 6%	13 10% B
None	325 13% A	643 19% A	7 11%	61 24% CBL	13 17%	25 24% L	7 11%	25 25% GL	6 23%	15 30% L	4 10%	5 10% ACGKU	11 32%	16 32% BLV	16 31% ACGKU	16 30% BLV	17 24% A	24 24% L	11 16% L	27 25% L	16 16%	21 17%
Not Sure	4 B	-	1 2% DA	-	1 1% A	-	-	-	-	-	-	-	-	-	1 2% A	-	1 1% A	-	-	-	-	-
Sigma	3121 128%	4059 121%	81 131%	301 118%	93 119%	128 122%	85 135%	122 122%	33 127%	57 114%	57 136%	56 112%	39 115%	61 122%	56 108%	59 111%	90 127%	111 111%	87 130%	132 125%	128 129%	148 118%

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

Q1130_2. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?

19 Aug 2016
Table 371

2. Spamming

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America										Europe										
		2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2444	3349	62*	255	78*	105	63*	100	26**	50*	42*	50*	34*	50*	52*	53*	71*	100	67*	106	99*	125
PURCHASED (NET)	1362 56% B	1637 49%	37 60%	124 49%	37 47%	48 46%	36 57% H	41 41%	15 58%	28 56%	26 62%	27 54%	18 53%	26 52%	29 56%	21 40%	33 46%	46 46%	33 49%	43 41%	56 57%	57 46%
Purchased antivirus software for my computer	1137 47% B	1333 40%	32 52%	115 45%	33 42%	46 44%	34 54% H	37 37%	12 46%	24 48%	25 60%	22 44%	16 47%	23 46%	26 50%	18 34%	32 45%	43 43%	28 42%	38 36%	51 52% V	46 37%
Purchased an identity protection plan	368 15% EQ	472 14% DFR	7 11%	24 9%	5 6%	7 7%	7 11%	8 8%	4 15%	7 14%	3 7%	6 12%	2 6%	5 10%	5 10%	5 9%	4 6%	7 7%	10 15%	12 11%	13 13%	14 11%
Changed my Internet habits	765 31% BS	928 28% R	20 32%	67 26% R	28 36% S	34 32% NR	24 38% S	40 40% BDNRTV	5 19%	12 24% R	13 31%	14 28% R	11 32%	8 16%	12 23% R	13 25% R	19 27% R	11 11%	13 19%	27 25% R	30 30%	32 26% R
Stopped making purchases online	264 11% CGU	318 9% DJV	-	8 3% CU	6 8% CU	7 7%	2 3% DJV	11 11% DJV	3 12%	-	7 17% CGOQU	5 10% DJ	1 3%	5 10% DJ	2 4%	3 6%	3 4%	7 7% CGOQU	10 15% DJV	15 14% DJV	1 1%	5 4%
Other	196 8%	263 8%	7 11%	29 11% BJ	11 14% AO	12 11%	8 13% O	10 10%	2 8%	1 2%	3 7%	3 6%	2 6%	7 14% J	1 2%	6 11%	10 14% O	18 18% BJL	8 12% O	11 10%	10 10%	15 12% J
None	326 13%	658 20% A	10 16%	57 22% HL	14 18%	28 27% HL	6 10%	13 13%	5 19%	14 28% HL	4 10%	5 10%	8 24%	14 28% HL	10 19%	12 23%	18 25% AGK	27 27% HL	14 21%	27 25% HL	18 18%	32 26% HL
Not Sure	4 B	-	1 2% DA	-	-	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-
Sigma	3060 125%	3972 119%	77 124%	300 118%	97 124%	134 128%	81 129%	119 119%	31 119%	58 116%	55 131%	55 110%	40 118%	62 124%	57 110%	57 108%	86 121%	113 113%	83 124%	130 123%	123 124%	144 115%

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

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

19 Aug 2016
Table 372

Base: All Qualified Respondents

	Country																					
	2015 Total Registrants	North America							Europe													
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2444	3349	62*	255	78*	105	63*	100	26**	50*	42*	50*	34*	50*	52*	53*	71*	100	67*	106	99*	125
PURCHASED (NET)	1228 50% BE	1487 44% DF	26 42%	91 36%	26 33%	33 31%	26 41%	42 42%	15 58%	24 48% F	23 55% E	22 44%	12 35%	17 34%	20 38%	20 38%	29 41%	38 38%	33 49%	39 37%	48 48% E	50 40%
Purchased antivirus software for my computer	975 40% BE	1128 34%	25 40%	79 31%	22 28%	31 30%	23 37%	34 34%	14 54%	22 44%	20 48% E	14 28%	11 32%	16 32%	17 33%	17 32%	24 34%	33 33%	28 42%	36 34%	44 44% VE	39 31%
Purchased an identity protection plan	401 16% CEMU	543 16% DFR	2 3%	24 9%	4 5%	8 8%	6 10%	10 10%	3 12%	5 10%	7 17% CE	10 20% DFR	1 3%	5 10%	4 8%	5 9%	8 11%	6 6%	11 16% CE	14 13%	8 8%	13 10%
Changed my Internet habits	628 26% B	723 22% D	11 18%	34 13%	17 22%	18 17% HACEMOOSU	31 49%	26 26% DR	3 12%	6 12%	14 33% O	13 26% D	9 26%	10 20%	8 15%	8 15%	14 20%	14 14%	15 22% D	23 22% D	19 19%	23 18%
Stopped making purchases online	274 11% CQU	329 10% DV	1 2%	8 3%	6 8%	9 9% D	4 6%	7 7%	5 19%	2 4%	5 12% CQ	6 12% D	3 9%	5 10% D	2 4%	5 9% D	1 1%	8 8% D	5 7%	15 14% DV	5 5%	5 4%
Other	139 6%	165 5%	5 8%	11 4%	4 5%	6 6%	4 6%	4 4%	- 2%	1 2%	2 5%	3 6%	- 6%	3 6%	3 6%	2 4%	5 7%	6 6%	5 7%	8 8%	4 4%	8 6%
None	558 23%	1038 31% AL	26 42% AGK	127 50% BHLT	30 38% AGK	52 50% BHLT	14 22%	32 32%	7 27%	20 40% L	7 17%	9 18%	14 41% AK	20 40% L	19 37% AK	20 38% L	30 42% AGK	44 44% BL	19 28%	35 33%	37 37% AGK	49 39% BL
Not Sure	9 B	-	1 2% D	-	1 1%	-	-	-	-	-	-	-	-	-	2%	-	1%	-	-	-	-	-
Sigma	2984 122%	3926 117%	71 115%	283 111%	84 108%	124 118%	82 130%	113 113%	32 123%	56 112%	55 131%	55 110%	38 112%	59 118%	54 104%	57 108%	83 117%	111 111%	83 124%	131 124%	117 118%	137 110%

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

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	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2444	3349	62*	255	78*	105	63*	100	26**	50*	42*	50*	34*	50*	52*	53*	71*	100	67*	106	99*	125
PURCHASED (NET)	1417 58% B	1828 55% FT	37 60%	141 55% F	37 47%	45 43%	35 56%	49 49%	16 62%	29 58%	25 60%	26 52%	17 50%	22 44%	26 50%	26 49%	38 54%	58 58% F	41 61% T	47 44%	60 61%	62 50%
Purchased antivirus software for my computer	1135 46% B	1377 41%	31 50%	114 45%	34 44%	42 40%	28 44%	35 35%	13 50%	25 50%	24 57%	19 38%	16 47%	19 38%	23 44%	21 40%	35 49%	48 48%	33 49%	37 35%	56 57% VA	50 40%
Purchased an identity protection plan	473 19% EKMQU	676 20% FV	13 21% EQ	44 17%	6 8%	10 10%	11 17%	16 16%	5 19%	7 14%	3 7%	9 18%	2 6%	6 12%	6 12%	6 11%	6 8%	13 13% EKMQU	16 24%	18 17%	11 11%	16 13%
Changed my Internet habits	747 31% B	873 26% DAOQS	27 44%	74 29%	29 37%	29 28% HAOQS	30 48%	28 28%	4 15%	10 20%	17 40% LOS	9 18%	10 29%	11 22%	11 21%	13 25%	18 25%	20 20%	15 22%	31 29%	38 38% OS	37 30%
Stopped making purchases online	342 14% BCQU	401 12% DR	1 2%	10 4%	9 12% C	12 11% DR	10 16% CQU	13 13% DR	4 15%	3 6%	7 17% CQU	8 16% DR	2 6%	6 12% D	3 6%	4 8%	3 4%	4 4%	5 7%	14 13% DR	4 4%	9 7%
Other	141 6%	172 5%	4 6%	17 7%	4 5%	3 3%	2 3%	4 4%	-	1 2%	2 5%	5 10%	1 3%	1 2%	5 10%	2 4%	11 15% AEGU	11 11% BF	6 9%	5 5%	4 4%	14 11% BFH
None	334 14% A	623 19% A	10 16%	58 23%	14 18% EBDLV	36 34%	7 11%	22 22%	6 23%	14 28% L	4 10%	6 12%	9 26% A	17 34% BLV	11 21%	14 26%	17 24% A	22 22%	11 16%	28 26% BL	14 14%	21 17%
Not Sure	5 B	-	1 2% DA	-	1 1% A	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-
Sigma	3177 130%	4122 123%	87 140%	317 124%	97 124%	132 126%	88 140%	118 118%	32 123%	60 120%	57 136%	56 112%	40 118%	60 120%	60 115%	60 113%	90 127%	118 118%	86 128%	133 125%	127 128%	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; ** very small base (under 30) ineligible for sig testing

Q1130_5. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?

19 Aug 2016
Table 374

5. Malware

Base: All Qualified Respondents

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2444	3349	62*	255	78*	105	63*	100	26**	50*	42*	50*	34*	50*	52*	53*	71*	100	67*	106	99*	125
PURCHASED (NET)	1687 69% B	2229 67%	49 79%	171 67%	51 65%	61 58%	49 78%	71 71%	17 65%	33 66%	26 62%	36 72%	22 65%	35 70%	33 63%	31 58%	45 63%	67 67%	43 64%	65 61%	74 75%	78 62%
Purchased antivirus software for my computer	1465 60%	1931 58%	48 77% AKOQS	166 65% BT	51 65%	58 55%	47 75% AKS	62 62%	17 65%	29 58%	23 55%	29 58%	21 62%	33 66%	30 58%	28 53%	43 61%	60 60%	38 57%	53 50%	69 70% VA	69 55%
Purchased an identity protection plan	400 16% EM	508 15% DF	6 10% E	21 8%	1 1%	7 7%	5 8%	10 10%	2 8%	7 14%	6 14% E	10 20% DF	1 3%	5 10%	6 12% E	5 9%	7 10% E	11 11%	12 18% EM	20 19% DF	11 11% E	13 10%
Changed my Internet habits	671 27% B	752 22%	19 31%	58 23%	23 29%	26 25%	25 40% AOS	28 28% R	2 8%	11 22%	17 40% LOS	10 20%	9 26%	11 22%	10 19%	13 25%	18 25%	15 15%	15 22%	22 21%	32 32%	28 22%
Stopped making purchases online	265 11% CU	314 9% DV	1 2%	13 5%	7 9%	7 7%	3 5%	7 7%	27% 7	1 2%	6 14% CU	4 8%	2 6%	3 6%	4 8%	2 4%	4 6%	7 7%	5 7%	11 10% V	4 4%	4 3%
Other	119 5%	166 5%	4 6%	16 6%	6 8%	11 10% BJ	4 6%	4 4%	1 4%	-	1 2%	1 2%	-	2 4%	3 6%	2 4%	9 13% AMU	11 11% BJ	7 10% A	8 8% J	4 4%	14 11% BHJ
None	230 9%	434 13% A	3 5%	38 15% C	8 10%	23 22% EBHL	2 3%	11 11%	3 12%	10 20%	2 5%	4 8%	6 18% CGU	8 16%	7 13% G	9 17% ACGU	12 17% ACGU	18 18%	8 12%	20 19%	5 5%	19 15% U
Not Sure	4 B	-	1 2% DA	-	-	-	-	-	-	-	-	-	-	-	1 2% A	-	1 1% A	-	-	-	-	-
Sigma	3154 129%	4105 123%	82 132%	312 122%	96 123%	132 126%	86 137%	122 122%	32 123%	58 116%	55 131%	58 116%	39 115%	62 124%	61 117%	59 111%	94 132%	122 122%	85 127%	134 126%	125 126%	147 118%

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

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											
	Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
Consumer protection agency	-	1145 34% AJP	-	83 33% CJP	-	30 29% EJP	-	34 34% GJP	-	7 14%	-	21 42% KJP	-	15 30% MP	-	5 9% O	-	37 37% QJP	-	32 30% SJP	-	34 27% UP
Contact the website owner/operator	1568 61% BCEJ	985 29% DFJR	18 28%	46 18% J	33 41% F	21 20% J	34 54% HCQ	21 21% J	18 69%	3 6%	27 60% LCEQ	12 24% J	19 50% NCQ	10 20% J	31 58% PCQ	14 26% J	21 28% R	14 14%	38 51% TCQ	33 31% DJR	72 67% VCEQS	38 30% DJR
Local police	-	951 28% ADHNT	-	50 20% C	-	32 30% EDNT	-	19 19% G	-	15 30% N	-	22 44% KBDHNRT	-	6 12% M	-	26 49% OBDFHNRT	-	23 23% Q	-	18 17% S	-	66 53% UBDFHNRT
NATIONAL LAW ENFORCEMENT/FBI (NET)	-	822 25% AV	-	53 21% C	-	21 20% E	-	20 20% G	-	12 24% K	-	9 18% M	-	7 14% M	-	16 30% OV	-	17 17% Q	-	40 38% S	-	16 13% U
National law enforcement	-	769 23% ADV	-	-	-	21 20% ED	-	20 20% GD	-	12 24% D	-	9 18% KD	-	7 14% MD	-	16 30% ODV	-	17 17% QD	-	40 38% S	-	16 13% UD
FBI	-	53 2% A	-	53 21% CBFHLNPRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NATIONAL INTELLIGENCE AGENCY/CIA (NET)	-	545 16% ADFJNPV	-	16 6% C	-	9 9% EP	-	15 15% GDNPV	-	3 6% D	-	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%	-	7 14% K	-	9 18% MJRT	-	3 6% Q	-	7 7% Q	-	7 7% S	-	12 10% U
Federal police	-	511 15% AD	-	-	-	22 21% EDRT	-	19 19% GDR	-	27 54% BDFHLPRTV	-	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% G	-	4 8% KDFV	-	8 16% KDFV	-	3 6% N	-	3 6% Q	-	7 7% Q	-	10 9% SF	-	6 5% U
Interpol	-	360 11% AD	-	11 4% D	-	7 7% E	-	9 9% G	-	5 10% KDF	-	9 18% KDF	-	3 6% N	-	3 6% Q	-	8 8% Q	-	10 9% S	-	12 10% UD
Other	370 14% B	-	20 31% DAOS	-	15 19% F	-	17 27% HAOS	-	7 27%	-	11 24% LOS	-	6 16% N	-	5 9% P	-	17 23% RAOS	-	8 11% T	-	23 21% VA	-
No one	266 10% B	-	5 8% D	-	16 20% FACGKOOU	-	3 5% H	-	-	-	3 7%	-	3 8% N	-	3 6% R	-	4 5% R	-	9 12% T	-	7 6% 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

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											
	Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
Not sure	469 18% B	-	20 31% DAU	-	18 23% F	-	14 22% H	-	2 8%	-	9 20% L	-	9 24% N	-	15 28% P	-	32 43% RAEGKMSU	-	18 24% T	-	17 16% V	-
Decline to Answer	2 *	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-	-	-	-	-	1 1% A	-	-	-
Don't know	-	744 22% AJ	-	112 44% CBPHLNPRTV	-	34 32% EBHJLPV	-	19 19% G	-	5 10%	-	7 14% K	-	10 20% M	-	9 17% O	-	32 32% QBHJLP	-	26 25% SJ	-	26 21% U
Sigma	2675 103%	7003 209%	63 98%	415 163%	82 103%	195 186%	69 110%	205 205%	27 104%	83 166%	50 111%	110 220%	37 97%	92 184%	54 102%	87 164%	74 100%	168 168%	74 99%	199 188%	119 110%	241 193%

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

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

	Country																					
	North America										Europe											
	Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(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%	-	45 31%	-	32 48%	-	27 53%	-	5 31%	-	11 44%	-	5 19%	-	4 27%	-	14 26%	-	16 36%	-	15 32%
No	-	975 58%	-	100 69%	-	34 52%	-	24 47%	-	11 69%	-	14 56%	-	22 81%	-	11 73%	-	39 74%	-	29 64%	-	32 68%
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?

Base: Registered For Business

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
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%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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 (w/o client sample)	2015 Canada (w/o client sample)	2016 US	2015 Mexico (w/o client sample)	2016 Canada	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(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*
Office administrative, office support and other business support activities	-	32 2%	-	1 1%	-	2 3%	-	-	-	-	-	-	-	-	1 7%	-	1 2%	-	2 4%	-	2 4%	
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	-	-	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(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*
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%
Insurance, reinsurance and pension funding, except compulsory social security	-	13 1%	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%
Employment activities	-	13 1%	-	-	-	2 3% BD	-	1 2%	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	1 2%
Land transport and transport via pipelines	-	11 1%	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	1 7%	-	-	-	1 2%	-	-
Rental and leasing activities	-	11 1%	-	3 2% B	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-
Motion picture, video and television program production, sound recording and music publishing activities	-	11 1%	-	1 1%	-	2 3% B	-	-	-	-	-	1 4%	-	-	-	-	1 2%	-	1 2%	-	-	-
Mining and quarrying	-	9 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Social work activities without accommodation	-	7 *	-	2 1%	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 4% B
Activities of households as employers; undifferentiated goods- and services-producing activities of households for own use	-	7 *	-	-	-	-	-	2 4% BD	-	-	-	1 4%	-	-	-	-	1 2%	-	1 2%	-	-	-
Security and investigation activities	-	6 *	-	1 1%	-	1 2%	-	-	-	-	-	1 4%	-	-	-	1 7%	-	-	-	-	-	-
Services to buildings and landscape activities	-	6 *	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%
Veterinary activities	-	6 *	-	2 1%	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	1 2% B	-	-
Public administration and defense; compulsory social security	-	6 *	-	-	-	-	-	-	-	-	-	-	-	-	-	2 13%	-	-	-	1 2% B	-	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

Base: Registered For Business

Q305. Which of the following sectors does your business fall into?

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(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*
Programming and broadcasting activities	-	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Postal and courier activities	-	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Water transport	-	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																					
	2015 Total Registrants	North America										Europe										
		2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 US	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	812	1198	64*	255	80*	105	**	**	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
Alabama	-	3	-	3 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Arizona	2*	7 1%	2 3% A	3% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Arkansas	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
California	5 1%	27 2% A	5 8% A	11% BFJLNPRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Colorado	1*	6 1%	1 2% A	2% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Connecticut	1*	6 1%	1 2% A	2% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Delaware	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
District of Columbia	1*	-	1 2% DA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Florida	6 1%	22 2% A	6 9% A	9% BFJLNPRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Georgia	1*	11 1% A	1 2% A	4% BFRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Illinois	1*	5*	1 2% A	2% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indiana	-	7 1% A	-	3% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kansas	-	4*	-	2% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Louisiana	-	3	-	3 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

Q318. In what state, province or territory do you currently reside?

Base: Have Region Codes And Region Question To Be Asked

	Country																				
	2015 Total Registrants	North America										Europe									
		2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 US	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	812	1198	64*	255	80*	105	**	**	26**	50*	45*	50*	38*	50*	53*	74*	100	75*	106	108	125
Maine	-	2	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Maryland	3	6 1%	3 5%	2 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Massachusetts	1	5	1 2%	5 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Michigan	4	5	4 6%	5 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Minnesota	3	7 1%	3 5%	7 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Missouri	-	4	-	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nebraska	1	2	1 2%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nevada	-	4	-	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New Hampshire	-	2	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New Jersey	4	13 1%	4 6%	13 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New Mexico	-	2	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New York	6 1%	15 1%	6 9%	15 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
North Carolina	3	9 1%	3 5%	9 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
North Dakota	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ohio	1	11 1%	1 2%	11 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

Q318. In what state, province or territory do you currently reside?

Base: Have Region Codes And Region Question To Be Asked

	Country																					
	2015 Total Registrants	North America										Europe										
		2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	812	1198	64*	255	80*	105	**	**	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
Oklahoma	-	4	-	4 2% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Oregon	1	3	1 2% A	3 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pennsylvania	1	11 1% A	1 2% A	11 4% BFRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rhode Island	-	1	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
South Carolina	3	2	3 5% DAU	2 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tennessee	1	-	1 2% DA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Texas	7 1%	24 2% A	7 11% AEKMOGSU	24 9% BFJLNPRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Utah	2	3	2 3% A	3 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vermont	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virginia	1	8 1%	1 2% A	8 3% BV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Washington	2	3	2 3% A	3 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
West Virginia	1	1	1 2% A	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wisconsin	1	3	1 2% A	3 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alberta	8 1%	15 1%	-	-	8 10%	15 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
British Columbia	17 2%	18 2% D	-	-	17 21% ACKMOGSU	18 17% BDJLNPRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																				
	2015 Total Registrants	North America										Europe									
		2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	812	1198	64*	255	80*	105	**	**	26**	50*	45*	50*	38*	50*	53*	74*	100	75*	106	108	125
Manitoba	2*	6 1%	-	-	2 3% A	6 6% BDRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New Brunswick	3*	4*	-	-	3 4% AU	4 4% BDTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Newfoundland	2*	1*	-	-	2 3% A	1 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northwest Territories	1*	1*	-	-	1 1% A	1 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nova Scotia	3*	2*	-	-	3 4% AU	2 2% BD	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nunavut	1*	-	-	-	1 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ontario	32 4%	40 3%	-	-	32 40%	40 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prince Edward Island	2*	-	-	-	2 3% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quebec	7 1%	10 1%	-	-	7 9% ACKMOQSU	10 10% BDJLNPRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Saskatchewan	2*	6 1%	-	-	2 3% A	6 6% BDRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yukon Territory	-	2*	-	-	-	2 2% BD	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alsace	1*	2*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1% A	2 2% BD	-	-
Aquitaine	-	2*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2% BD	-	-
Auvergne	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1% A	-	-	-
Lower Normandy	2*	3*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 3% A	3 3% 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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q318. In what state, province or territory do you currently reside?

19 Aug 2016
Table 378

Base: Have Region Codes And Region Question To Be Asked

	Country																				
	North America										Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	812	1198	64*	255	80*	105	**	**	26**	50*	45*	50*	38*	50*	53*	74*	100	75*	106	108	125
Burgundy	2	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	4	-	-
																		3%	BDFV	4%	-
Brittany	6	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	5	-	-
	1%	*																8%	BDFRV	5%	-
Centre	6	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	5	-	-
	1%	*																8%	BDFRV	5%	-
Champagne-Ardenne	1	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	3	-	-
	*	*																1%	BD	3%	-
Corsica	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-
		*																		B	1%
Upper Normandy	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-
		*																		BD	2%
Ile de France (Paris)	15	28	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15	28	-	-
	2%	2%																20%	26%	-	-
		D																ACEKMOQU	BDFJLNPRV		
Languedoc-Roussillon	4	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	4	-	-
	*	*																5%	BDFV	4%	-
Limousin	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-
		*																		BD	3%
Lorraine	6	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	3	-	-
	1%	*																8%	BD	3%	-
																		ACEOQU			
Midi-Pyrenees	1	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	4	-	-
		*																1%	BDFV	4%	-
North Calais	5	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	7	-	-
	1%	1%																7%	BDFRV	7%	-
																		ACEQU			
Pays de la Loire	4	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	6	-	-
	*	1%																5%	BDFRV	6%	-
																		AEQU			
Picardy	1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	2	-	-
	*	*																1%	BD	2%	-
																		A			
Poitou-Charentes	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-
	*																	3%	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

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 (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	812	1198	64*	255	80*	105	**	**	26**	50*	45*	50*	38*	50*	53*	74*	100	75*	106	108	125
Provence-Alpes-Cote-D'azur	6 1%	13 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 8%	13 12%	-	-
Rhone-Alps	12 1%	9 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12 16%	9 8%	-	-
Baden-Wuerttemberg	15 2%	12 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15 14%	12 10%
Bavaria	17 2%	19 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17 16%	19 15%
Berlin	7 1%	7 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 6%	7 6%
Brandenburg	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	1 1%
Bremen	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%
Hamburg	4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	2 2%
Hesse	7 1%	14 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 6%	14 11%
Mecklenburg-Western Pomerania	4	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	1 1%
Lower Saxony	11 1%	9 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11 10%	9 7%
North Rhine-Westphalia	26 3%	35 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	26 24%	35 28%
Rhineland-Palatinate	4	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	4 3%
Saarland	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	1 1%
Saxony	1	7 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	7 6%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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 (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	812	1198	64*	255	80*	105	**	**	26**	50*	45*	50*	38*	50*	53*	74*	100	75*	106	108	125	
Saxony-Anhalt	4	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	4
																					4%	3%
																					A	BD
Schleswig-Holstein	1	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	3
																					1%	2%
																					A	BD
Thuringia	3	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	4
																					3%	3%
																					A	BD
Abruzzo	1	3	-	-	-	-	-	-	1	3	-	-	-	-	-	-	-	-	-	-	-	-
									4%	6%												
									BDFRTV													
Basilicata	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
									4%													
Calabria	-	2	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-
										4%												
									BDFRTV													
Campania	7	5	-	-	-	-	-	-	7	5	-	-	-	-	-	-	-	-	-	-	-	-
	1%								27%	10%												
									BDFLNPRTV													
Lazio	-	5	-	-	-	-	-	-	-	5	-	-	-	-	-	-	-	-	-	-	-	-
										10%												
										BDFLNPRTV												
Liguria	-	2	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-
										4%												
										BDFRTV												
Lombardy	3	9	-	-	-	-	-	-	3	9	-	-	-	-	-	-	-	-	-	-	-	-
		1%							12%	18%												
									BDFLNPRTV													
Marche	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
									4%													
Molise	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-
										2%												
										BD												
Piedmont	5	3	-	-	-	-	-	-	5	3	-	-	-	-	-	-	-	-	-	-	-	-
	1%								19%	6%												
									BDFRTV													
Apulia	2	4	-	-	-	-	-	-	2	4	-	-	-	-	-	-	-	-	-	-	-	-
									8%	8%												
									BDFLNPRTV													
Sardinia	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
									4%													

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	812	1198	64*	255	80*	105	**	**	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
Sicily	-	5	-	-	-	-	-	-	-	5	-	-	-	-	-	-	-	-	-	-	-	-
Tuscany	3	3	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-
Umbria	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-
Veneto	2	7	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-
Andalusia	6	11	-	-	-	-	-	-	-	8	-	-	-	-	-	-	-	-	-	-	-	-
Asturias	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Balearic Islands	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canary Islands	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cantabria	1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Castilla-Leon	1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Castilla-La Mancha	2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Catalonia	7	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Extremadura	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Galicia	1	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
La Rioja	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 (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)		
Unweighted Base	812	1198	64*	255	80*	105	**	**	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125	
Madrid	1	6	-	-	-	-	-	-	-	-	-	-	1	6	-	-	-	-	-	-	-	-	-
	*	1%	-	-	-	-	-	-	-	-	-	-	3%	12%	-	-	-	-	-	-	-	-	-
Murcia	3	1	-	-	-	-	-	-	-	-	-	-	3	1	-	-	-	-	-	-	-	-	-
	*	*	-	-	-	-	-	-	-	-	-	-	8%	2%	-	-	-	-	-	-	-	-	-
Basque Country	2	1	-	-	-	-	-	-	-	-	-	-	2	1	-	-	-	-	-	-	-	-	-
	*	*	-	-	-	-	-	-	-	-	-	-	5%	2%	-	-	-	-	-	-	-	-	-
Valencia	6	5	-	-	-	-	-	-	-	-	-	-	6	5	-	-	-	-	-	-	-	-	-
	1%	*	-	-	-	-	-	-	-	-	-	-	16%	10%	-	-	-	-	-	-	-	-	-
East of England	4	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	4	-	-	-	-	-
	*	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	4%	-	-	-	-	-
East Midlands	3	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	8	-	-	-	-	-
	*	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	8%	-	-	-	-	-
London	14	22	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14	22	-	-	-	-	-
	2%	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19%	22%	-	-	-	-	-
North East	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	1	-	-	-	-	-
	*	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	1%	-	-	-	-	-
North West	10	12	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10	12	-	-	-	-	-
	1%	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14%	12%	-	-	-	-	-
Northern Ireland	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	2	-	-	-	-	-
	*	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	2%	-	-	-	-	-
Scotland	6	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	8	-	-	-	-	-
	1%	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	8%	-	-	-	-	-
South East	14	16	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14	16	-	-	-	-	-
	2%	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19%	16%	-	-	-	-	-
South West	5	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	8	-	-	-	-	-
	1%	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	8%	-	-	-	-	-
Wales	4	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	4	-	-	-	-	-
	*	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	4%	-	-	-	-	-
West Midlands	6	10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	10	-	-	-	-	-
	1%	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8%	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

Q318. In what state, province or territory do you currently reside?

Base: Have Region Codes And Region Question To Be Asked

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	812	1198	64*	255	80*	105	-**	-**	26**	50*	45*	50*	38*	50*	53*	74*	100	75*	106	108	125
Yorkshire and the Humber	4	5	-	-	-	-	-	-	-	-	-	-	-	-	-	4	5	-	-	-	-
																AESU	BDFTV				
Hokkaido	7	14	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	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	12	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2%	1%																			
Chiba	8	11	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	1%																			
Tokyo	33	37	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	4%	3%																			
	U	DV																			
Kanagawa	17	12	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2%	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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q318. In what state, province or territory do you currently reside?

Base: Have Region Codes And Region Question To Be Asked

	Country																					
	2015 Total Registrants	North America										Europe										
		2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 US	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	812	1198	64*	255	80*	105	-**	-**	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
Yamanashi	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nagano	4	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Niigata	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Toyama	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ishikawa	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shizuoka	2	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gifu	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Aichi	11	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mie	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shiga	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kyoto	6	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Osaka	17	17	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hyogo	10	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nara	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tottori	-	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																					
	2015 Total Registrants	North America										Europe										
		2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 US	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	812	1198	64*	255	80*	105	-**	-**	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
Shimane	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Okayama	3*	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hiroshima	3*	4*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yamaguchi	-	2*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tokushima	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kagawa	2*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ehime	4*	2*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fukuoka	6 1%	4*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Saga	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nagasaki	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kumamoto	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Oita	2*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Miyazaki	1*	2*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kagoshima	2*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Okinawa	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?

19 Aug 2016
Table 378

Base: Have Region Codes And Region Question To Be Asked

	Country																					
	2015 Total Registrants	North America										Europe										
		2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 US	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	812	1198	64*	255	80*	105	**	**	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
Lower Silesia	6 1%	4	-	-	-	-	-	-	-	-	-	-	-	-	6 11%	4 8%	-	-	-	-	-	-
Kuyavia-Pomerania	4	4	-	-	-	-	-	-	-	-	-	-	-	-	4 8%	4 8%	-	-	-	-	-	-
Lodz	3	9 1%	-	-	-	-	-	-	-	-	-	-	-	-	3 6%	9 17%	-	-	-	-	-	-
Lublin	4	3	-	-	-	-	-	-	-	-	-	-	-	-	4 8%	3 6%	-	-	-	-	-	-
Lubusz	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-
Lesser Poland	6 1%	5	-	-	-	-	-	-	-	-	-	-	-	-	6 11%	5 9%	-	-	-	-	-	-
Masovia	8 1%	8 1%	-	-	-	-	-	-	-	-	-	-	-	-	8 15%	8 15%	-	-	-	-	-	-
Subcarpathia	3	1	-	-	-	-	-	-	-	-	-	-	-	-	3 6%	1 2%	-	-	-	-	-	-
Pomerania	4	4	-	-	-	-	-	-	-	-	-	-	-	-	4 8%	4 8%	-	-	-	-	-	-
Silesia	5 1%	7 1%	-	-	-	-	-	-	-	-	-	-	-	-	5 9%	7 13%	-	-	-	-	-	-
Swietokrzyskie (Holy Cross)	3 B	-	-	-	-	-	-	-	-	-	-	-	-	-	3 6%	-	-	-	-	-	-	-
Warmia-Masuria	3 B	-	-	-	-	-	-	-	-	-	-	-	-	-	3 6%	-	-	-	-	-	-	-
Greater Poland	3	4	-	-	-	-	-	-	-	-	-	-	-	-	3 6%	4 8%	-	-	-	-	-	-
West Pomerania	1	3	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	3 6%	-	-	-	-	-	-
Bashkortostan 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																					
	2015 Total Registrants	North America										Europe										
		2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 US	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	812	1198	64*	255	80*	105	-**	-**	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
Buryatiya Republic	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kalmykiya Republic	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sakha (Yakutiya) Republic	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tatarstan Republic	1	61%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Chechnya Republic	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Chuvashiya Republic	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Krasnodar Kray	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Krasnoyarsk Kray	1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Primorskiy Kray	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Amur Oblast	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Astrakhan Oblast	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bryansk Oblast	3	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Volgograd Oblast	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vologda Oblast	1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Voronezh Oblast	-	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																					
	2015 Total Registrants	North America										Europe										
		2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 US	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	812	1198	64*	255	80*	105	**	**	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
Ivanovo Oblast	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Irkutsk Oblast	1*	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kaliningrad Oblast	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kaluga Oblast	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kemerovo Oblast	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kirov Oblast	-	3*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kostroma Oblast	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kurgan Oblast	-	2*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kursk Oblast	1*	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Leningrad Oblast	4*	2*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lipetsk Oblast	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Moscow Oblast	11 1%	12 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nizhny Novgorod Oblast	1*	2*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Novgorod Oblast	1*	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Novosibirsk Oblast	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; ** very small base (under 30) ineligible for sig testing

Q318. In what state, province or territory do you currently reside?

19 Aug 2016
Table 378

Base: Have Region Codes And Region Question To Be Asked

	Country																				
	2015 Total Registrants	North America										Europe									
		2016 Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	812	1198	64*	255	80*	105	-**	-**	26**	50*	45*	50*	38*	50*	53*	74*	100	75*	106	108	125
Omsk Oblast	2	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Orenburg Oblast	1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Orel Oblast	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Penza Oblast	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Perm Kray	1	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rostov Oblast	1	6 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ryazan Oblast	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Samara Oblast	5 1%	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Saratov Oblast	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sverdlovsk Oblast	3	6 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Smolensk Oblast	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tver Oblast	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tomsk Oblast	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tula Oblast	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tyumen Oblast	-	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

Q318. In what state, province or territory do you currently reside?

Base: Have Region Codes And Region Question To Be Asked

	Country																					
	2015 Total Registrants	North America										Europe										
		2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 US	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	812	1198	64*	255	80*	105	**	**	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
Chelyabinsk Oblast	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Zabaykalsk (Chita) Krai	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yaroslavl Oblast	1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Moscow	16 2%	21 2% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Saint Petersburg	2	14 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yevrey Jewish Autonomous Oblast	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Adana Province	-	2	-	-	-	-	-	-	-	-	2 4%	-	-	-	-	-	-	-	-	-	-	-
Adiyaman Province	-	1	-	-	-	-	-	-	-	-	1 2% BD	-	-	-	-	-	-	-	-	-	-	-
Ankara Province	9 1%	6 1%	-	-	-	-	-	-	-	9 20% ACEMOGSU	6 12% BDFJNPRTV	-	-	-	-	-	-	-	-	-	-	-
Antalya Province	-	3	-	-	-	-	-	-	-	-	3 6% BDFRTV	-	-	-	-	-	-	-	-	-	-	-
Aydin Province	-	1	-	-	-	-	-	-	-	-	1 2% BD	-	-	-	-	-	-	-	-	-	-	-
Bolu Province	1	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-	-	-	-	-	-
Bursa Province	2	3	-	-	-	-	-	-	-	2 4% AU	3 6% BDFRTV	-	-	-	-	-	-	-	-	-	-	-
Canakkale Province	1	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-	-	-	-	-	-
Denizli Province	1	-	-	-	-	-	-	-	-	1 2% 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

Q318. In what state, province or territory do you currently reside?

Base: Have Region Codes And Region Question To Be Asked

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	812	1198	64*	255	80*	105	-**	-**	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
Eskisehir Province	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
												2%										
												BD										
Gaziantep Province	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
												2%										
												BD										
Giresun Province	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
												2%										
												BD										
Isparta Province	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
												2%										
												BD										
Istanbul Province	21	18	-	-	-	-	-	-	-	21	18	-	-	-	-	-	-	-	-	-	-	-
	3%	2%								47%	36%											
		D								ACEMOGSU	BDFJNPRTV											
Izmir Province	6	8	-	-	-	-	-	-	-	6	8	-	-	-	-	-	-	-	-	-	-	-
	1%	1%								13%	16%											
										ACEMOGSU	BDFJNPRTV											
Kayseri Province	1	1	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-
										2%	2%											
										A	BD											
Kocaeli Province	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
												2%										
												BD										
Samsun Province	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-
										2%												
										A												
Sivas Province	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-
										2%												
										A												
Van Province	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
												2%										
												BD										
Zonguldak Province	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-
										2%												
										A												
Sirnak Province	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
												2%										
												BD										
Other place	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
														2%								
												BD										
Sigma	812	1198	64	255	80	105	-	-	26	50	45	50	38	50	53	53	74	100	75	106	108	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

Q320. U.S. Region-Harris Interactive Definition.

Base: All U.S. Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	64*	255	64*	255	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
East	18 28%	64 25%	18 28%	64 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Midwest	11 17%	49 19%	11 17%	49 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South	22 34%	87 34%	22 34%	87 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
West	13 20%	55 22%	13 20%	55 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	64 100%	255 100%	64 100%	255 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	64*	255	64*	255	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	
HIGH SCHOOL OR LESS (NET)	3 5%	20 8%	3 5%	20 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Less than high school	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Completed some high school	-	3 1%	-	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Completed high school	3 5%	16 6%	3 5%	16 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
ATTENDED COLLEGE OR COLLEGE DEGREE (NET)	43 67%	130 51%	43 67%	130 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Some college, but no degree	12 19%	41 16%	12 19%	41 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Associate Degree	10 16%	22 9%	10 16%	22 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
College (such as B.A., B.S.)	21 33%	67 26%	21 33%	67 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
ATTENDED GRADUATE SCHOOL OR GRADUATE DEGREE (NET)	17 27%	96 38%	17 27%	96 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Some graduate school, but no degree	4 6%	22 9%	4 6%	22 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Graduate degree (such as MBA, MS, M.D., Ph.D.)	13 20%	74 29%	13 20%	74 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Job-specific training program(s) after high school	1 2%	9 4%	1 2%	9 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Sigma	64 100%	255 100%	64 100%	255 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	483	637	**	**	80*	105	**	**	26**	50*	**	**	38*	50*	**	**	74*	100	75*	106	108	125
Weighted Base	483	637	**	**	80*	105	**	**	26**	50*	**	**	38*	50*	**	**	74*	100	75*	106	108	125
Middle School	1	4 1%	-	-	-	-	-	-	1 4%	4 8%	-	-	-	-	-	-	-	-	-	-	-	-
HS Diploma	10 2%	14 2%	-	-	-	-	-	-	10 38%	14 28%	-	-	-	-	-	-	-	-	-	-	-	-
No formal education	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some high school	2	6 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High school completed	14 3%	24 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some University/Technikon college	28 6%	17 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
University/Technikon college completed	33 7%	49 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other post-matric qualification	4 1%	5 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less Than Secondary School (high school)	5 1%	2	-	-	5 6%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed some Secondary School (high school)	4 1%	4 1%	-	-	4 5%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Graduated from Secondary School (high school)	11 2%	6 1%	-	-	11 14%	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trade Certificate or diploma	1	5 1%	-	-	1	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Certificate or Diploma from Community College, Institution, CEGEP	8 2%	15 2%	-	-	8 10%	15 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Teaching Certificate from Provincial Department of Education	1	2	-	-	1 1%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																					
	2015 Total Registrants	North America										Europe										
		2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)			2015 Mexico (w/o client sample)		2015 Italy (w/o client sample)	2015 Turkey (w/o client sample)		2015 Spain (w/o client sample)	2015 Poland (w/o client sample)		2015 UK (w/o client sample)	2015 France (w/o client sample)	2015 Germany (w/o client sample)					
				2016 US	2016 Canada	2016 Mexico	2016 Italy	2016 Turkey		2016 Spain	2016 Poland		2016 UK	2016 France			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	483	637	**	**	80*	105	**	**	26**	50*	**	**	38*	50*	**	**	74*	100	75*	106	108	125
Completed some university study, but no degree	13 3%	18 3%	-	-	13 16% AMQSU BJRNTV	18 17% BJNR	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
University Certificate or Diploma below Bachelor Level	12 2%	11 2%	-	-	12 15% AMQSU BJRNTV	11 10% BJNR	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bachelor or first professional degree	17 4% U	23 4% TV	-	-	17 21% AMQSU BJRNTV	23 22% BJNR	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Graduate or Professional Degree above Bachelor Level	8 2%	19 3%	-	-	8 10% AMQSU BJRNTV	19 18% BJNR	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CAP / BEP (Vocational training certificate/Technical education certificate)	12 2%	8 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12 16% AEMQU BFJNRV	8 8% BFJNR	-	-	-
High school diploma	8 2%	15 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 11% AEMQU BFJNRV	15 14% BFJNR	-	-	-
2-year college degree/Associate's degree	14 3%	23 4% FV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14 19% AEMQU BFJNRV	23 22% BFJNR	-	-	-
3-year college degree/Bachelor's degree	15 3%	15 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15 20% AEMQU BFJNRV	15 14% BFJNR	-	-	-
4-year college degree/Master's degree	8 2%	12 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 11% AEMQU BFJNRV	12 11% BFJNR	-	-	-
DESS/DEA /Master (5-year college degree)	13 3%	19 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13 17% AEMQU BFJNRV	19 18% BFJNR	-	-	-
Doctorate	4 1%	9 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 5% AEQU BFJNRV	9 8% BFJNR	-	-	-
Still studying	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-
Did not graduate	-	4 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 4% BFV	-	-	-
Lower Secondary Education (5th - 9 or 10th)	3 1%	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 3% A	1 1%
HS Diploma	17 4%	13 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17 16% AEMQS BFJNR	13 10% BFJNR	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Weighted Base	483	637	**	**	80*	105	**	**	26**	50*	**	**	38*	50*	**	**	74*	100	75*	106	108	125
University Entrance Exam	19 4%	28 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19 18%	28 22%
		FRT																			AEMQS	BFJNRT
University of Applied Sciences	14 3%	14 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14 13%	14 11%
		FRT																			AEMQS	BFJNRT
Finished University	21 4%	27 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21 19%	27 22%
		FRT																			AEMQS	BFJNRT
Doctorate	1 *	4 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	4 3%
		B																				
Completed Apprenticeship	26 5%	21 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	26 24%	21 17%
		EQS																			AEMQS	BFJNRT
Master Craftsman Diploma	3 1%	7 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 3%	7 6%
		A																				BFRT
Other Qualification	2 *	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	1 1%
		A																				
Student	2 *	8 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	8 6%
		A																				BFRT
Some College	5 1%	3 *	-	-	-	-	-	-	5 19%	3 6%	-	-	-	-	-	-	-	-	-	-	-	-
									BFRTV													
Short Bachelor, 2-3 Year	1 *	10 2%	-	-	-	-	-	-	1 4%	10 20%	-	-	-	-	-	-	-	-	-	-	-	-
		A							BFNRTV													
Bachelor, 4-5 Year	6 1%	16 3%	-	-	-	-	-	-	6 23%	16 32%	-	-	-	-	-	-	-	-	-	-	-	-
									BFNRTV													
post-bachelor	3 1%	1 *	-	-	-	-	-	-	3 12%	1 2%	-	-	-	-	-	-	-	-	-	-	-	-
									B													
Doctorate	-	1 *	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-
									B													
No formal education	-	1 *	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-
									B													
Secondary	1 *	3 *	-	-	-	-	-	-	-	-	-	-	1 3%	3 6%	-	-	-	-	-	-	-	-
													A	BFRTV								

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

19 Aug 2016
Table 381

Base: All Non-U.S. Respondents

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	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	483	637	**	**	80*	105	**	**	26**	50*	**	**	38*	50*	**	**	74*	100	75*	106	108	125
Baccalaureate	14 3%	10 2%	-	-	-	-	-	-	-	-	-	-	14 37%	10 20%	-	-	-	-	-	-	-	-
Not finalized University studies	3 1%	4 1%	-	-	-	-	-	-	-	-	-	-	3 8%	4 8%	-	-	-	-	-	-	-	-
Diploma	5 1%	11 2%	-	-	-	-	-	-	-	-	-	-	5 13%	11 22%	-	-	-	-	-	-	-	-
Degree	11 2%	15 2%	-	-	-	-	-	-	-	-	-	-	11 29%	15 30%	-	-	-	-	-	-	-	-
Masters/Postgraduate/Doctorate/PHD	4 1%	6 1%	-	-	-	-	-	-	-	-	-	-	4 11%	6 12%	-	-	-	-	-	-	-	-
Still studying	-	1	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-
GCSE/O-Level/CSE	10 2%	18 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10 14%	18 18%	-	-	-	-
Vocational qualifications	3 1%	5 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 4%	5 5%	-	-	-	-
A-Level/Scottish Higher or equivalent	18 4% U	21 3% V	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18 24%	21 21%	-	-	-	-
Bachelor Degree or equivalent	26 5% ESU	37 6% FTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	26 35%	37 37%	-	-	-	-
Masters/PhD or equivalent	12 2%	17 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12 16%	17 17%	-	-	-	-
No formal qualifications	1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	2 2% B	-	-	-	-
Apprentice/Trainee	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%
Other	4 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 5% RAESU	-	-	-	-	-
Sigma	483 100%	637 100%	-	-	80 100%	105 100%	-	-	26 100%	50 100%	-	-	38 100%	50 100%	-	-	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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 (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2512	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
Employed full time	1570 63% CEQU	2070 62% DFJRV	20 31%	85 33%	26 33%	46 44%	35 56% CE	70 70% DFJRV	13 50%	24 48% D	26 58% CE	31 62% DFR	19 50%	29 58% D	31 58% CE	39 74% DFJRV	32 43%	43 43%	46 61% CEQU	66 62% DFR	49 45%	63 50% D
Employed part time	221 9%	292 9%	8 13%	27 11%	10 13%	7 7%	13 13%	12 12%	4 4%	12 12%	4 4%	7 14% I	3 8%	4 8%	11 21% PAKU	2 4%	12 16% A	10 10%	8 11%	5 5%	10 9%	15 12%
Self-employed full time	355 14% BO	369 11%	7 11%	24 9%	13 16% O	9 9%	15 24% HAOU	8 8%	3 12%	6 12%	8 18% LO	2 4%	8 21% O	6 12%	2 4%	4 8%	12 16% O	17 17% DLV	9 12%	10 9%	13 12%	10 8%
Not employed, but looking for work	40 2%	77 2%	2 3%	11 4% BH	5 6% AGS	4 4%	-	-	3 12% BHPRV	5 10% AGS	3 7% AGS	2 4% H	3 8% AGS	8 16% BDFHLPRTV	1 2%	-	3 4%	2 2%	-	3 3%	5 5% A	3 2%
Not employed and not looking for work	16 1%	19 1%	2 3% A	2 1%	1 1%	1 1%	-	1 1%	-	1 2%	-	-	1 2%	-	1 2%	-	-	1 1%	-	-	3 3% A	1 1%
Retired	87 3%	151 5% AH	17 27% AEGKMOOSU	64 25% BHLNPRTV	2 3% EBHJLNPT	19 18%	-	-	1 4%	2 2%	2 4%	1 2%	2 5%	-	-	1 2%	7 9% AGO	13 13% BHLNP	6 8% AGO	8 8% HN	11 10% AEGO	13 10% BHN
Not employed, unable to work due to a disability or illness	21 1%	23 1%	1 2% BHT	10 4% AGS	5 6% AGS	2 2%	-	-	-	-	1 2%	-	-	-	1 2%	-	5 7% AGS	3 3% B	-	-	3 3% A	3 2% B
Student	143 6% B	144 4%	2 3%	6 2% FACGKMOOSU	16 20%	2 2%	5 8%	6 6%	3 12%	3 6%	3 7%	3 6%	2 5%	-	5 9%	4 8% R	2 3%	1 1%	4 5%	5 5%	10 9% BDFNR	12 10%
Stay-at-home spouse or partner	59 2%	77 2%	5 8% AG	7 3%	2 3%	2 2%	-	-	2 8% BHLV	4 8%	-	-	1 3%	1 2%	1 2%	2 4%	1 1%	6 6% BH	2 3%	6 6% BH	4 4%	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%	-	3 3%	-	3 2%
Sigma	2512 100%	3349 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																						
	2015 Total Registrants	North America										Europe											
		2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2015 Mexico (w/o client sample)	2016 Canada	2016 Mexico	2015 Italy (w/o client sample)	2015 Turkey (w/o client sample)	2015 Spain (w/o client sample)	2015 Poland (w/o client sample)	2015 UK (w/o client sample)	2015 France (w/o client sample)	2015 Germany (w/o client sample)	2016 US	2016 Canada	2016 Mexico	2016 Italy	2016 Turkey	2016 Spain	2016 Poland	2016 UK	2016 France
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)		
Unweighted Base	1485	1929	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	-**	-**	108	125	
Less than \$15,000	6*	8*	6 DAEGKQQU	8 BV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$15,000 to \$24,999	2*	23 A	2 A	23 BFHJLNPRV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$25,000 to \$34,999	7*	23 A	7 A	23 BFHJLNPRV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$35,000 to \$49,999	8 1%	32 A	8 A	32 BFHJLNPRV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$50,000 to \$74,999	15 1%	54 A	15 A	54 BFHJLNPRV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$75,000 to \$99,999	10 1%	50 A	10 A	50 BFHJLNPRV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$100,000 to \$124,999	9 1%	17 A	9 A	17 BFHJLNPRV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$125,000 to \$149,999	1*	11 A	1 A	11 BFHJLNPRV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$150,000 to \$199,999	1*	19 A	1 A	19 BFHJLNPRV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$200,000 to \$249,999	-	3*	-	3 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$250,000 or more	1	4*	1 A	4 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less than \$15,000 (in Canadian dollars)	8 1%	6*	-	-	8 ACGKMOQU	6 BDHRV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$15,000 to \$24,999 (in Canadian dollars)	5*	7*	-	-	5 ACGQU	7 BDHRV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$25,000 to \$34,999 (in Canadian dollars)	5*	14 1%	-	-	5 ACGQU	14 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 (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	1485	1929	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	-**	-**	108	125
\$35,000 to \$49,999 (in Canadian dollars)	9 1%	8	-	-	9 11%	8 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$50,000 to \$74,999 (in Canadian dollars)	7	20 1%	-	-	7 9%	20 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$75,000 to \$99,999 (in Canadian dollars)	11 1%	9	-	-	11 14%	9 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$100,000 to \$124,999 (in Canadian dollars)	11 1%	10 1%	-	-	11 14%	10 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$125,000 to \$149,999 (in Canadian dollars)	5	7	-	-	5 6%	7 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$150,000 to \$199,999 (in Canadian dollars)	6	9	-	-	6 8%	9 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$200,000 to \$249,999 (in Canadian dollars)	1	4	-	-	1 A	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$250,000 or more (in Canadian dollars)	1	3	-	-	1 A	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less than 10,000 yuan	4	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10,000 to 19,999 yuan	6	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
20,000 to 29,999 yuan	8 1%	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
30,000 to 39,999 yuan	10 1%	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
40,000 to 49,999 yuan	8 1%	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
50,000 to 59,999 yuan	22 1% B	13 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
60,000 to 79,999 yuan	36 2%	38 2% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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 (w/o client sample)	2015 Canada (w/o client sample)	2015 Mexico (w/o client sample)	2016 US	2016 Canada	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	1485	1929	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	-**	-**	108	125
80,000 to 99,999 yuan	68 5%	48 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
100,000 to 124,999 yuan	133 9%	122 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
125,000 to 149,999 yuan	96 6%	117 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
150,000 or more yuan	145 10%	171 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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 2%	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 2%	20 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10,000,000 or more yen	24 2%	34 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

Q462. Which of the following income categories best describes your total 2015 household income before/after taxes?

Base: Online Survey And Over 18 Years Of Age And Household Income Is To Be Presented And Have Household Income Codes

	Country																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	1485	1929	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	-**	-**	108	125
Less than 4,000 real	24 2%	35 2% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4,000 to 7,999 real	17 1%	27 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8,000 to 11,999 real	4 *	16 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
12,000 to 15,999 real	8 1%	4 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
16,000 to 19,999 real	4 *	8 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
20,000 to 29,999 real	17 1%	18 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
30,000 to 39,999 real	10 1%	12 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
40,000 to 49,999 real	10 1%	11 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
50,000 to 74,999 real	14 1%	14 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
75,000 to 99,999 real	5 *	19 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
100,000 or more real	19 1%	14 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less than 50,000 Mexican pesos	7 *	6 *	-	-	-	-	7 11% ACEKMOQU	6 6% BDFRV	-	-	-	-	-	-	-	-	-	-	-	-	-	-
50,000 to 74,999 Mexican pesos	4 *	7 *	-	-	-	-	4 6% ACEQU	7 7% BDFRV	-	-	-	-	-	-	-	-	-	-	-	-	-	-
75,000 to 99,999 Mexican pesos	5 *	6 *	-	-	-	-	5 8% ACEOQU	6 6% BDFRV	-	-	-	-	-	-	-	-	-	-	-	-	-	-
100,000 to 149,999 Mexican pesos	7 *	13 1%	-	-	-	-	7 11% ACEKMOQU	13 13% BDFJLNPRV	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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 (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	1485	1929	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	-**	-**	108	125
150,000 to 199,999 Mexican pesos	7	11	-	-	-	-	7	11	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	1%					11%	11%														
								ACEKMOQU BDFJLNPRV														
200,000 to 249,999 Mexican pesos	5	11	-	-	-	-	5	11	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	1%					8%	11%														
								ACEOQU BDFJLNPRV														
250,000 to 299,999 Mexican pesos	5	9	-	-	-	-	5	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	*					8%	9%														
								ACEOQU BDFJLNPRV														
300,000 to 399,999 Mexican pesos	3	7	-	-	-	-	3	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	*					5%	7%														
								AU BDFRV														
400,000 to 499,999 Mexican pesos	5	8	-	-	-	-	5	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	*					8%	8%														
								ACEOQU BDFJLNPRV														
500,000 to 999,999 Mexican pesos	6	6	-	-	-	-	6	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	*					10%	6%														
								ACEKOQU BDFRV														
1,000,000 Mexican pesos or more	2	4	-	-	-	-	2	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	*					3%	4%														
								A BDFRV														
Less than 5.000 Euros	8	6	-	-	-	-	-	-	1	2	-	-	1	2	-	-	-	-	-	-	6	2
	1%	*							4%	4%			3%	4%							6%	2%
									BDFHR				BDFHR								AEQ	BD
5.000 Euros - 9.999 Euros	9	6	-	-	-	-	-	-	1	1	-	-	4	3	-	-	-	-	-	-	4	2
	1%	*							4%	2%			11%	6%							4%	2%
									BD				ACEGKQ BDFHR								A	BD
10.000 Euros - 19.999 Euros	28	34	-	-	-	-	-	-	2	8	-	-	15	8	-	-	-	-	-	-	11	18
	2%	2%							8%	16%			39%	16%							10%	14%
		D							BDFHLPR				NACEGKQ BDFHLPR								ACEGKQ BDFHLPR	
20.000 Euros - 29.999 Euros	26	40	-	-	-	-	-	-	3	9	-	-	4	12	-	-	-	-	-	-	19	19
	2%	2%							12%	18%			11%	24%							18%	15%
		D							BDFHLPR				ACEGKQ BDFHLPR								ACEGKQ BDFHLPR	
30.000 Euros - 39.999 Euros	28	40	-	-	-	-	-	-	6	9	-	-	6	12	-	-	-	-	-	-	16	19
	2%	2%							23%	18%			16%	24%							15%	15%
		D							BDFHLPR				ACEGKQ BDFHLPR								ACEGKQ BDFHLPR	
40.000 Euros - 49.999 Euros	21	27	-	-	-	-	-	-	5	3	-	-	4	4	-	-	-	-	-	-	12	20
	1%	1%							19%	6%			11%	8%							11%	16%
									BDFHR				ACEGKQ BDFHLPR								ACEGKQ BDFHLPR	
50.000 Euros - 74.999 Euros	20	29	-	-	-	-	-	-	2	10	-	-	1	2	-	-	-	-	-	-	17	17
	1%	2%							8%	20%			3%	4%							16%	14%
		D							BDFHLNPR				DFHR								ACEGKQ BDFHLPR	
75.000 Euros - 99.999 Euros	11	18	-	-	-	-	-	-	2	4	-	-	1	3	-	-	-	-	-	-	8	11
	1%	1%							8%	8%			3%	6%							7%	9%
									BDFHLPR				BDFHR								ACEGKQ BDFHLPR	

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																					
	2015 Total Registrants	North America										Europe										
		2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 US	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	1485	1929	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	-**	-**	108	125
100,000 Euros - 149,999 Euros	2	6	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	2	4
										4%											2%	3%
										BDFHR											A	BD
150,000 Euros - 199,999 Euros	1	4	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	1	3
														2%							1%	2%
														BD							A	BD
Less than 10,000 ZL	5	1	-	-	-	-	-	-	-	-	-	-	-	-	5	1	-	-	-	-	-	-
	B														9%	2%						
															ACEGKQU	BD						
10,000 ZL - 19,999 ZL	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
																2%						
																BD						
20,000 ZL - 29,999 ZL	4	2	-	-	-	-	-	-	-	-	-	-	-	-	4	2	-	-	-	-	-	-
															8%	4%						
															ACEGQU	BDFV						
30,000 ZL - 39,999 ZL	4	4	-	-	-	-	-	-	-	-	-	-	-	-	4	4	-	-	-	-	-	-
															8%	8%						
															ACEGQU	BDFHRV						
40,000 ZL - 49,999 ZL	5	5	-	-	-	-	-	-	-	-	-	-	-	-	5	5	-	-	-	-	-	-
															9%	9%						
															ACEGKQU	BDFHJLNRV						
50,000 ZL - 59,999 ZL	4	6	-	-	-	-	-	-	-	-	-	-	-	-	4	6	-	-	-	-	-	-
															8%	11%						
															ACEGQU	BDFHJLNRV						
60,000 ZL - 79,999 ZL	11	9	-	-	-	-	-	-	-	-	-	-	-	-	11	9	-	-	-	-	-	-
	1%														21%	17%						
															ACEGKQU	BDFHJLNRV						
80,000 ZL - 99,999 ZL	3	5	-	-	-	-	-	-	-	-	-	-	-	-	3	5	-	-	-	-	-	-
															6%	9%						
															AEQU	BDFHJLNRV						
100,000 ZL - 149,999 ZL	8	8	-	-	-	-	-	-	-	-	-	-	-	-	8	8	-	-	-	-	-	-
	1%														15%	15%						
															ACEGKQU	BDFHJLNRV						
150,000 ZL - 199,999 ZL	2	1	-	-	-	-	-	-	-	-	-	-	-	-	2	1	-	-	-	-	-	-
															4%	2%						
															AU	BD						
200,000 ZL - 249,999 ZL	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
																2%						
																BD						
Less than 5,000 TRY	4	6	-	-	-	-	-	-	-	4	6	-	-	-	-	-	-	-	-	-	-	-
										9%	12%											
										ACEGOQU	BDFHJNPRV											
5,000 TRY - 9,999 TRY	4	4	-	-	-	-	-	-	-	4	4	-	-	-	-	-	-	-	-	-	-	-
										9%	8%											
										ACEGOQU	BDFHJNPRV											

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	1485	1929	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	-**	-**	108	125
10,000 TRY - 19,999 TRY	2	2	-	-	-	-	-	-	-	-	2	2	-	-	-	-	-	-	-	-	-	-
											4%	4%										
											AU BDFHRV											
20,000 TRY - 29,999 TRY	7	6	-	-	-	-	-	-	-	-	7	6	-	-	-	-	-	-	-	-	-	-
											16%	12%										
											ACEGMOQU BDFHJNPRV											
30,000 TRY - 39,999 TRY	3	6	-	-	-	-	-	-	-	-	3	6	-	-	-	-	-	-	-	-	-	-
											7%	12%										
											ACEGQU BDFHJNPRV											
40,000 TRY - 49,999 TRY	7	3	-	-	-	-	-	-	-	-	7	3	-	-	-	-	-	-	-	-	-	-
											16%	6%										
											ACEGMOQU BDFHRV											
50,000 TRY - 74,999 TRY	7	9	-	-	-	-	-	-	-	-	7	9	-	-	-	-	-	-	-	-	-	-
											16%	18%										
											ACEGMOQU BDFHJNPRV											
75,000 TRY - 99,999 TRY	5	6	-	-	-	-	-	-	-	-	5	6	-	-	-	-	-	-	-	-	-	-
											11%	12%										
											ACEGMOQU BDFHJNPRV											
100,000 TRY - 149,999 TRY	4	3	-	-	-	-	-	-	-	-	4	3	-	-	-	-	-	-	-	-	-	-
											9%	6%										
											ACEGQU BDFHRV											
200,000 TRY - 249,999 TRY	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
											-	2%										
											BD											
250,000 TRY or more	2	2	-	-	-	-	-	-	-	-	2	2	-	-	-	-	-	-	-	-	-	-
											4%	4%										
											AU BDFHRV											
Less than 2000 RUB	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2000 RUB - 4000 RUB	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6001 RUB - 8000 RUB	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8001 RUB - 10000 RUB	1	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10001 RUB - 15000 RUB	3	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
15001 RUB - 25000 RUB	8	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

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 (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1485	1929	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	74*	100	-**	-**	108	125
More than 25000 RUB	58 4%	107 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Up to 4,499 GBP	-	4*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	-	-	-	-
4,500 to 6,499 GBP	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-
6,500 to 7,499 GBP	1*	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	1 1%	-	-	-	-
7,500 to 9,499 GBP	4*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 5%	-	-	-	-	-
9,500 to 11,499 GBP	4*	5*	-	-	-	-	-	-	-	-	-	-	-	-	-	4 5%	5 5%	-	-	-	-
11,500 to 13,499 GBP	2*	2*	-	-	-	-	-	-	-	-	-	-	-	-	-	2 3%	2 2%	-	-	-	-
13,500 to 15,499 GBP	3*	4*	-	-	-	-	-	-	-	-	-	-	-	-	-	3 4%	4 4%	-	-	-	-
15,500 to 17,499 GBP	4*	4*	-	-	-	-	-	-	-	-	-	-	-	-	-	4 5%	4 4%	-	-	-	-
17,500 to 24,999 GBP	11 1%	12 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	11 15%	12 12%	-	-	-	-
25,000 to 29,999 GBP	5*	6*	-	-	-	-	-	-	-	-	-	-	-	-	-	5 7%	6 6%	-	-	-	-
30,000 to 39,999 GBP	7*	14 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	7 9%	14 14%	-	-	-	-
40,000 to 49,999 GBP	6*	8*	-	-	-	-	-	-	-	-	-	-	-	-	-	6 8%	8 8%	-	-	-	-
50,000 to 74,999 GBP	11 1%	18 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	11 15%	18 18%	-	-	-	-
75,000 to 99,999 GBP	4*	9*	-	-	-	-	-	-	-	-	-	-	-	-	-	4 5%	9 9%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 US	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	1485	1929	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	-**	-**	108	125
100,000 or more GBP	3	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 4%	4 4%	-	-	-	-
Decline to answer	79 5%	89 5%	4 6%	11 4%	11 14% AK	8 8%	7 11% AK	12 12% BD	4 15%	2 4%	-	2 4%	2 5%	3 6%	7 13% AK	10 19% BDFJLV	8 11% AK	9 9% B	-	-	12 11% AK	10 8%
Sigma	1485 100%	1929 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	-	-	108 100%	125 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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 (w/o client sample)	2015 Canada (w/o client sample)	2015 Mexico (w/o client sample)	2016 US	2016 Canada	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
White	106 4%	289 9%	56 88%	222 87%	50 63%	67 64%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hispanic	2*	10*	2 3%	10 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BLACK/AFRICAN AMERICAN (NET)	7*	9*	3 5%	9 4%	4 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Black	7*	9*	3 5%	9 4%	4 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Asian or Pacific Islander	2*	-	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Native American or Alaskan Native	1*	4*	1 2%	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mixed Race	4*	3*	-	1*	4 5%	2 2%	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
First Nation/Native Canadian	2*	-	-	-	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South Asian	7 B	1*	-	-	7 9%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Chinese	4 B	-	-	-	4 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Korean	1*	2*	-	2 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japanese	2*	1*	-	-	2 3%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other Southeast Asian	1*	3*	-	2 1%	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Filipino	1	2	-	1	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																					
	2015 Total Registrants	North America										Europe										
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2588	3349	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
Arab/West Asian	1	1	-	-	1 A	1 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other race	-	1	-	-	-	1 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	3	3	-	3 B	3 FAU	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unknown	2444 94% BCE	3019 90% DF	-	-	-	30 29% ED	63 100% CE	100 100% BDF	26 100%	50 100% BDF	45 100% CE	50 100% BDF	38 100% CE	50 100% BDF	53 100% CE	53 100% BDF	74 100% ACE	100 100% BDF	75 100% ACE	106 100% BDF	108 100% ACE	125 100% BDF
Sigma	2588 100%	3348 100%	64 100%	254 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

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

Q364. What is your marital status?

Base: Marital Status Is To Be Presented And 18 Or Older

	Country																					
	2015 Total Registrants	North America							Europe													
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2015 Mexico (w/o client sample)	2016 Canada	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2398	3149	64*	255	80*	105	63*	100	26**	50*	45*	50*	38*	50*	53*	53*	74*	100	75*	106	108	125
Never married	716 30% C	944 30% DFP	12 19%	45 18%	28 35% FC	22 21%	20 32%	24 24%	7 27%	14 28%	17 38% C	16 32% D	8 21%	15 30% D	17 32%	9 17%	21 28%	24 24%	25 33%	26 25%	41 38% C	46 37% DFHPRT
Married or civil union	1377 57% EQU	1812 58% V	33 52%	160 63% RV	33 41%	61 58% EV	36 57% U	62 62% V	13 50%	30 60%	23 51%	30 60%	19 50%	28 56% D	30 57%	36 68% RV	32 43%	49 49%	42 56% U	68 64% RV	44 41%	55 44%
Divorced	91 4%	117 4%	9 14% AG	30 12% BHJNTV	7 9% A	9 9% BJ	1 2%	4 4%	1 4%	-	3 7%	3 6%	2 5%	1 2%	3 6%	5 9% BJ	5 7%	6 6%	4 5%	4 4%	9 8% A	5 4%
Separated	36 2%	48 2%	1 2%	2 1%	2 3%	3 3%	2 2%	3 3%	4 4%	1 2%	-	-	3 3%	-	-	-	2 3%	3 3%	2 3%	3 3%	2 2%	2 2%
Widow/Widower	22 1%	36 1%	4 6% ASU	9 4% B	1 1%	2 2%	1 2%	2 2%	1 4%	-	-	-	-	-	-	-	4 5% AS	6 6% BTV	-	1 1%	1 1%	1 1%
Living with partner	156 7%	192 6%	5 8%	9 4%	9 11% S	8 8%	4 6%	5 5%	3 12%	5 10% D	2 4%	1 2%	8 21% AGKOS	6 12% D	3 6%	3 6%	10 14% AS	12 12% BDLT	2 3%	4 4%	11 10% BDHLT	16 13%
Sigma	2398 100%	3149 100%	64 100%	255 100%	80 100%	105 100%	63 100%	100 100%	26 100%	50 100%	45 100%	50 100%	38 100%	50 100%	53 100%	53 100%	74 100%	100 100%	75 100%	106 100%	108 100%	125 100%

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

QARREG. In which region do you currently reside?

	Country																				
	North America										Europe										
	Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	68*	104
Buenos Aires	28 41%	34 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Buenos Aires Province (including Gran Buenos Aires)	12 18%	23 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Santa Fe	4 6%	8 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cordoba	5 7%	11 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Patagonia	3 4%	8 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	16 24%	20 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	68 100%	104 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

QKRINC. Which of the following income categories best describes your total 2015 household income before taxes?

	Country																				
	North America										Europe										
	Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	69*	101
Less than 10,000,000 Won	2 3%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10,000,000 to 20,999,999 Won	4 6%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
21,000,000 to 29,999,999 Won	10 14%	11 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
30,000,000 to 44,999,999 Won	13 19%	22 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
45,000,000 to 74,999,999 Won	28 41%	41 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
75,000,000 or more Won	11 16%	18 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to answer	1 1%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	69 100%	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

QKRBUY. In the past 12 months, did you purchase any products or services over the Internet?

Base: All South Korea Respondents

	Country																				
	North America										Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	69*	101
Yes	68 99%	97 96%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No	1 1%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	69 100%	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

QKREG1. In which region do you currently reside?

19 Aug 2016
Table 389

	Country																					
	North America										Europe											
	Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(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%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Busan	-	7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gyeonggi-do	-	17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ulsan	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Daejeon	-	3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gwangju	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Incheon	-	3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Daegu	-	6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jeju-do	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Chungcheongbuk-do	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gangwon-do	-	4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Chungcheongnam-do	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jeollabuk-do	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jeollanam-do	-	3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gyeongsangnam-do	-	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 South Korea Respondents

QKREG1. In which region do you currently reside?

19 Aug 2016
Table 389

	Country																					
	North America										Europe											
	Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(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	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Gyeongsangbuk-do	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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

QKRREG2. REGION CLASSIFICATION

Base: All South Korea Respondents

	Country																					
	North America										Europe											
	Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(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																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	298	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	24 8%	25 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Graduate or above	256 86%	279 85%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	298 100%	330 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	298	330
Less than 120,000 rupees	38 13%	53 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
120,000 rupees or more	250 84%	257 78%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to answer	10 3%	20 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	298 100%	330 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

	Country																				
	North America										Europe										
	Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	298	330
Metro	239 80%	281 85%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-metro	59 20%	49 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	298 100%	330 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/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 (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	298	330	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Yes	285 96%	311 94%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No	13 4%	19 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	298 100%	330 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/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											
	Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(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
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%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

QINREG1. In which division do you currently reside?

Base: All India Respondents

	Country																				
	North America										Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(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
Jharkhand	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

QINREG1. In which division do you currently reside?

Base: All India Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(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	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*
Chandigarh	-	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Andaman and Nicobar Islands	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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

QINREG2. STATE SIZE CLASSIFICATION

Base: All India Respondents

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(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/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/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

Q1500. In which province do you currently reside?

19 Aug 2016
Table 397

Base: All Indonesia Respondents

	Country																				
	North America										Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	49*	100	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Irian Jaya Barat	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Papua	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Banten	1 2%	9 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jakarta Raya	17 35%	21 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jawa Barat	5 10%	11 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jawa Tengah	5 10%	15 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jawa Timur	9 18%	16 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yogyakarta	3 6%	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kalimantan Barat	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kalimantan Selatan	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kalimantan Tengah	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kalimantan Timur	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Maluku	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Maluku Utara	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bali	-	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. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Indonesia Respondents

Q1500. In which province do you currently reside?

19 Aug 2016
Table 397

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	49*	100
Nusa Tenggara Barat	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nusa Tenggara Timur	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gorontalo	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sulawesi Barat	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sulawesi Selatan	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sulawesi Tengah	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sulawesi Tenggara	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sulawesi Utara	1%	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Aceh	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bangka-Belitung	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bengkulu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jambi	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kepulauan Riau	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lampung	2%	4%	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Riau	1%	2%	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q1500. In which province do you currently reside?

19 Aug 2016
Table 397

	Country																				
	North America										Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	49*	100	
Sumatera Barat	2 4% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Sumatera Selatan	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Sumatera Utara	3 6%	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Sigma	49 100%	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

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

Q1502. REGION CLASSIFICATION

19 Aug 2016
Table 398

	Country																					
	North America										Europe											
	Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	49*	100
Irian Jaya	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jawa	40 82%	78 78%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kalimantan	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Maluku	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nusa Tenggara	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sulawesi	1 2%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sumatera	8 16%	12 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	49 100%	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q1580. What is your marital status?

Base: All Nigeria Respondents

	Country																				
	North America										Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	190	200	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Single, never married	87 46%	100 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Married (monogamous or polygamous)	96 51%	95 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Divorced	1 1%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Separated	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Widowed	2 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Loosely coupled	1 1%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	190 100%	200 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/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 (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	190	200	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Lagos State	104 55%	112 56%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ogun State	9 5%	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Oyo State	8 4%	7 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Osun State	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kogi State	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kwara State	5 3%	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Delta State	3 2%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ondo State	7 4%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Edo State	7 4% B	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ekiti State	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Anambra State	1 1%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Abia State	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Enugu State	2 1%	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ebonyi State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rivers State	11 6%	13 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
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 (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	190	200
Akwa Ibom State	1 1%	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Imo State	2 1%	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cross River State	-	5 3% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bayelsa State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Borno State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Adamawa State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Taraba State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yobe State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kano State	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jigawa State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bauchi State	1 1%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gombe State	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kaduna State	1 1%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Katsina State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sokoto State	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/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 (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	190	200
Kebbi State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Zamfara State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Benue State	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Niger State	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plateau State	3 2%	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nassarawa State	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Abuja Federal Capital Territory	21 11%	20 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	190 100%	200 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q1504. STATE CLASSIFICATION

Base: All Nigeria Respondents

	Country																					
	North America										Europe											
	Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	190	200	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Postal Code Region 1	113 59%	116 58%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Postal Code Region 2	13 7%	14 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Postal Code Region 3	17 9% B	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Postal Code Region 4	3 2%	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Postal Code Region 5	14 7%	24 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Postal Code Region 6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Postal Code Region 7	2 1%	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Postal Code Region 8	2 1%	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Postal Code Region 9	26 14%	27 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	190 100%	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

Q1585. Do you consider yourself...?

19 Aug 2016
Table 402

Base: All Nigeria Respondents

	Country																				
	North America										Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	190	200	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Hausa	2 1%	5 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yoruba	100 53%	92 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Igbo/Ibo	52 27%	50 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fulanji	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	32 17%	48 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to answer	3 2%	5 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	190 100%	200 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

19 Aug 2016
Table 403

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	80*	100	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Ad Daqahliyah	3 4%	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Al Buhayrah	4 5%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Al Gharbiyah	7 9%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Al Isma'iliyah	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kafr ash Shaykh	5 6%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dumyat	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Al Qalyubiyah	3 4%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ash Sharqiyah	5 6%	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Al Minufiyah	2 3%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Al Qahirah	21 26%	25 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Al Iskandariyah	14 18%	15 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bur Sa'id	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Al Uqsur	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
As Suways	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Aswan	-	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

Base: All Egypt Respondents

Q1505. In which governorate do you currently reside?

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	80*	100	
Asyut	1 1%	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Al Minya	3 4%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Suhaj	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Qina	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Al Fayyum	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Al Jizah	10 13%	9 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bani Suwayf	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Janub Sina'	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Matruh	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shamal Sina'	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Al Wadi al Jadid	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Al Bahr al Ahmar	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	80 100%	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q1506. REGION CLASSIFICATION

Base: All Egypt Respondents

	Country																				
	North America										Europe										
	Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	80*	100
Lower	29 36%	29 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
City	37 46%	42 42%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Upper	14 18%	25 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Desert	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	80 100%	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q4005. Which of the following income categories best describes your total 2015 household income before taxes?

	Country																				
	North America										Europe										
	Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	64*	125
Menos de \$ 6.000.000 pesos colombianos	8 13%	14 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$ 6.001.000 a \$ 12.000.000 pesos colombianos	7 11%	16 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$ 12.001.000 a \$ 18.000.000 pesos colombianos	5 8%	10 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$ 18.001.000 a \$ 24.000.000 pesos colombianos	4 6%	8 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$ 24.001.000 a \$ 30.000.000 pesos colombianos	2 3%	14 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$ 30.001.000 a \$ 36.000.000 pesos colombianos	3 5%	8 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$ 36.001.000 a \$ 60.000.000 pesos colombianos	11 17%	13 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$ 60.001.000 a \$ 84.000.000 pesos colombianos	4 6%	10 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$ 84.001.000 o mas pesos colombianos	8 13%	15 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to answer	12 19%	17 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	64 100%	125 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

QCOREG2. In which region do you live?

Base: All Colombian Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(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
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 (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(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%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q4010. What is your current education level?

Base: All Vietnam Respondents

	Country																				
	North America										Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	52*	52*
Some University	11 21%	8 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Complete University	25 48%	27 52%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some Post graduate degree	1 2%	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Complete Post graduate degree	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 (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(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%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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 (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(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*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
OWN-ACCOUNT WORKER	7 13%	5 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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 (UNCLASSIFIABLE 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 - U/V - A/C/E/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

19 Aug 2016
Table 409

Base: All Vietnam Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(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/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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																									
	2015 Total Registrants	North America										Europe														
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)		2015 Mexico (w/o client sample)		2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)		2016 Spain	2015 Poland (w/o client sample)		2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)		2016 France	2015 Germany (w/o client sample)		2016 Germany
					2016 US	Canada	Mexico	Spain					Poland	Germany												
(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

19 Aug 2016
Table 411

Base: All Vietnam Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(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

19 Aug 2016
Table 412

Base: All Vietnam Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(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/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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

Q4025. BTS

Base: All Vietnam Respondents

	Country																				
	North America										Europe										
	Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
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

Q4027. In what region do you live?

Base: All Vietnam Respondents

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(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

Q4030. What is your highest educational attainment?

Base: All Philippines Respondents

	Country																				
	North America										Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	76*	101	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No schooling	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some elementary	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Complete elementary	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some high school	1%	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed high school	4%	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some vocational	-	3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed Vocational	4%	6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some college	8%	17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed college/ Has degree	46%	63%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some post graduate degree	6%	5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed post graduate degree	7%	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not know/Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	76	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. * small base; ** 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 (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	76*	101	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Professional, technical and kindred workers	35 46%	40 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Farmers and farm managers	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Manager, officials and proprietors except farm	2 3%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Clerical and kindred workers	11 14%	12 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sales workers	2 3%	7 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Craftsmen, foremen and kindred workers	1 1%	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 8%	8 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Student	2 3%	7 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pensioner	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Others	8 11%	10 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	4 5%	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; ** 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		2015 US (w/o client sample)		2015 Canada (w/o client sample)		2015 Mexico (w/o client sample)		2015 Italy (w/o client sample)		2015 Turkey (w/o client sample)		2015 Spain (w/o client sample)		2015 Poland (w/o client sample)		2015 UK (w/o client sample)		2015 France (w/o client sample)		2015 Germany (w/o client sample)	
Nielsen Sample Only	2016 Total Registrants	2016 US	2016 Canada	2016 Mexico	2016 Italy	2016 Turkey	2016 Spain	2016 Poland	2016 UK	2016 France	2016 Germany	2016 US	2016 Canada	2016 Mexico	2016 Italy	2016 Turkey	2016 Spain	2016 Poland	2016 UK	2016 France	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	76*	101
Sigma	76 100%	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q4036. Please select the area in which you live?

Base: All Philippines Respondents

	Country																				
	North America										Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	76*	101	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
National Capital Region	19 25%	41 41% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cordillera Administrative Region	1 1%	7 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ilocos (Region I)	2 3%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cagayan Valley (Region II)	2 3%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Central Luzon (Region III)	6 8%	7 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Southern Tagalog (Region IV)	22 29%	17 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bicol (Region V)	6 8%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Western Visayas (Region VI)	1 1%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Central Visayas (Region VII)	10 13%	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Eastern Visayas (Region VIII)	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Western Mindanao (Region IX)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northern Mindanao (Region X)	4 5%	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Southern Mindanao (Region XI)	2 3%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Central Mindanao (Region XII)	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Autonomous Region in Muslim Mindanao	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q4036. Please select the area in which you live?

Base: All Philippines Respondents

	Country																					
	North America										Europe											
	Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	76*	101
Caraga	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	76 100%	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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 (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	126	168	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Nenhum	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alfabetizacao	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fundamental incompleto - fundamental I (1a. serie a 4a.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fundamental incompleto - fundamental II (6a. serie a 8a. serie)	2 2%	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fundamental completo	2 2%	5 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ensino Medio	44 35%	52 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Superior	61 48%	81 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pos-graduacao (Mestrado, Doutorado ou Pos-doutorado)	17 13%	24 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	126 100%	168 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

19 Aug 2016
Table 419

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(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%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

QBRREG1. In which state do you currently reside?

Base: All Brazil Respondents

	Country																				
	2015 Total Registrants	North America										Europe									
		Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France
(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	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
Paraiba	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pernambuco	-	8 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Piaui	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rio Grande do Norte	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sergipe	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Parana	-	9 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rio Grande do Sul	-	7 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Santa Catarina	-	5 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Espirito Santo	-	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Minas Gerais	-	21 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rio de Janeiro	-	18 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sao Paulo	-	63 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	186 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

QBRREG2. REGION CLASSIFICATION

Base: All Brazil Respondents

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(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

Base: All Mexican Respondents And 21+ Years Of Age

Q1538. 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 (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	62*	95*	**	**	**	**	62*	95*	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No he estudiado	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Primaria incompleta	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Primaria completa	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Secundaria incompleta	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Secundaria completa	2 3%	1 1%	-	-	-	-	2 3%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Carrera comercial	-	1 1%	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Carrera tecnica	1 2%	3 3%	-	-	-	-	1 2%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Preparatoria incompleta	1 2%	1 1%	-	-	-	-	1 2%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Preparatoria completa	5 8%	3 3%	-	-	-	-	5 8%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Licenciatura incompleta	10 16%	12 13%	-	-	-	-	10 16%	12 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Licenciatura completa	37 60%	63 66%	-	-	-	-	37 60%	63 66%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Diplomado/Maestria	6 10%	10 11%	-	-	-	-	6 10%	10 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Doctorado	-	1 1%	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	62 100%	95 100%	-	-	-	-	62 100%	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										
	Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
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%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

QMXREG. In which state do you currently reside?

Base: All Mexican Respondents

	Country																				
	North America										Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(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	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
Michoacan	-	4%	-	-	-	-	4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Morelos	-	2%	-	-	-	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nayarit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuevo Leon	-	6%	-	-	-	-	6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Oaxaca	-	1%	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Puebla	-	5%	-	-	-	-	5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Queretaro	-	2%	-	-	-	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quintana Roo	-	2%	-	-	-	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
San Luis Potosi	-	5%	-	-	-	-	5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sinaloa	-	1%	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sonora	-	3%	-	-	-	-	3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tabasco	-	1%	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tamaulipas	-	4%	-	-	-	-	4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tlaxcala	-	1%	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Veracruz	-	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
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

QMXREG. In which state do you currently reside?

Base: All Mexican Respondents

	Country																					
	North America								Europe													
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(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	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
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

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 (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	540	543
High school or less	10 2%	18 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
College	99 18%	119 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bachelor degree	379 70%	356 66%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Post graduate	52 10%	50 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	540 100%	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

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

19 Aug 2016
Table 424

Base: All Turkey Respondents

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	45*	50*	45*	50*
Primary education	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Middle school or junior high school	-	1 2%	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-
High school	10 22%	12 24%	-	-	-	-	-	-	-	-	10 22%	12 24%	-	-	-	-	-	-	-	-	-	-
University	29 64%	29 58%	-	-	-	-	-	-	-	-	29 64%	29 58%	-	-	-	-	-	-	-	-	-	-
Masters degree or doctorate	6 13%	8 16%	-	-	-	-	-	-	-	-	6 13%	8 16%	-	-	-	-	-	-	-	-	-	-
No schooling completed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	45 100%	50 100%	-	-	-	-	-	-	-	-	45 100%	50 100%	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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											
	Nielsen Sample Only	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	64*	125	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pre-school	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Primary	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Secondary	5 8%	9 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Technical/Technology	22 34%	34 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
University	27 42%	63 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Post Graduate	10 16%	17 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	64 100%	125 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q1DED. What is the highest level of education you have completed or the highest degree you have received?

19 Aug 2016
Table 426

Base: All Indonesia Respondents

	Country																				
	North America										Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	49*	100
No schooling	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some elementary school	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Elementary school	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Junior high school	1 2%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High school or higher	48 98%	98 98%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	49 100%	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

QJPED. 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 (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
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?

	Country																				
	North America										Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	..	200
No level completed	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed FSLC (first school leaving certificate)	-	3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed MSLC (middle school leaving certificate)	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vocational/COMM	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
JSS/O'Level	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed O'Level/SSS (senior secondary school)	-	10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed A'Level or higher	-	111%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	73%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	200%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

19 Aug 2016
Table 429

Base: All Poland Respondents

	Country																				
	North America										Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
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/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/C/E/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

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

Base: All Russia Respondents

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	73*	128
Incomplete secondary and lower	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Secondary general	4 5%	7 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Secondary special	12 16%	18 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Incomplete higher	2 3%	8 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Higher (including postgraduate)	55 75%	95 74%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	73 100%	128 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

19 Aug 2016
Table 431

Base: All South Korea Respondents

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	69*	101
Less than high school	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High school graduate	9 13%	18 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
College/University graduate	53 77%	76 75%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Post graduate degree	6 9%	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	69 100%	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

QCNINC. Which of the following income categories best describes your total monthly household income before taxes?

	Country																					
	North America										Europe											
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)	2016 Germany
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	548	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	181 33%	163 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Over 10,000 RMB	265 48%	321 58% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to answer	14 3% B	4 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	548 100%	551 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

QZAREG. In which region do you currently reside?

Base: All South Africa Respondents

	Country																				
	North America										Europe										
	2015 Total Registrants	2016 Total Registrants	2015 US (w/o client sample)	2016 US	2015 Canada (w/o client sample)	2016 Canada	2015 Mexico (w/o client sample)	2016 Mexico	2015 Italy (w/o client sample)	2016 Italy	2015 Turkey (w/o client sample)	2016 Turkey	2015 Spain (w/o client sample)	2016 Spain	2015 Poland (w/o client sample)	2016 Poland	2015 UK (w/o client sample)	2016 UK	2015 France (w/o client sample)	2016 France	2015 Germany (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
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/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - A/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

<u>Page</u>	<u>Table</u>	<u>Title</u>
1	1	Q616. Country
3	2	Q264. In which country or region do you currently reside?
6	3	Q268. I identify my gender as...?
7	4	Q280. Respondent Age.
8	5	Q605. Have you ever registered a domain name?
9	6	Q610. What was your role in the domain registration decision?
10	7	Q615. For what purpose(s) did you register a domain name?
11	8	Q625. For which types of business(es) did you register a domain name?
12	9	Q635. How many total domains have you personally registered, including domains that may no longer be active?
13	10	Q640. Have you ever registered duplicate domain names?
14	11	Q642. Why did you register duplicate domain names?
15	18	Q655. COUNTRY QUOTAS
18	19	Q700. Which of the following domain name extensions, if any, have you heard of?
22	20	Q630. In which of the following TLD(s) have you registered domain names?
25	21	Q795. Of the (...) domains you have registered, how many are in each of the following categories? SUMMARY TABLE OF MEANS (INCLUDING 0)
26	22	Q795. Of the (...) domains you have registered, how many are in each of the following categories? SUMMARY TABLE OF MEANS (EXCLUDING 0)
27	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
28	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
29	25	Q795_3. Of the (...) domains you have registered, how many are in each of the following categories? 3. Used for an active website
30	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
31	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
32	28	Q795_6. Of the (...) domains you have registered, how many are in each of the following categories? 6. Other
33	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
36	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
39	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
40	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
41	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
42	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
43	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
44	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
45	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
46	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
47	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
48	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
49	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
50	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
51	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
52	44	Q720_14. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 14. .jp

<u>Page</u>	<u>Table</u>	<u>Title</u>
53	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
54	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
55	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
56	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
57	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
58	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
59	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
60	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
61	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
62	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
63	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
64	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
65	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
66	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
67	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
68	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
69	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
70	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
71	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
72	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
73	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
74	66	q730. To the best of your knowledge, why do websites have different extensions?
79	67	Q748. How would you describe your satisfaction with the types of common domain names we've mentioned so far?
80	68	Q750. If you wanted more information about one of the current domain name extensions, where would you go?
81	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
83	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
85	71	Q755_1. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 1. Innovative
86	72	Q755_2. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 2. Cutting edge
87	73	Q755_3. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 3. Extreme
88	74	Q755_4. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 4. Trustworthy
89	75	Q755_5. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 5. Unconventional
90	76	Q755_6. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 6. Practical
91	77	Q755_7. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 7. Technical
92	78	Q755_8. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 8. Confusing

<u>Page</u>	<u>Table</u>	<u>Title</u>
93	79	Q755_9. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 9. Overwhelming
94	80	Q755_10. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 10. Useful
95	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
96	82	Q755_12. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 12. Interesting
97	83	Q755_13. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 13. Exciting
98	84	Q755_14. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 14. Helpful
99	85	Q755_15. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 15. Informative
100	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
103	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
106	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
109	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
112	90	Q765_1. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 1. .com
113	91	Q765_2. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 2. .net
114	92	Q765_3. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 3. .info
115	93	Q765_4. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 4. .org
116	94	Q765_5. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 5. .cn
117	95	Q765_6. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 6. .vn
118	96	Q765_7. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 7. .ph
119	97	Q765_8. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 8. .jp
120	98	Q765_9. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 9. .kr
121	99	Q765_10. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 10. .ru
122	100	Q765_11. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 11. .in
123	101	Q765_12. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 12. .id
124	102	Q765_13. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 13. .ng
125	103	Q765_14. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 14. .za

Page	Table	Title
126	104	Q765_15. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 15. .eg
127	105	Q765_16. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 16. .co
128	106	Q765_17. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 17. .ar
129	107	Q765_18. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 18. .br
130	108	Q765_19. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 19. .it
131	109	Q765_20. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 20. .fr
132	110	Q765_21. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 21. .es
133	111	Q765_22. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 22. .pl
134	112	Q765_23. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 23. .uk
135	113	Q765_24. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 24. .ir
136	114	Q765_25. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 25. .de
137	115	Q765_26. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 26. .us
138	116	Q765_27. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 27. .ca
139	117	Q765_28. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 28. .mx
140	118	Q765_29. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 29. .eu
141	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
142	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)
143	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)
144	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)
145	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)
146	124	Q770. Does having purchase restrictions or requirements on a particular gTLD make it...?
147	125	Q780. How do you determine whether a website is legitimate or not?
153	126	Q785. Have you ever tried to identify who created a particular website?
154	127	Q790. What did you use to try and figure this out?
159	128	Q830x1. To the best of your knowledge, why have new gTLDs been created?
163	129	Q800. Which of the following new gTLDs, if any, have you heard of?
167	130	Q807. And have you personally registered a domain name using any of these new gTLDs?

<u>Page</u>	<u>Table</u>	<u>Title</u>
171	131	Q809. Of the (...) domains you have registered, how many are of these new gTLDs?
172	132	Q812. Would you say that your primary reason for a registering new gTLD was?
173	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
174	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
175	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
176	136	Q827. Have you considered switching from your existing registered domain name to one of the new gTLDs?
177	137	Q828. Why have you considered switching?
178	138	Q829. Why did you decide not to switch?
179	139	Q831. Why have you not considered switching?
180	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
184	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
187	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
188	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
189	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
190	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
191	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
192	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
193	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
194	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
195	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
196	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
197	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
198	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
199	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
200	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
201	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
202	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
203	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
204	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
205	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
206	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
207	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
208	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
209	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
210	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

Page	Table	Title
211	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
212	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
213	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
214	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
215	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
216	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
217	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
218	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
219	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
220	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
221	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
222	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
223	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
224	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
225	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
226	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
227	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)
228	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)
229	184	Q823. Which of the following would be most important to you in determining which gTLD to register your domain name under?
230	185	Q825. Please rate the following gTLDs by how trustworthy you feel they are. SUMMARY TABLE OF TOP 2 BOX
234	186	Q825. Please rate the following gTLDs by how trustworthy you feel they are. SUMMARY TABLE OF BOTTOM 2 BOX
237	187	Q825_1. Please rate the following gTLDs by how trustworthy you feel they are. 1. .email
238	188	Q825_2. Please rate the following gTLDs by how trustworthy you feel they are. 2. .photography
239	189	Q825_3. Please rate the following gTLDs by how trustworthy you feel they are. 3. .link
240	190	Q825_4. Please rate the following gTLDs by how trustworthy you feel they are. 4. .guru
241	191	Q825_5. Please rate the following gTLDs by how trustworthy you feel they are. 5. .realtor
242	192	Q825_6. Please rate the following gTLDs by how trustworthy you feel they are. 6. .club
243	193	Q825_7. Please rate the following gTLDs by how trustworthy you feel they are. 7. .xyz
244	194	Q825_16. Please rate the following gTLDs by how trustworthy you feel they are. 16. .top
245	195	Q825_17. Please rate the following gTLDs by how trustworthy you feel they are. 17. .pics
246	196	Q825_18. Please rate the following gTLDs by how trustworthy you feel they are. 18. .online
247	197	Q825_19. Please rate the following gTLDs by how trustworthy you feel they are. 19. .space
248	198	Q825_20. Please rate the following gTLDs by how trustworthy you feel they are. 20. .website

<u>Page</u>	<u>Table</u>	<u>Title</u>
249	199	Q825_21. Please rate the following gTLDs by how trustworthy you feel they are. 21. .news
250	200	Q825_22. Please rate the following gTLDs by how trustworthy you feel they are. 22. .site
251	201	Q825_23. Please rate the following gTLDs by how trustworthy you feel they are. 23. .toronto
252	202	Q825_24. Please rate the following gTLDs by how trustworthy you feel they are. 24. .guadalajara
253	203	Q825_25. Please rate the following gTLDs by how trustworthy you feel they are. 25. .roma
254	204	Q825_26. Please rate the following gTLDs by how trustworthy you feel they are. 26. .istanbul
255	205	Q825_27. Please rate the following gTLDs by how trustworthy you feel they are. 27. .madrid
256	206	Q825_28. Please rate the following gTLDs by how trustworthy you feel they are. 28. .warszawa
257	207	Q825_29. Please rate the following gTLDs by how trustworthy you feel they are. 29. .paris
258	208	Q825_30. Please rate the following gTLDs by how trustworthy you feel they are. 30. Foshan
259	209	Q825_31. Please rate the following gTLDs by how trustworthy you feel they are. 31. .hanoi
260	210	Q825_32. Please rate the following gTLDs by how trustworthy you feel they are. 32. .manilla
261	211	Q825_33. Please rate the following gTLDs by how trustworthy you feel they are. 33. .tokyo
262	212	Q825_34. Please rate the following gTLDs by how trustworthy you feel they are. 34. .seoul
263	213	Q825_35. Please rate the following gTLDs by how trustworthy you feel they are. 35. .MOCKBa
264	214	Q825_36. Please rate the following gTLDs by how trustworthy you feel they are. 36. .delhi
265	215	Q825_37. Please rate the following gTLDs by how trustworthy you feel they are. 37. .jakarta
266	216	Q825_38. Please rate the following gTLDs by how trustworthy you feel they are. 38. .abuja
267	217	Q825_39. Please rate the following gTLDs by how trustworthy you feel they are. 39. .capetown
268	218	Q825_40. Please rate the following gTLDs by how trustworthy you feel they are. 40. .cairo
269	219	Q825_41. Please rate the following gTLDs by how trustworthy you feel they are. 41. .bogota
270	220	Q825_42. Please rate the following gTLDs by how trustworthy you feel they are. 42. .cordoba
271	221	Q825_43. Please rate the following gTLDs by how trustworthy you feel they are. 43. .rio
272	222	Q825_8. Please rate the following gTLDs by how trustworthy you feel they are. 8. .berlin
273	223	Q825_9. Please rate the following gTLDs by how trustworthy you feel they are. 9. .ovh
274	224	Q825_10. Please rate the following gTLDs by how trustworthy you feel they are. 10. .london
275	225	Q825_11. Please rate the following gTLDs by how trustworthy you feel they are. 11. .nyc
276	226	Q825_12. Please rate the following gTLDs by how trustworthy you feel they are. 12. .wang
277	227	Q825_13. Please rate the following gTLDs by how trustworthy you feel they are. 13. .xn-ses554g (Chinese for network address)
278	228	Q825_14. Please rate the following gTLDs by how trustworthy you feel they are. 14. .xn-55qx5d (Chinese for company)
279	229	Q848. As a registrant, how would you describe your satisfaction with the new gTLDs?
280	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
282	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

<u>Page</u>	<u>Table</u>	<u>Title</u>
284	232	Q855_1. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 1. Innovative
285	233	Q855_2. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 2. Cutting edge
286	234	Q855_3. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 3. Extreme
287	235	Q855_4. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 4. Trustworthy
288	236	Q855_5. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 5. Unconventional
289	237	Q855_6. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 6. Practical
290	238	Q855_7. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 7. Technical
291	239	Q855_8. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 8. Confusing
292	240	Q855_9. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 9. Overwhelming
293	241	Q855_10. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 10. Useful
294	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
295	243	Q855_12. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 12. Interesting
296	244	Q855_13. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 13. Exciting
297	245	Q855_14. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 14. Helpful
298	246	Q855_15. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 15. Informative
299	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
300	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
301	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
302	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
303	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
304	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
305	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
306	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?
307	255	Q896. And, do you expect these online identities to have an impact on domain registrations in the future?
308	256	Q897. What value do these alternative online identities provide over registering a domain name?
309	257	Q898. What value does a registered domain offer over these alternative identities?
310	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
314	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
318	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
322	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

<u>Page</u>	<u>Table</u>	<u>Title</u>
326	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
327	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
328	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
329	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
330	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
331	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
332	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
333	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
334	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
335	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
336	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
337	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
338	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
339	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
340	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
341	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
342	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
343	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
344	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
345	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
346	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
347	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
348	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
349	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

Page	Table	Title
350	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
351	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
352	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
353	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
354	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
355	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
356	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
357	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
358	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
359	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
360	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
361	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
362	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)
363	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)
364	300	Q910. How much do you trust that the restrictions on this new registration will actually be enforced?
365	301	Q900. How would you describe the processing of registering a domain?
366	302	Q905. What, if anything, would you change about the domain name purchase process?
367	303	Q913. How strongly do you agree or disagree with the following statements about the registration process? SUMMARY TABLE OF TOP 2 BOX
368	304	Q913. How strongly do you agree or disagree with the following statements about the registration process? SUMMARY TABLE OF BOTTOM 2 BOX
369	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
370	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
371	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
372	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
373	309	Q915. How much do you trust the domain name industry compared to these other industries? SUMMARY TABLE OF TOP 2 BOX
374	310	Q915. How much do you trust the domain name industry compared to these other industries? SUMMARY TABLE OF BOTTOM 2 BOX
375	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
376	312	Q915_2. How much do you trust the domain name industry compared to these other industries? 2. Web based marketing companies
377	313	Q915_3. How much do you trust the domain name industry compared to these other industries? 3. E-commerce companies

Page Table Title

378	314	Q915_4. How much do you trust the domain name industry compared to these other industries? 4. Software companies
379	315	Q915_5. How much do you trust the domain name industry compared to these other industries? 5. Computer hardware companies
380	316	Q917. Why do you trust the domain name industry more than these other industries?
389	317	q919. Why do you trust the domain name industry less than these other industries?
394	318	Q1000. Which devices do you use to access the Internet?
395	319	Q1005. What is your experience with URL shorteners?
396	320	Q1010. Why haven't you used URL shorteners?
397	321	Q1015. Why do you use URL shorteners?
398	322	Q1020. What is your experience with QR codes?
399	323	Q1025. Why haven't you used QR codes?
400	324	Q1030. Why do you use QR codes?
401	325	Q1050. What is your preferred way of finding websites now?
402	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
403	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
404	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
405	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
406	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
407	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
408	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
409	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
410	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
411	335	Q1100a. How would you describe your familiarity with each of the following abusive internet behaviors? SUMMARY TABLE OF TOP 2 BOX
412	336	Q1100a. How would you describe your familiarity with each of the following abusive internet behaviors? SUMMARY TABLE OF BOTTOM 2 BOX
413	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.
414	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.
415	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.
416	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.
417	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.
418	342	Q1105. What do you think are the source(s) for each type of abusive Internet behavior? SUMMARY TABLE OF ORGANIZED GROUPS
419	343	Q1105. What do you think are the source(s) for each type of abusive Internet behavior? SUMMARY TABLE OF INDIVIDUALS
420	344	Q1105_1. What do you think are the source(s) for each type of abusive Internet behavior? 1. Phishing
421	345	Q1105_2. What do you think are the source(s) for each type of abusive Internet behavior? 2. Spamming
422	346	Q1105_3. What do you think are the source(s) for each type of abusive Internet behavior? 3. Cyber squatting
423	347	Q1105_4. What do you think are the source(s) for each type of abusive Internet behavior? 4. Stolen credentials
424	348	Q1105_5. What do you think are the source(s) for each type of abusive Internet behavior? 5. Malware
425	349	Q1115. How common do you feel each type of abusive Internet behavior is? SUMMARY TABLE OF TOP 2 BOX

<u>Page</u>	<u>Table</u>	<u>Title</u>
426	350	Q1115. How common do you feel each type of abusive Internet behavior is? SUMMARY TABLE OF BOTTOM 2 BOX
427	351	Q1115_1. How common do you feel each type of abusive Internet behavior is? 1. Phishing
428	352	Q1115_2. How common do you feel each type of abusive Internet behavior is? 2. Spamming
429	353	Q1115_3. How common do you feel each type of abusive Internet behavior is? 3. Cyber squatting
430	354	Q1115_4. How common do you feel each type of abusive Internet behavior is? 4. Stolen credentials
431	355	Q1115_5. How common do you feel each type of abusive Internet behavior is? 5. Malware
432	356	Q1120. Have you ever been affected by any of these types of abusive Internet behaviors? SUMMARY TABLE OF YES
433	357	Q1120_1. Have you ever been affected by any of these types of abusive Internet behaviors? 1. Phishing
434	358	Q1120_2. Have you ever been affected by any of these types of abusive Internet behaviors? 2. Spamming
435	359	Q1120_3. Have you ever been affected by any of these types of abusive Internet behaviors? 3. Cyber squatting
436	360	Q1120_4. Have you ever been affected by any of these types of abusive Internet behaviors? 4. Stolen credentials
437	361	Q1120_5. Have you ever been affected by any of these types of abusive Internet behaviors? 5. Malware
438	362	Q1125. How scared are you of each of the following? SUMMARY TABLE OF TOP 2 BOX
439	363	Q1125. How scared are you of each of the following? SUMMARY TABLE OF BOTTOM 2 BOX
440	364	Q1125_1. How scared are you of each of the following? 1. Phishing
441	365	Q1125_2. How scared are you of each of the following? 2. Spamming
442	366	Q1125_3. How scared are you of each of the following? 3. Cyber squatting
443	367	Q1125_4. How scared are you of each of the following? 4. Stolen credentials
444	368	Q1125_5. How scared are you of each of the following? 5. Malware
445	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
446	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
447	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
448	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
449	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
450	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
451	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?
453	376	Q300. Does the company for which you registered domains have multi-national operations?
454	377	Q305. Which of the following sectors does your business fall into?
458	378	Q318. In what state, province or territory do you currently reside?
476	379	Q320. U.S. Region-Harris Interactive Definition.
477	380	Q437. What is the highest level of education you have completed or the highest degree you have received?
478	381	Q437. What is the highest level of education you have completed or the highest degree you have received?
482	382	Q410. Which one of the following best describes your employment status?
483	383	Q462. Which of the following income categories best describes your total 2015 household income before/after taxes?
492	384	Q485. Racial Background.
494	385	Q364. What is your marital status?
495	386	QARREG. In which region do you currently reside?

Page Table Title

496	387	QKRINC. Which of the following income categories best describes your total 2015 household income before taxes?
497	388	QKRBUY. In the past 12 months, did you purchase any products or services over the Internet?
498	389	QKRREG1. In which region do you currently reside?
500	390	QKRREG2. REGION CLASSIFICATION
501	391	QINED. What is the highest level of education/literacy you have completed/obtained or the highest degree you have received?
502	392	QININC2. Which of the following income categories best describes your total 2015 household income before taxes?
503	393	QINSUB. Which of the following best describes the area in which you live?
504	394	QINBUY. In the past month, did you purchase any products or services over the Internet?
505	395	QINREG1. In which division do you currently reside?
508	396	QINREG2. STATE SIZE CLASSIFICATION
509	397	Q1500. In which province do you currently reside?
512	398	Q1502. REGION CLASSIFICATION
513	399	Q1580. What is your marital status?
514	400	Q1503. In which state do you currently reside?
517	401	Q1504. STATE CLASSIFICATION
518	402	Q1585. Do you consider yourself...?
519	403	Q1505. In which governorate do you currently reside?
521	404	Q1506. REGION CLASSIFICATION
522	405	Q4005. Which of the following income categories best describes your total 2015 household income before taxes?
523	406	QCOREG2. In which region do you live?
524	407	Q4010. What is your current education level?
526	408	Q4015. What is your current occupation?
528	409	Q4020. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? 1. Household Income
529	410	Q4020. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? 2. Household Expenditure
530	411	Q4020. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? 3. Personal Income
531	412	Q4020. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? 4. Personal Expenditure
532	413	Q4025. BTS
533	414	Q4027. In what region do you live?
534	415	Q4030. What is your highest educational attainment?
535	416	Q4035. At the present time, what is your occupation?
537	417	Q4036. Please select the area in which you live?
539	418	Q1507. What is the highest level of education you have completed or the highest degree you have received?
540	419	QBRREG1. In which state do you currently reside?
542	420	QBRREG2. REGION CLASSIFICATION
543	421	Q1538. What is the highest level of education you have completed or the highest degree you have received?
544	422	QMXREG. In which state do you currently reside?
547	423	Q1574. What is the highest level of education you have completed or the highest degree you have received?
548	424	QTRED. What is the highest level of education you have completed or the highest degree you have received?
549	425	QCOED. What was the last year of schooling that you completed?
550	426	QIDED. What is the highest level of education you have completed or the highest degree you have received?
551	427	QJPED. What is the highest level of education you have completed or the highest degree you have received?
552	428	QNGED. What is the highest level of education you have completed or the highest degree you have received?
553	429	QPLED. What is the highest level of education you have completed or the highest degree you have received?
554	430	QRUED. What is the highest level of education you have completed or the highest degree you have received?
555	431	QKRED. What is the highest level of education you have completed or the highest degree you have received?
556	432	QCNINC. Which of the following income categories best describes your total monthly household income before taxes?
557	433	QZAREG. In which region do you currently reside?
558	434	Banner * Banner