

Base: All Respondents

Q616. Country

2 Aug 2016
Table 1

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
NORTH AMERICA (NET)	473 14%	460 14%	473 100%	460 100%	-	-	-	-	-	-	-	-
US	EGIK 268 8%	FHJL 255 8%	AEGIK 268 57%	BFHJL 255 55%	-	-	-	-	-	-	-	-
CANADA	EGIK 103 3%	FHJL 105 3%	AEGIK 103 22%	BFHJL 105 23%	-	-	-	-	-	-	-	-
MEXICO	EGIK 102 3%	FHJL 100 3%	AEGIK 102 22%	BFHJL 100 22%	-	-	-	-	-	-	-	-
EUROPE (NET)	533 16%	534 16%	-	-	-	-	533 100%	534 100%	-	-	-	-
ITALY	CEIK 54 2%	DFJL 50 1%	-	-	-	-	ACEIK 54 10%	BDFJL 50 9%	-	-	-	-
TURKEY	CEIK 50 1%	DFJL 50 1%	-	-	-	-	ACEIK 50 9%	BDFJL 50 9%	-	-	-	-
SPAIN	CEIK 50 1%	DFJL 50 1%	-	-	-	-	ACEIK 50 9%	BDFJL 50 9%	-	-	-	-
POLAND	CEIK 53 2%	DFJL 53 2%	-	-	-	-	ACEIK 53 10%	BDFJL 53 10%	-	-	-	-
UK	CEIK 100 3%	DFJL 100 3%	-	-	-	-	ACEIK 100 19%	BDFJL 100 19%	-	-	-	-
FRANCE	CEIK 101 3%	DFJL 106 3%	-	-	-	-	ACEIK 101 19%	BDFJL 106 20%	-	-	-	-
GERMANY	CEIK 125 4%	DFJL 125 4%	-	-	-	-	ACEIK 125 23%	BDFJL 125 23%	-	-	-	-
ASIA (NET)	1537 46%	1539 46%	-	-	-	-	-	-	-	-	1537 100%	1539 100%
CHINA	CEGI 550 16%	DFHJ 551 16%	-	-	-	-	-	-	-	-	ACEGI 550 36%	BDFHJ 551 36%
VIETNAM	CEGI 52 2%	DFHJ 52 2%	-	-	-	-	-	-	-	-	ACEGI 52 3%	BDFHJ 52 3%
PHILIPPINES	CEGI 102 3%	DFHJ 101 3%	-	-	-	-	-	-	-	-	ACEGI 102 7%	BDFHJ 101 7%
JAPAN	CEGI 176 5%	DFHJ 176 5%	-	-	-	-	-	-	-	-	ACEGI 176 11%	BDFHJ 176 11%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Base: All Respondents

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Table 1

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
SOUTH KOREA	101 3%	101 3%	-	-	-	-	-	-	-	-	101 7%	101 7%
	CEGI	DFHJ									ACEGI	BDFHJ
RUSSIA	130 4%	128 4%	-	-	-	-	-	-	-	-	130 8%	128 8%
	CEGI	DFHJ									ACEGI	BDFHJ
INDIA	325 10%	330 10%	-	-	-	-	-	-	-	-	325 21%	330 21%
	CEGI	DFHJ									ACEGI	BDFHJ
INDONESIA	101 3%	100 3%	-	-	-	-	-	-	-	-	101 7%	100 6%
	CEGI	DFHJ									ACEGI	BDFHJ
AFRICA (NET)	414 12%	401 12%	-	-	-	-	-	-	414 100%	401 100%	-	-
	CEGK	DFHL							ACEGK	BDFHL		
NIGERIA	207 6%	200 6%	-	-	-	-	-	-	207 50%	200 50%	-	-
	CEGK	DFHL							ACEGK	BDFHL		
SOUTH AFRICA	101 3%	101 3%	-	-	-	-	-	-	101 24%	101 25%	-	-
	CEGK	DFHL							ACEGK	BDFHL		
EGYPT	106 3%	100 3%	-	-	-	-	-	-	106 26%	100 25%	-	-
	CEGK	DFHL							ACEGK	BDFHL		
SOUTH AMERICA (NET)	400 12%	415 12%	-	-	400 100%	415 100%	-	-	-	-	-	-
	CGIK	DHJL			ACGIK	BDHJL						
COLOMBIA	125 4%	125 4%	-	-	125 31%	125 30%	-	-	-	-	-	-
	CGIK	DHJL			ACGIK	BDHJL						
ARGENTINA	100 3%	104 3%	-	-	100 25%	104 25%	-	-	-	-	-	-
	CGIK	DHJL			ACGIK	BDHJL						
BRAZIL	175 5%	186 6%	-	-	175 44%	186 45%	-	-	-	-	-	-
	CGIK	DHJL			ACGIK	BDHJL						
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

Base: All Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
NORTH AMERICA (NET)	473 14%	460 14%	473 100%	460 100%	-	-	-	-	-	-	-	-
United States	268 8%	255 8%	268 57%	255 55%	-	-	-	-	-	-	-	-
Canada	103 3%	105 3%	103 22%	105 23%	-	-	-	-	-	-	-	-
Mexico	102 3%	100 3%	102 22%	100 22%	-	-	-	-	-	-	-	-
EUROPE (NET)	533 16%	534 16%	-	-	-	-	533 100%	534 100%	-	-	-	-
Italy	54 2%	50 1%	-	-	-	-	54 10%	50 9%	-	-	-	-
Turkey	50 1%	50 1%	-	-	-	-	50 9%	50 9%	-	-	-	-
Spain	50 1%	50 1%	-	-	-	-	50 9%	50 9%	-	-	-	-
Poland	53 2%	53 2%	-	-	-	-	53 10%	53 10%	-	-	-	-
United Kingdom	100 3%	100 3%	-	-	-	-	100 19%	100 19%	-	-	-	-
France	101 3%	106 3%	-	-	-	-	101 19%	106 20%	-	-	-	-
Germany	125 4%	125 4%	-	-	-	-	125 23%	125 23%	-	-	-	-
ASIA (NET)	1537 46%	1539 46%	-	-	-	-	-	-	-	-	1537 100%	1539 100%
China	550 16%	551 16%	-	-	-	-	-	-	-	-	550 36%	551 36%
Vietnam	52 2%	52 2%	-	-	-	-	-	-	-	-	52 3%	52 3%
Philippines	102 3%	101 3%	-	-	-	-	-	-	-	-	102 7%	101 7%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

Base: All Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
Japan	176 5%	176 5%	-	-	-	-	-	-	-	-	176 11%	176 11%
	CEGI	DFHJ									ACEGI	BDFHJ
South Korea	101 3%	101 3%	-	-	-	-	-	-	-	-	101 7%	101 7%
	CEGI	DFHJ									ACEGI	BDFHJ
Russian Federation	130 4%	128 4%	-	-	-	-	-	-	-	-	130 8%	128 8%
	CEGI	DFHJ									ACEGI	BDFHJ
India	325 10%	330 10%	-	-	-	-	-	-	-	-	325 21%	330 21%
	CEGI	DFHJ									ACEGI	BDFHJ
Indonesia	101 3%	100 3%	-	-	-	-	-	-	-	-	101 7%	100 6%
	CEGI	DFHJ									ACEGI	BDFHJ
AFRICA (NET)	414 12%	401 12%	-	-	-	-	-	-	414 100%	401 100%	-	-
	CEGK	DFHL							ACEGK	BDFHL		
Nigeria	207 6%	200 6%	-	-	-	-	-	-	207 50%	200 50%	-	-
	CEGK	DFHL							ACEGK	BDFHL		
South Africa	101 3%	101 3%	-	-	-	-	-	-	101 24%	101 25%	-	-
	CEGK	DFHL							ACEGK	BDFHL		
Egypt	106 3%	100 3%	-	-	-	-	-	-	106 26%	100 25%	-	-
	CEGK	DFHL							ACEGK	BDFHL		
SOUTH AMERICA (NET)	400 12%	415 12%	-	-	400 100%	415 100%	-	-	-	-	-	-
	CGIK	DHJL			ACGIK	BDHJL						
Colombia	125 4%	125 4%	-	-	125 31%	125 30%	-	-	-	-	-	-
	CGIK	DHJL			ACGIK	BDHJL						
Argentina	100 3%	104 3%	-	-	100 25%	104 25%	-	-	-	-	-	-
	CGIK	DHJL			ACGIK	BDHJL						
Brazil	175 5%	186 6%	-	-	175 44%	186 45%	-	-	-	-	-	-
	CGIK	DHJL			ACGIK	BDHJL						
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Q268. I identify my gender as...?

Base: All Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
Male	2096 62% BK	1886 56% H	310 66% K	287 62% BHL	256 64% FK	236 57% H	328 62% H	269 50% JACEGK	326 79% H	233 58% H	876 57% H	861 56% H
Female	1261 38% I	1459 44% AD	163 34% I	173 38% I	144 36% I	177 43% I	205 38% I	264 49% GBDFJL	88 21% I	168 42% I	661 43% ACEI	677 44% D
Other/refuse	-	4 * A	-	-	-	2 * B	-	1 *	-	-	-	1 *
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Q280. Respondent Age.

2 Aug 2016
Table 4

Base: All Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
18 - 19	53 2%	91 3% A	10 2%	8 2%	10 3%	26 6% EBDHJL	8 2%	11 2%	6 1%	7 2%	19 1%	39 3% K
20 - 24	382 11% C	458 14% ADH	30 6%	24 5%	52 13% C	86 21% EBDHL	56 11% C	46 9% D	56 14% C	78 19% IBDHL	188 12% C	224 15% DH
25 - 29	522 16% CG	607 18% ADH	43 9%	44 10%	62 16% C	83 20% DH	63 12%	63 12%	84 20% ACG	99 25% BDH	270 18% ACG	318 21% KBDH
30 - 34	532 16% CEG	610 18% AD	53 11%	45 10%	46 12% ED	74 18% ED	57 11%	99 19% GD	92 22% ACEG	82 20% D	284 18% ACEG	310 20% BD
35 - 39	505 15% C	463 14%	48 10%	51 11%	65 16% C	50 12%	66 12%	62 12%	75 18% CG	56 14%	251 16% CG	244 16% BDH
40 - 44	371 11% BI	302 9% J	47 10%	32 7%	50 13% FI	33 8%	70 13% I	61 11% BDJ	32 8%	20 5%	172 11% I	156 10% BDJ
45 - 49	324 10% BI	237 7%	51 11% I	35 8%	31 8%	20 5%	57 11% I	59 11% BFJL	22 5%	22 5%	163 11% LI	101 7%
50 - 54	245 7% BIK	182 5% L	55 12% DAIK	34 7% L	34 9% IK	22 5%	58 11% AIK	45 8% BJL	20 5%	17 4%	78 5%	64 4%
55 - 59	183 5% BIK	129 4% L	38 8% AIK	36 8% BFJL	31 8% FAIK	13 3%	42 8% AIK	33 6% BFJL	14 3%	11 3%	58 4% L	36 2%
60 - 64	114 3% EIK	110 3% FJL	44 9% AEGIK	52 11% BFHJL	7 2%	5 1%	26 5% AEIK	23 4% FJL	6 1%	4 1%	31 2%	26 2%
65 and over	126 4% IK	160 5% AFJL	54 11% AEGIK	99 22% CBFHJL	12 3% FK	3 1%	30 6% AIK	32 6% FJL	7 2%	5 1%	23 1%	21 1%
MEAN	38.4 BIK	36.8 FJL	45.3 AEGIK	48.1 CBFHJL	37.9 FIK	32.7	41.3 AEIK	40.3 BFJL	34.8 J	32.9	36.3 LI	34.3 FJ
STD. DEV.	12.67	13.19	15.19	16.62	12.39	10.88	13.45	13.41	10.71	10.31	11.00	10.83
STD. ERR.	0.22	0.23	0.70	0.78	0.62	0.53	0.58	0.58	0.53	0.51	0.28	0.28
MEDIAN	36	33	45	48	37	30	41	38	33	31	35	32
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Q605. Have you ever registered a domain name?

			Region									
	2015 Total Registrants	2016 Total Registrants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
Yes	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%
No	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Base: Has Registered A Domain Name

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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
I was the primary decision maker	2633 78% I	2583 77% J	387 82% EI	364 79% J	302 76% I	306 74% I	430 81% I	424 79% FJ	267 64% I	276 69% I	1247 81% AEI	1213 79% BFJ
It was a shared decision between myself and others	724 22% K	766 23% L	86 18% I	96 21% J	98 25% CK	109 26% HL	103 19% I	110 21% I	147 36% ACEGK	125 31% BDHL	290 19% I	326 21% I
I had no say in the decision	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Base: Registered For Business Use

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

2 Aug 2016
Table 7

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	3349	-.**	460	-.**	415	-.**	534	-.**	401	-.**	1539
Personal use, i.e. a blog, family site, clubs, volunteer/advocacy work, hobbies (e.g. photography, recipes), etc.	- -	1987 59% DJ	- -	200 43%	- -	254 61% DJ	- -	299 56% DJ	- -	197 49%	- -	1037 67% BDFHJ
Business use	- -	1687 50% HL	- -	262 57% BHL	- -	212 51% H	- -	228 43%	- -	256 64% BDFHL	- -	729 47%
Non-profit group	- -	465 14% L	- -	59 13%	- -	68 16% L	- -	88 16% L	- -	58 14%	- -	192 12%
For use by an educational institution/group	- -	454 14% D	- -	42 9%	- -	57 14% D	- -	66 12%	- -	54 13% D	- -	235 15% BD
To park/save for future use or sale/speculation	- -	374 11% DJ	- -	39 8%	- -	48 12% J	- -	73 14% BDJ	- -	21 5%	- -	193 13% BDJ
Political group	- -	122 4%	- -	12 3%	- -	15 4%	- -	25 5% J	- -	8 2%	- -	62 4%
Other	- -	165 5%	- -	19 4%	- -	24 6%	- -	30 6%	- -	18 4%	- -	74 5%
Unsure	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sigma	- -	5254 157%	- -	633 138%	- -	678 163%	- -	809 151%	- -	612 153%	- -	2522 164%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: Has Registered A Domain Name

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

2 Aug 2016
Table 8

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	1687	-.**	262	-.**	212	-.**	228	-.**	256	-.**	729
Small business with 9 or fewer employees	-	834	-	182	-	130	-	128	-	176	-	218
	-	49% L	-	69% BHL	-	61% BL	-	56% BL	-	69% BHL	-	30%
Small business with 10 to 49 employees	-	357	-	40	-	46	-	42	-	54	-	175
	-	21% D	-	15%	-	22%	-	18%	-	21%	-	24% BD
Business with 100 to 499 employees	-	272	-	17	-	20	-	34	-	13	-	188
	-	16% DFJ	-	6%	-	9%	-	15% DJ	-	5%	-	26% BDFHJ
Business with 50 to 99 employees	-	256	-	13	-	25	-	27	-	31	-	160
	-	15% D	-	5%	-	12% D	-	12% D	-	12% D	-	22% BDFHJ
Business with 500 or more employees	-	156	-	16	-	9	-	16	-	11	-	104
	-	9% FJ	-	6%	-	4%	-	7%	-	4%	-	14% BDFHJ
Other	-	66	-	13	-	18	-	9	-	10	-	16
	-	4% L	-	5% L	-	8% BHJL	-	4%	-	4%	-	2%
Sigma	-	1941	-	281	-	248	-	256	-	295	-	861
	-	115%	-	107%	-	117%	-	112%	-	115%	-	118%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: Has Registered A Domain Name

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

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
1 - 5 (NET)	2678 80% CE	2945 88% A	275 58% C	402 87% C	300 75% C	368 89% E	428 80% C	474 89% G	350 85% ACE	350 87% D	1325 86% ACEG	1351 88% D
1	1181 35% C	1251 37% JL	119 25% C	225 49% CBFHJL	134 34% C	150 36% C	224 42% ACEK	221 41% BJL	157 38% C	127 32% D	547 36% C	528 34% D
2	765 23% C	865 26% AD	81 17% C	90 20% D	87 22% D	111 27% D	109 20% D	141 26% GD	105 25% C	108 27% D	383 25% ACG	415 27% D
3	368 11% G	449 13% AD	40 8% C	42 9% D	40 10% D	48 12% D	52 10% D	66 12% D	41 10% D	67 17% IBDF	195 13% AC	226 15% BD
4	181 5% G	163 5% L	20 4% C	22 5% D	22 6% D	32 8% BHL	18 3% D	22 4% D	29 7% G	26 6% L	92 6% LG	61 4% D
5	183 5% C	217 6% H	15 3% C	23 5% D	17 4% D	27 7% D	25 5% D	24 4% D	18 4% D	22 5% D	108 7% ACEI	121 8% BDH
6 - 10	243 7% G	220 7% D	48 10% AGIK	32 7% D	37 9% GI	26 6% D	24 5% D	28 5% D	23 6% D	21 5% D	111 7% G	113 7% D
11 - 25	177 5% BK	102 3% DAEGIK	53 11% D	11 2% D	24 6% FK	12 3% D	33 6% K	23 4% D	18 4% D	15 4% D	49 3% D	41 3% D
26 OR MORE (NET)	259 8% BK	82 2% DAEGIK	97 21% D	15 3% D	39 10% FIK	9 2% D	48 9% HIK	9 2% D	23 6% K	15 4% H	52 3% L	34 2% D
26 - 50	101 3% BK	37 1% DAGIK	33 7% D	8 2% D	25 6% FAGIK	3 1% D	16 3% HK	4 1% D	7 2% D	7 2% D	20 1% D	15 1% D
51 or more	158 5% BK	45 1% DAEGIK	64 14% D	7 2% D	14 4% D	6 1% D	32 6% HK	5 1% D	16 4% K	8 2% D	32 2% D	19 1% D
MEAN	12.8 BIK	5.4 DAEGIK	31.0 D	6.3 D	12.5 FK	5.7 D	16.4 HIK	4.1 D	8.5 D	7.2 H	7.1 L	5.1 D
STD. DEV.	47.09	23.23	74.73	31.15	47.30	28.06	60.11	10.64	29.80	28.98	30.22	20.34
STD. ERR.	0.81	0.40	3.44	1.45	2.37	1.38	2.60	0.46	1.46	1.45	0.77	0.52
MEDIAN	2	2	3	2	2	2	2	2	2	2	2	2
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Base: Has Registered Domain Name

Q640. Have you ever registered duplicate domain names?

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
Yes	1332 40% BI	1206 36% DJ	218 46% DAIK	123 27%	162 41% FI	132 32% J	224 42% HI	191 36% DJ	128 31% J	98 24%	600 39% I	662 43% KBDFHJ
No	2025 60% C	2143 64% AL	255 54%	337 73% CBHL	238 60%	283 68% EL	309 58%	343 64% GL	286 69% ACEGK	303 76% IBFHL	937 61% LC	877 57%
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Base: Has Registered A Domain Name

Q642. Why did you register duplicate domain names?

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	1206	-**	123	-**	132	-**	191	-**	98*	-**	662
To help ensure my site gets found in searches	-	633 52% D	-	51 41%	-	78 59% D	-	96 50%	-	50 51%	-	358 54% D
To protect my brand or organization name	-	617 51% H	-	73 59% H	-	63 48%	-	79 41%	-	52 53%	-	350 53% H
To keep someone else from having a similar name	-	616 51%	-	64 52%	-	73 55%	-	106 55%	-	43 44%	-	330 50%
For use in different geographies	-	372 31% D	-	23 19%	-	36 27%	-	62 32% D	-	35 36% D	-	216 33% D
For potential use or sale in the future	-	325 27%	-	30 24%	-	29 22%	-	58 30%	-	20 20%	-	188 28%
Other	-	18 1%	-	3 2%	-	5 4% BHL	-	1 1%	-	2 2%	-	7 1%
Sigma	-	2581 214%	-	244 198%	-	284 215%	-	402 210%	-	202 206%	-	1449 219%

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

Base: All Respondents

Q655. COUNTRY QUOTAS

2 Aug 2016
Table 18

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
NORTH AMERICA (NET)	473 14%	460 14%	473 100%	460 100%	-	-	-	-	-	-	-	-
EGIK	FHJL	AEGIK	BFHJL									
US	268 8%	255 8%	268 57%	255 55%	-	-	-	-	-	-	-	-
EGIK	FHJL	AEGIK	BFHJL									
CANADA	103 3%	105 3%	103 22%	105 23%	-	-	-	-	-	-	-	-
EGIK	FHJL	AEGIK	BFHJL									
MEXICO	102 3%	100 3%	102 22%	100 22%	-	-	-	-	-	-	-	-
EGIK	FHJL	AEGIK	BFHJL									
EUROPE (NET)	533 16%	534 16%	-	-	-	-	533 100%	534 100%	-	-	-	-
CEIK	DFJL						ACEIK	BDFJL				
ITALY	54 2%	50 1%	-	-	-	-	54 10%	50 9%	-	-	-	-
CEIK	DFJL						ACEIK	BDFJL				
TURKEY	50 1%	50 1%	-	-	-	-	50 9%	50 9%	-	-	-	-
CEIK	DFJL						ACEIK	BDFJL				
SPAIN	50 1%	50 1%	-	-	-	-	50 9%	50 9%	-	-	-	-
CEIK	DFJL						ACEIK	BDFJL				
POLAND	53 2%	53 2%	-	-	-	-	53 10%	53 10%	-	-	-	-
CEIK	DFJL						ACEIK	BDFJL				
UNITED KINGDOM	100 3%	100 3%	-	-	-	-	100 19%	100 19%	-	-	-	-
CEIK	DFJL						ACEIK	BDFJL				
FRANCE	101 3%	106 3%	-	-	-	-	101 19%	106 20%	-	-	-	-
CEIK	DFJL						ACEIK	BDFJL				
GERMANY	125 4%	125 4%	-	-	-	-	125 23%	125 23%	-	-	-	-
CEIK	DFJL						ACEIK	BDFJL				
ASIA (NET)	1537 46%	1539 46%	-	-	-	-	-	-	-	-	1537 100%	1539 100%
CEGI	DFHJ										ACEGI	BDFHJ
CHINA	550 16%	551 16%	-	-	-	-	-	-	-	-	550 36%	551 36%
CEGI	DFHJ										ACEGI	BDFHJ
VIETNAM	52 2%	52 2%	-	-	-	-	-	-	-	-	52 3%	52 3%
CEGI	DFHJ										ACEGI	BDFHJ
PHILIPPINES	102 3%	101 3%	-	-	-	-	-	-	-	-	102 7%	101 7%
CEGI	DFHJ										ACEGI	BDFHJ
JAPAN	176 5%	176 5%	-	-	-	-	-	-	-	-	176 11%	176 11%
CEGI	DFHJ										ACEGI	BDFHJ

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Base: All Respondents

Q655. COUNTRY QUOTAS

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
SOUTH KOREA	101 3%	101 3%	-	-	-	-	-	-	-	-	101 7%	101 7%
	CEGI	DFHJ									ACEGI	BDFHJ
RUSSIA	130 4%	128 4%	-	-	-	-	-	-	-	-	130 8%	128 8%
	CEGI	DFHJ									ACEGI	BDFHJ
INDIA	325 10%	330 10%	-	-	-	-	-	-	-	-	325 21%	330 21%
	CEGI	DFHJ									ACEGI	BDFHJ
INDONESIA	101 3%	100 3%	-	-	-	-	-	-	-	-	101 7%	100 6%
	CEGI	DFHJ									ACEGI	BDFHJ
AFRICA (NET)	414 12%	401 12%	-	-	-	-	-	-	414 100%	401 100%	-	-
	CEGK	DFHL							ACEGK	BDFHL		
NIGERIA	207 6%	200 6%	-	-	-	-	-	-	207 50%	200 50%	-	-
	CEGK	DFHL							ACEGK	BDFHL		
SOUTH AFRICA	101 3%	101 3%	-	-	-	-	-	-	101 24%	101 25%	-	-
	CEGK	DFHL							ACEGK	BDFHL		
EGYPT	106 3%	100 3%	-	-	-	-	-	-	106 26%	100 25%	-	-
	CEGK	DFHL							ACEGK	BDFHL		
SOUTH AMERICA (NET)	400 12%	415 12%	-	-	400 100%	415 100%	-	-	-	-	-	-
	CGIK	DHJL			ACGIK	BDHJL						
COLOMBIA	125 4%	125 4%	-	-	125 31%	125 30%	-	-	-	-	-	-
	CGIK	DHJL			ACGIK	BDHJL						
ARGENTINA	100 3%	104 3%	-	-	100 25%	104 25%	-	-	-	-	-	-
	CGIK	DHJL			ACGIK	BDHJL						
BRAZIL	175 5%	186 6%	-	-	175 44%	186 45%	-	-	-	-	-	-
	CGIK	DHJL			ACGIK	BDHJL						
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Base: All Qualified Respondents

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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
.com	2964 88% BK	2844 85% H	445 94% DAEGK	410 89% BHL	350 88% H	365 88% H	465 87% H	388 73% H	377 91% K	369 92% BHL	1327 86% H	1312 85% H
.net	2682 80% BK	2301 69% H	433 92% DAEGIK	345 75% BFHL	321 80% FK	285 69% H	439 82% HK	321 60% H	337 81% K	316 79% BFHL	1152 75% L	1034 67% H
.org	2519 75% BK	2168 65% L	430 91% DAEGIK	337 73% BFHL	320 80% FAK	276 67% L	434 81% HAK	336 63% H	344 83% JAK	309 77% BFHL	991 64% L	910 59% L
.info	1911 57% BK	1437 43% DAEGIK	329 70% DAEGIK	184 40% BFHL	226 57% FK	172 41% HAEK	336 63% HAEK	234 44% H	250 60% JK	210 52% BDFHL	770 50% L	637 41% L
.biz	1556 46% BEK	1187 35% FL	320 68% DAEGIK	207 45% BFHL	128 32% F	91 22% HAEK	284 53% HAEK	193 36% F	221 53% AEK	193 48% BFHL	603 39% LE	503 33% F
.mobi	991 30% BEK	602 18% DFH	191 40% DAEGK	66 14% F	86 22% F	38 9% HEK	152 29% HEK	69 13% JAEGK	192 46% JAEGK	156 39% BDFHL	370 24% L	273 18% FH
.pro	547 16% BEI	431 13% DFJ	86 18% DEI	35 8% F	36 9% F	18 4% H	102 19% HEI	64 12% DFJ	40 10% H	27 7% H	283 18% AEI	287 19% BDFHJ
.cn	433 13% CEGI	424 13% DFHJ	-	-	-	-	-	-	-	-	433 28% ACEGI	424 28% BDFHJ
.asia	640 19% BEI	409 12% DFHJ	102 22% DEI	30 7% H	44 11% F	15 4% H	94 18% HEI	51 10% F	53 13% J	31 8% F	347 23% LAEGI	282 18% BDFHJ
.tel	596 18% BEI	407 12% F	93 20% DEI	47 10% H	50 13% F	30 7% HAEI	115 22% HAEI	65 12% F	47 11% H	37 9% H	291 19% LEI	228 15% BDFJ
.coop	370 11% BI	314 9% DJ	51 11% DI	31 7% H	51 13% I	38 9% J	79 15% HAIK	50 9% J	21 5% H	16 4% H	168 11% I	179 12% BDJ
.eu	-	240 7% ADFJL	-	-	-	-	-	240 45% GBDFJL	-	-	-	-
.in	255 8% CEGI	231 7% DFHJ	-	-	-	-	-	-	-	-	255 17% ACEGI	231 15% BDFHJ
.ng	168 5% CEGK	172 5% DFHL	-	-	-	-	-	-	168 41% ACEGK	172 43% BDFHL	-	-
.br	144 4% CGIK	141 4% DHJL	-	-	144 36% ACGIK	141 34% BDHJL	-	-	-	-	-	-
.jp	160 5% CEGI	135 4% DFHJ	-	-	-	-	-	-	-	-	160 10% ACEGI	135 9% BDFHJ
.us	225 7% BEGIK	129 4% FHJL	225 48% DAEGIK	129 28% BFHJL	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Base: All Qualified Respondents

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

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Table 19

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
.ru	114 3%	113 3%	-	-	-	-	-	-	-	-	114 7%	113 7%
	CEGI	DFHJ									ACEGI	BDFHJ
.co	108 3%	104 3%	-	-	108 27%	104 25%	-	-	-	-	-	-
	CGIK	DHJL			ACGIK	BDHJL						
.de	113 3%	104 3%	-	-	-	-	113 21%	104 19%	-	-	-	-
	CEIK	DFJL					ACEIK	BDFJL				
.ca	95 3%	88 3%	95 20%	88 19%	-	-	-	-	-	-	-	-
	EGIK	FHJL	AEGIK	BFHJL								
.za	94 3%	86 3%	-	-	-	-	-	-	94 23%	86 21%	-	-
	CEGK	DFHL							ACEGK	BDFHL		
.ar	89 3%	83 2%	-	-	89 22%	83 20%	-	-	-	-	-	-
	CGIK	DHJL			ACGIK	BDHJL						
.mx	96 3%	83 2%	96 20%	83 18%	-	-	-	-	-	-	-	-
	EGIK	FHJL	AEGIK	BFHJL								
.uk	88 3%	83 2%	-	-	-	-	88 17%	83 16%	-	-	-	-
	CEIK	DFJL					ACEIK	BDFJL				
.kr	78 2%	78 2%	-	-	-	-	-	-	-	-	78 5%	78 5%
	CEGI	DFHJ									ACEGI	BDFHJ
.id	91 3%	77 2%	-	-	-	-	-	-	-	-	91 6%	77 5%
	CEGI	DFHJ									ACEGI	BDFHJ
.fr	86 3%	75 2%	-	-	-	-	86 16%	75 14%	-	-	-	-
	CEIK	DFJL					ACEIK	BDFJL				
.eg	81 2%	68 2%	-	-	-	-	-	-	81 20%	68 17%	-	-
	CEGK	DFHL							ACEGK	BDFHL		
.ph	78 2%	63 2%	-	-	-	-	-	-	-	-	78 5%	63 4%
	CEGI	DFHJ									ACEGI	BDFHJ
.vn	39 1%	48 1%	-	-	-	-	-	-	-	-	39 3%	48 3%
	CEGI	DFHJ									ACEGI	BDFHJ
.pl	45 1%	43 1%	-	-	-	-	45 8%	43 8%	-	-	-	-
	CEIK	DFJL					ACEIK	BDFJL				
.it	53 2%	41 1%	-	-	-	-	53 10%	41 8%	-	-	-	-
	CEIK	DFJL					ACEIK	BDFJL				
.tr	37 1%	32 1%	-	-	-	-	37 7%	32 6%	-	-	-	-
	CEIK	DFJL					ACEIK	BDFJL				
.es	44 1%	32 1%	-	-	-	-	44 8%	32 6%	-	-	-	-
	CEIK	DFJL					ACEIK	BDFJL				

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Base: All Qualified Respondents

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

2 Aug 2016
Table 19

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
I am not aware of any of these	33 1%	27 1%	1 *	5 1%	2 1%	1 *	4 1%	6 1%	8 2% AC	3 1%	18 1%	12 1%
Not Sure	4 * B	-	-	-	-	-	1 *	-	-	-	3 *	-
TOTAL AWARENESS (NET)	3320 99%	3322 99%	472 100% AIK	455 99%	398 100%	414 100%	528 99%	528 99%	406 98%	398 99%	1516 99%	1527 99%
TOTAL CONSISTENT AWARENESS (NET)	3320 99%	3316 99% H	472 100% AIK	455 99%	398 100%	414 100% H	528 99%	522 98%	406 98%	398 99%	1516 99%	1527 99% H
AWARENESS OF GLOBAL (NET)	3238 96% B	3154 94% H	469 99% DAEGIK	444 97% BH	384 96%	395 95% H	510 96% H	464 87%	401 97%	392 98% BFHL	1474 96%	1459 95% H
HIGH (.com .net .org) (NET)	3161 94% BK	3081 92% H	460 97% AEGK	437 95% BH	378 95%	392 94% BH	499 94% H	440 82%	396 96% K	386 96% BHL	1428 93%	1426 93% H
AWARENESS OF GEO-SPECIFIC (NET)	2814 84% BK	2547 76% D	416 88% DAIK	300 65%	341 85% F	328 79% D	466 87% HAIK	424 79% BD	343 83%	326 81% BDL	1248 81% L	1169 76% D
AWARENESS OF GEO-SPECIFIC CONSISTENT (NET)	2814 84% BK	2533 76% D	416 88% DAIK	300 65%	341 85% F	328 79% D	466 87% HAIK	410 77% D	343 83%	326 81% BDL	1248 81% L	1169 76% D
MODERATE (.info.biz) (NET)	2148 64% BEK	1718 51% FL	374 79% DAEGIK	251 55% FL	235 59% F	194 47%	371 70% HAEK	271 51%	289 70% AEK	256 64% BDFHL	879 57% L	746 48%
LOW (.mobi .pro .tel .asia .coop) (NET)	1490 44% BE	1123 34% DFH	242 51% DAEGK	124 27% F	146 37% F	84 20%	226 42% H	148 28% F	215 52% JAEK	179 45% BDFHL	661 43% LE	588 38% BDFH
AWARENESS OF GEO-SPECIFIC ADDED (NET)	-	240 7% ADFJL	-	-	-	-	-	240 45% GBDFJL	-	-	-	-
Sigma	17627 525%	14900 445%	2897 612%	1997 434%	1955 489%	1657 399%	2971 557%	2427 454%	2233 539%	1993 497%	7571 493%	6826 444%

Proportions/Means: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

Base: Heard Of Extensions

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3322	473	455	400	414	533	528	414	398	1537	1527
.com	2413 72% BG	2259 68% H	398 84% DAEGIK	347 76% BHL	299 75% G	319 77% BHL	283 53% H	238 45% H	325 79% AGK	299 75% BHL	1108 72% G	1056 69% H
.net	1052 31% BGI	857 26% H	197 42% DAEGIK	113 25% H	125 31% I	104 25% H	142 27% H	92 17% H	103 25% H	89 22% H	485 32% GI	459 30% BDFHJ
.org	784 23% BK	615 19% H	190 40% DAEGIK	85 19% H	90 23% FK	64 15% H	128 24% HK	90 17% H	98 24% K	91 23% BFH	278 18% H	285 19% H
.cn	266 8% CEGI	285 9% DFHJ	-	-	-	-	-	-	-	-	266 17% ACEGI	285 19% BDFHJ
.info	430 13% BEI	270 8% F	89 19% DAEGIK	38 8% H	36 9% F	22 5% H	74 14% HEI	49 9% F	38 9% H	28 7% H	193 13% LE	133 9% F
.biz	248 7% BEK	171 5% F	66 14% DAEGIK	21 5% H	13 3% H	10 2% H	48 9% HEIK	23 4% H	22 5% H	29 7% BF	99 6% E	88 6% F
.in	156 5% CEGI	146 4% DFHJ	-	-	-	-	-	-	-	-	156 10% ACEGI	146 10% BDFHJ
.ru	99 3% CEGI	102 3% DFHJ	-	-	-	-	-	-	-	-	99 6% ACEGI	102 7% BDFHJ
.jp	89 3% CEGI	97 3% DFHJ	-	-	-	-	-	-	-	-	89 6% ACEGI	97 6% BDFHJ
.br	99 3% CGIK	95 3% DHJL	-	-	99 25% ACGIK	95 23% BDHJL	-	-	-	-	-	-
.de	98 3% CEIK	87 3% DFJL	-	-	-	-	98 18% ACEIK	87 16% BDFJL	-	-	-	-
.mobi	167 5% B	72 2% F	30 6% DE	6 1% H	13 3% F	2 * H	26 5% H	11 2% F	25 6% H	16 4% BDF	73 5% L	37 2% F
.pro	83 2% I	69 2% FJ	11 2% I	5 1% H	5 1% I	1 * H	14 3% I	14 3% FJ	-	3 1% H	53 3% AEI	46 3% BDFJ
.coop	70 2% I	69 2% J	6 1% H	7 2% H	7 2% H	5 1% H	12 2% I	9 2% J	2 * H	1 * H	43 3% AI	47 3% BFJ
.tel	90 3% I	66 2% H	7 1% H	6 1% H	11 3% H	5 1% H	12 2% H	10 2% H	4 1% H	4 1% H	56 4% ACI	41 3% BJ
.za	66 2% CEGK	63 2% DFHL	-	-	-	-	-	-	66 16% ACEGK	63 16% BDFHL	-	-
.ng	58 2% CEGK	62 2% DFHL	-	-	-	-	-	-	58 14% ACEGK	62 16% BDFHL	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

Base: Heard Of Extensions

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3322	473	455	400	414	533	528	414	398	1537	1527
.ca	66 2%	59 2%	66 14%	59 13%	-	-	-	-	-	-	-	-
	EGIK	FHJL	AEGIK	BFHJL								
.co	64 2%	58 2%	-	-	64 16%	58 14%	-	-	-	-	-	-
	CGIK	DHJL			ACGIK	BDHJL						
.fr	58 2%	57 2%	-	-	-	-	58 11%	57 11%	-	-	-	-
	CEIK	DFJL					ACEIK	BDFJL				
.ar	51 2%	56 2%	-	-	51 13%	56 14%	-	-	-	-	-	-
	CGIK	DHJL			ACGIK	BDHJL						
.mx	48 1%	55 2%	48 10%	55 12%	-	-	-	-	-	-	-	-
	EGIK	FHJL	AEGIK	BFHJL								
.uk	57 2%	54 2%	-	-	-	-	57 11%	54 10%	-	-	-	-
	CEIK	DFJL					ACEIK	BDFJL				
.asia	98 3%	53 2%	13 3%	2 *	5 1%	3 1%	15 3%	9 2%	1 *	2 1%	64 4%	37 2%
	BEI	D	DI				I				LAEI	BDFJ
.eu	-	48 1%	-	-	-	-	-	48 9%	-	-	-	-
		ADFJL						GBDFJL				
.id	33 1%	46 1%	-	-	-	-	-	-	-	-	33 2%	46 3%
	CEGI	DFHJ									ACEGI	BDFHJ
.ph	36 1%	43 1%	-	-	-	-	-	-	-	-	36 2%	43 3%
	CEGI	DFHJ									ACEGI	BDFHJ
.kr	51 2%	42 1%	-	-	-	-	-	-	-	-	51 3%	42 3%
	CEGI	DFHJ									ACEGI	BDFHJ
.pl	38 1%	37 1%	-	-	-	-	38 7%	37 7%	-	-	-	-
	CEIK	DFJL					ACEIK	BDFJL				
.vn	29 1%	33 1%	-	-	-	-	-	-	-	-	29 2%	33 2%
	CG	DFHJ									ACEGI	BDFHJ
.it	37 1%	32 1%	-	-	-	-	37 7%	32 6%	-	-	-	-
	CEIK	DFJL					ACEIK	BDFJL				
.eg	21 1%	30 1%	-	-	-	-	-	-	21 5%	30 8%	-	-
	K	DHL							ACEGK	BDFHL		
.es	26 1%	21 1%	-	-	-	-	26 5%	21 4%	-	-	-	-
	K	L					ACEIK	BDFJL				
.tr	12 *	15 *	-	-	-	-	12 2%	15 3%	-	-	-	-
	K	L					ACEIK	BDFJL				

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

Base: Heard Of Extensions

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3322	473	455	400	414	533	528	414	398	1537	1527
.us	52 2%	13 *	52 11%	13 3%	-	-	-	-	-	-	-	-
BEGIK		L	DAEGIK	BFHJL								
Other	215 6%	75 2%	56 12%	10 2%	41 10%	11 3%	49 9%	19 4%	21 5%	11 3%	48 3%	24 2%
BK		L	DAIK		FAIK		HAIK	BL			L	
TOTAL REGISTERED (NET)	3357 100%	3322 100%	473 100%	455 100%	400 100%	414 100%	533 100%	528 100%	414 100%	398 100%	1537 100%	1527 100%
TOTAL REGISTERED CONSISTENT (NET)	3357 100%	3313 100%	473 100%	455 100%	400 100%	414 100%	533 100%	519 98%	414 100%	398 100%	1537 100%	1527 100%
B		H		H		H	H			H	BH	BH
REGISTERED GLOBAL (NET)	2878 86%	2810 85%	440 93%	415 91%	349 87%	364 88%	390 73%	358 68%	374 90%	350 88%	1325 86%	1323 87%
G		H	AEGK	BHL	G	BH			AGK	BH	G	BH
REGISTERED GEO-SPECIFIC (NET)	1610 48%	1606 48%	166 35%	127 28%	214 54%	209 50%	326 61%	321 61%	145 35%	155 39%	759 49%	794 52%
CI		DJ	D		ACI	DJ	ACEIK	BDFJL		D	CI	BDJ
REGISTERED GEO-SPECIFIC CONSISTENT (NET)	1610 48%	1588 48%	166 35%	127 28%	214 54%	209 50%	326 61%	303 57%	145 35%	155 39%	759 49%	794 52%
CI		DJ	D		ACI	DJ	ACEIK	BDFJL		D	CI	BDJ
REGISTERED GEO-SPECIFIC ADDED (NET)	-	48 1%	-	-	-	-	-	48 9%	-	-	-	-
ADFJL								GBDFJL				
Sigma	7260 216%	6212 187%	1229 260%	767 169%	859 215%	755 182%	1129 212%	915 173%	784 189%	728 183%	3259 212%	3047 200%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	2098	-**	235	-**	265	-**	313	-**	274	-**	1011
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	-	1.3	-	1.4	-	1.2	-	2.7 BL	-	1.3
Redirected to an active website-if you enter the URL, it redirects to another URL	-	1.4 L	-	1.4	-	1.9 L	-	1.3	-	2.3	-	1.0
Used for an active website	-	2.6	-	5.6 BL	-	2.3	-	1.9	-	2.4	-	2.2
Actively used for some purpose other than a website	-	0.9	-	0.8	-	1.0	-	0.6	-	1.3	-	0.9
Expired-no longer registered in your or your company's name	-	1.5	-	1.9 HJ	-	1.5	-	1.0	-	1.2	-	1.5
Other	-	0.2	-	0.1	-	0.2	-	0.3	-	0.2	-	0.3

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	2098	-**	235	-**	265	-**	313	-**	274	-**	1011
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	-	3.2	-	3.2	-	2.3	-	5.9 BL	-	2.5
Redirected to an active website-if you enter the URL, it redirects to another URL	-	3.5 L	-	4.3 L	-	4.8 L	-	2.9	-	6.7 BL	-	2.4
Used for an active website	-	3.5	-	7.9 BL	-	3.5	-	2.7	-	3.4	-	2.8
Actively used for some purpose other than a website	-	2.7 L	-	3.6	-	3.3	-	2.4	-	3.8 L	-	2.3
Expired-no longer registered in your or your company's name	-	3.8	-	3.8	-	3.1	-	2.7	-	2.8	-	4.7
Other	-	3.5	-	3.2	-	4.8	-	3.3	-	2.0	-	4.0

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	2098	-**	235	-**	265	-**	313	-**	274	-**	1011
0	-	1103 53%	-	138 59% BHL	-	146 55%	-	154 49%	-	151 55%	-	514 51%
1 - 2	-	824 39% D	-	74 31%	-	100 38%	-	129 41% D	-	103 38%	-	418 41% D
3 - 5	-	105 5%	-	15 6%	-	10 4%	-	20 6%	-	9 3%	-	51 5%
6 or more	-	66 3%	-	8 3%	-	9 3%	-	10 3%	-	11 4%	-	28 3%
MEAN (INCLUDING 0)	-	1.5	-	1.3	-	1.4	-	1.2	-	2.7 BL	-	1.3
STD. DEV.	-	8.29	-	4.32	-	6.63	-	2.58	-	19.40	-	4.76
STD. ERR.	-	0.18	-	0.28	-	0.41	-	0.15	-	1.17	-	0.15
MEDIAN	-	-	-	-	-	-	-	1	-	-	-	-
MEAN (EXCLUDING 0)	-	3.1	-	3.2	-	3.2	-	2.3	-	5.9 BL	-	2.5
STD. DEV.	-	11.84	-	6.28	-	9.62	-	3.25	-	28.69	-	6.55
STD. ERR.	-	0.38	-	0.64	-	0.88	-	0.26	-	2.59	-	0.29
MEDIAN	-	1	-	2	-	1	-	1	-	1	-	1
Sigma	-	2098 100%	-	235 100%	-	265 100%	-	313 100%	-	274 100%	-	1011 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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

2 Aug 2016
Table 24

Base: Registered More Than One Domain Name

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	2098	-**	235	-**	265	-**	313	-**	274	-**	1011
0	-	1253 60%	-	156 66% BHL	-	159 60%	-	175 56%	-	180 66% BHL	-	583 58%
1 - 2	-	691 33% DJ	-	54 23%	-	90 34% DJ	-	111 35% DJ	-	69 25%	-	367 36% BDJ
3 - 5	-	85 4%	-	15 6%	-	8 3%	-	12 4%	-	12 4%	-	38 4%
6 or more	-	69 3% L	-	10 4%	-	8 3%	-	15 5% L	-	13 5% L	-	23 2%
MEAN (INCLUDING 0)	-	1.4 L	-	1.4	-	1.9 L	-	1.3	-	2.3	-	1.0
STD. DEV.	-	9.09	-	6.02	-	11.94	-	4.86	-	19.12	-	4.38
STD. ERR.	-	0.20	-	0.39	-	0.73	-	0.27	-	1.16	-	0.14
MEDIAN	-	-	-	-	-	-	-	-	-	-	-	-
MEAN (EXCLUDING 0)	-	3.5 L	-	4.3 L	-	4.8 L	-	2.9	-	6.7 BL	-	2.4
STD. DEV.	-	14.07	-	9.83	-	18.55	-	7.01	-	32.30	-	6.48
STD. ERR.	-	0.48	-	1.11	-	1.80	-	0.60	-	3.33	-	0.31
MEDIAN	-	1	-	2	-	1	-	1	-	1	-	1
Sigma	-	2098 100%	-	235 100%	-	265 100%	-	313 100%	-	274 100%	-	1011 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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?

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Table 25

Base: Registered More Than One Domain Name

3. Used for an active website

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	2098	-**	235	-**	265	-**	313	-**	274	-**	1011
0	-	559 27% L	-	66 28%	-	88 33% BL	-	100 32% BL	-	78 28% L	-	227 22%
1 - 2	-	1192 57% D	-	117 50%	-	141 53%	-	168 54%	-	147 54%	-	619 61% BDFHJ
3 - 5	-	237 11%	-	34 14%	-	24 9%	-	30 10%	-	31 11%	-	118 12%
6 or more	-	110 5%	-	18 8%	-	12 5%	-	15 5%	-	18 7%	-	47 5%
MEAN (INCLUDING 0)	-	2.6	-	5.6 BL	-	2.3	-	1.9	-	2.4	-	2.2
STD. DEV.	-	14.10	-	36.22	-	9.07	-	4.29	-	7.39	-	8.02
STD. ERR.	-	0.31	-	2.36	-	0.56	-	0.24	-	0.45	-	0.25
MEDIAN	-	1	-	1	-	1	-	1	-	1	-	1
MEAN (EXCLUDING 0)	-	3.5	-	7.9 BL	-	3.5	-	2.7	-	3.4	-	2.8
STD. DEV.	-	16.36	-	42.55	-	10.92	-	4.97	-	8.56	-	9.01
STD. ERR.	-	0.42	-	3.27	-	0.82	-	0.34	-	0.61	-	0.32
MEDIAN	-	1	-	2	-	2	-	1	-	2	-	1
Sigma	-	2098 100%	-	235 100%	-	265 100%	-	313 100%	-	274 100%	-	1011 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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?

2 Aug 2016
Table 26

Base: Registered More Than One Domain Name

4. Actively used for some purpose other than a website

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	2098	-**	235	-**	265	-**	313	-**	274	-**	1011
0	-	1366 65% L	-	181 77% BJL	-	184 69% L	-	230 73% BL	-	181 66% L	-	590 58%
1 - 2	-	610 29% DH	-	41 17%	-	66 25% D	-	66 21%	-	75 27% D	-	362 36% BDFHJ
3 - 5	-	67 3%	-	4 2%	-	8 3%	-	11 4%	-	8 3%	-	36 4%
6 or more	-	55 3%	-	9 4%	-	7 3%	-	6 2%	-	10 4%	-	23 2%
MEAN (INCLUDING 0)	-	0.9	-	0.8	-	1.0	-	0.6	-	1.3	-	0.9
STD. DEV.	-	4.38	-	3.45	-	6.37	-	2.09	-	6.58	-	3.64
STD. ERR.	-	0.10	-	0.22	-	0.39	-	0.12	-	0.40	-	0.11
MEDIAN	-	-	-	-	-	-	-	-	-	-	-	-
MEAN (EXCLUDING 0)	-	2.7 L	-	3.6	-	3.3	-	2.4	-	3.8 L	-	2.3
STD. DEV.	-	7.08	-	6.52	-	11.24	-	3.50	-	10.89	-	5.38
STD. ERR.	-	0.26	-	0.89	-	1.25	-	0.38	-	1.13	-	0.26
MEDIAN	-	1	-	1	-	1	-	1	-	1	-	1
Sigma	-	2098 100%	-	235 100%	-	265 100%	-	313 100%	-	274 100%	-	1011 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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?

2 Aug 2016
Table 27

5. Expired-no longer registered in your or your company's name

Base: Registered More Than One Domain Name

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	2098	-**	235	-**	265	-**	313	-**	274	-**	1011
0	-	1285 61% DF	-	115 49%	-	141 53%	-	194 62% DF	-	156 57%	-	679 67% BDFJ
1 - 2	-	629 30% L	-	79 34% L	-	101 38% BHL	-	92 29%	-	87 32%	-	270 27%
3 - 5	-	109 5% L	-	22 9% BL	-	16 6%	-	16 5%	-	17 6%	-	38 4%
6 or more	-	75 4% L	-	19 8% BFHL	-	7 3%	-	11 4%	-	14 5% L	-	24 2%
MEAN (INCLUDING 0)	-	1.5	-	1.9 HJ	-	1.5	-	1.0	-	1.2	-	1.5
STD. DEV.	-	9.37	-	5.00	-	6.56	-	2.70	-	3.12	-	12.66
STD. ERR.	-	0.20	-	0.33	-	0.40	-	0.15	-	0.19	-	0.40
MEDIAN	-	-	-	1	-	-	-	-	-	-	-	-
MEAN (EXCLUDING 0)	-	3.8	-	3.8	-	3.1	-	2.7	-	2.8	-	4.7
STD. DEV.	-	14.77	-	6.47	-	9.33	-	3.83	-	4.28	-	21.77
STD. ERR.	-	0.52	-	0.59	-	0.84	-	0.35	-	0.39	-	1.19
MEDIAN	-	1	-	2	-	2	-	1	-	1	-	1
Sigma	-	2098 100%	-	235 100%	-	265 100%	-	313 100%	-	274 100%	-	1011 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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?

2 Aug 2016
Table 28

Base: Registered More Than One Domain Name

6. Other

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	2098	-**	235	-**	265	-**	313	-**	274	-**	1011
0	-	1957 93%	-	224 95% H	-	252 95% H	-	284 91%	-	250 91%	-	947 94%
1 - 2	-	98 5%	-	7 3%	-	9 3%	-	19 6%	-	20 7% BDFL	-	43 4%
3 - 5	-	22 1%	-	2 1%	-	2 1%	-	5 2%	-	2 1%	-	11 1%
6 or more	-	21 1%	-	2 1%	-	2 1%	-	5 2%	-	2 1%	-	10 1%
MEAN (INCLUDING 0)	-	0.2	-	0.1	-	0.2	-	0.3	-	0.2	-	0.3
STD. DEV.	-	1.69	-	0.92	-	2.27	-	1.37	-	0.97	-	1.89
STD. ERR.	-	0.04	-	0.06	-	0.14	-	0.08	-	0.06	-	0.06
MEDIAN	-	-	-	-	-	-	-	-	-	-	-	-
MEAN (EXCLUDING 0)	-	3.5	-	3.2	-	4.8	-	3.3	-	2.0	-	4.0
STD. DEV.	-	5.58	-	3.03	-	9.42	-	3.25	-	2.68	-	6.49
STD. ERR.	-	0.47	-	0.91	-	2.61	-	0.60	-	0.55	-	0.81
MEDIAN	-	1	-	2	-	1	-	2	-	1	-	1
Sigma	-	2098 100%	-	235 100%	-	265 100%	-	313 100%	-	274 100%	-	1011 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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?

2 Aug 2016
Table 29

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
.biz	1252 37% CEG	1252 37% DFH	121 26%	113 25%	103 26%	103 25%	149 28%	163 31% D	185 45% ACEG	181 45% BDFH	694 45% ACEG	692 45% BDFH
.com	2960 88% BG	2701 81% FH	432 91% DAEG	390 83% FH	343 86% F	306 74%	434 81% H	390 73% JAEGK	388 94% BFH	344 86% BFH	1363 89% LG	1281 83% BFH
.info	1633 49% CEG	1586 47% D	167 35%	139 30%	166 42%	185 45% D	232 44% C	240 45% D	225 54% ACEG	205 51% D	843 55% ACEG	817 53% BDFH
.mobi	1050 31% CEG	999 30% DFH	96 20%	72 16%	99 25%	101 24% D	117 22%	137 26% CEG	142 34% D	120 30% D	596 39% ACEG	569 37% BDFHJ
.net	2348 70% BCEG	2231 67% DH	304 64%	274 60%	254 64%	262 63% H	336 63% H	301 56% CEG	301 73% CEG	276 69% DH	1153 75% ACEG	1118 73% BDFH
.org	2071 62% BEG	1888 56% DH	291 62% D	212 46%	226 57%	217 52%	306 57%	275 51% ACEGK	291 70% BDFHL	292 73% BDFHL	957 62% LEG	892 58% DFH
.tel	883 26% CEGI	932 28% DFJ	50 11%	66 14%	87 22% C	98 24% DJ	96 18% C	135 25% GDJ	81 20% C	71 18% C	569 37% ACEGI	562 37% BDFHJ
.asia	829 25% CEGI	881 26% DFHJ	36 8%	55 12% C	71 18% CI	76 18% DJ	93 17% CI	113 21% DJ	48 12% C	49 12% C	581 38% ACEGI	588 38% BDFHJ
.pro	956 28% CEGI	1031 31% ADFJ	79 17%	93 20%	89 22% C	101 24%	120 23% C	156 29% GDJ	74 18% C	80 20% C	594 39% ACEGI	601 39% BDFHJ
.coop	804 24% CGI	885 26% ADHJ	46 10%	59 13%	83 21% CI	99 24% DJ	100 19% C	121 23% DJ	58 14% C	67 17% C	517 34% ACEGI	539 35% BDFHJ
.cn	475 86%	485 88%	-	-	-	-	-	-	-	-	475 86%	485 88%
.vn	49 94%	43 83%	-	-	-	-	-	-	-	-	49 94%	43 83%
.ph	88 86%	78 77%	-	-	-	-	-	-	-	-	88 86%	78 77%
.jp	128 73%	134 76%	-	-	-	-	-	-	-	-	128 73%	134 76%
.kr	80 79%	80 79%	-	-	-	-	-	-	-	-	80 79%	80 79%
.ru	117 90%	114 89%	-	-	-	-	-	-	-	-	117 90%	114 89%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

2 Aug 2016
Table 29

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
.in	284 87%	274 83%	-	-	-	-	-	-	-	-	284 87%	274 83%
.id	90 89%	88 88%	-	-	-	-	-	-	-	-	90 89%	88 88%
.ng	182 88%	167 84%	-	-	-	-	-	-	182 88%	167 84%	-	-
.za	86 85%	84 83%	-	-	-	-	-	-	86 85%	84 83%	-	-
.eg	77 73%	77 77%	-	-	-	-	-	-	77 73%	77 77%	-	-
.co	103 82% B	88 70%	-	-	103 82% F	88 70%	-	-	-	-	-	-
.ar	82 82%	82 79%	-	-	82 82%	82 79%	-	-	-	-	-	-
.br	145 83% B	135 73%	-	-	145 83% F	135 73%	-	-	-	-	-	-
.it	45 83%	44 88%	-	-	-	-	45 83%	44 88%	-	-	-	-
.tr	37 74%	43 86%	-	-	-	-	37 74%	43 86%	-	-	-	-
.es	45 90%	45 90%	-	-	-	-	45 90%	45 90%	-	-	-	-
.pl	48 91%	45 85%	-	-	-	-	48 91%	45 85%	-	-	-	-
.uk	75 75%	82 82%	-	-	-	-	75 75%	82 82%	-	-	-	-
.fr	83 82%	75 71%	-	-	-	-	83 82%	75 71%	-	-	-	-
.de	114 91% B	101 81%	-	-	-	-	114 91% H	101 81%	-	-	-	-
.us	80 30%	73 29%	80 30%	73 29%	-	-	-	-	-	-	-	-
.ca	88 85%	87 83%	88 85%	87 83%	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

2 Aug 2016
Table 29

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
.mx	93 91% B	75 75% B	93 91% D	75 75% D	-	-	-	-	-	-	-	-
.eu	-	216 45% B	-	-	-	-	-	216 45% B	-	-	-	-
CONSIDERED ALL (NET)	3230 96% BG	3150 94% FH	461 97% DEG	426 93% D	378 95% F	377 91% F	504 95% H	488 91% H	406 98% AEG	390 97% BDFH	1481 96% G	1469 95% BDFH
CONSIDERED CONSISTENT (NET)	3230 96% BG	3150 94% FH	461 97% DEG	426 93% D	378 95% F	377 91% F	504 95% H	488 91% H	406 98% AEG	390 97% BDFH	1481 96% G	1469 95% BDFH
CONSIDERED GLOBAL (NET)	3171 94% BG	3071 92% H	455 96% DEG	420 91% H	371 93% H	372 90% H	483 91% H	449 84% H	403 97% AEGK	386 96% BDFH	1459 95% G	1444 94% BFH
CONSIDERED GEO-SPECIFIC (NET)	2694 80% BC	2619 78% DF	261 55% D	235 51% D	330 83% FC	305 73% D	447 84% AC	455 85% BDF	345 83% C	328 82% DF	1311 85% AC	1296 84% BDF
CONSIDERED GEO-SPECIFIC CONSISTENT (NET)	2694 80% BC	2599 78% DF	261 55% D	235 51% D	330 83% FC	305 73% D	447 84% AC	435 81% BDF	345 83% C	328 82% BDF	1311 85% AC	1296 84% BDF
CONSIDERED GEO-SPECIFIC ADDED (NET)	-	216 6% ADFJL	-	-	-	-	-	216 40% GBDFJL	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

2 Aug 2016
Table 30

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
.biz	1712 51% IK	1631 49% JL	325 69% DAEGIK	287 62% BFJL	236 59% AIK	225 54% BJL	332 62% AIK	309 58% BJL	188 45% I	172 43% I	631 41% I	638 41% K
.com	252 8% CI	425 13% AJL	25 5% C	48 10% C	39 10% CIK	80 19% EBDJL	68 13% ACIK	104 19% GBDJL	15 4% I	31 8% I	105 7% I	162 11% K
.info	1403 42% K	1371 41% L	278 59% AEGIK	267 58% BFHJL	188 47% FAIK	166 40% AIK	260 49% AIK	236 44% L	156 38% I	159 40% I	521 34% I	543 35% K
.mobi	1900 57% IK	1863 56% L	349 74% AEGIK	325 71% BFHJL	244 61% FK	224 54% AIK	363 68% AEIK	336 63% BFJL	212 51% I	226 56% I	732 48% I	752 49% K
.net	778 23% IK	823 25% JL	153 32% AIK	150 33% BJL	115 29% AIK	112 27% JL	161 30% AIK	184 34% BFJL	80 19% I	79 20% I	269 18% I	298 19% K
.org	1036 31% IK	1148 34% AJ	167 35% AIK	201 44% CBFJL	139 35% IK	153 37% J	197 37% AIK	203 38% BJL	102 25% I	87 22% I	431 28% I	504 33% KJ
.tel	2028 60% BK	1911 57% L	389 82% DAEGIK	329 72% BFHJL	256 64% FK	233 56% L	378 71% HAEIK	335 63% BFL	260 63% K	257 64% BFL	745 48% I	757 49% K
.asia	2118 63% BK	1986 59% L	415 88% DAEGIK	357 78% BFHJL	277 69% FAK	249 60% L	390 73% AK	363 68% BFL	296 71% AK	287 72% BFL	740 48% I	730 47% K
.pro	1953 58% BK	1817 54% L	360 76% DAEGIK	299 65% BFL	254 64% FAK	225 54% L	356 67% HAK	319 60% BL	275 66% AK	252 63% BFL	708 46% I	722 47% K
.coop	2110 63% BK	1959 58% L	400 85% DAEGIK	336 73% BFHL	260 65% FK	227 55% L	372 70% AK	346 65% BFL	280 68% AK	273 68% BFL	798 52% I	777 50% K
.cn	50 9%	42 8%	-	-	-	-	-	-	-	-	50 9%	42 8%
.vn	-	6 12% A	-	-	-	-	-	-	-	-	-	6 12% K
.ph	7 7%	13 13%	-	-	-	-	-	-	-	-	7 7%	13 13%
.jp	32 18%	30 17%	-	-	-	-	-	-	-	-	32 18%	30 17%
.kr	20 20%	17 17%	-	-	-	-	-	-	-	-	20 20%	17 17%
.ru	5 4%	10 8%	-	-	-	-	-	-	-	-	5 4%	10 8%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

2 Aug 2016
Table 30

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
.in	32 10%	40 12%	-	-	-	-	-	-	-	-	32 10%	40 12%
.id	7 7%	10 10%	-	-	-	-	-	-	-	-	7 7%	10 10%
.ng	18 9%	21 11%	-	-	-	-	-	-	18 9%	21 11%	-	-
.za	9 9%	8 8%	-	-	-	-	-	-	9 9%	8 8%	-	-
.eg	26 25%	16 16%	-	-	-	-	-	-	26 25%	16 16%	-	-
.co	17 14%	31 25% A	-	-	17 14%	31 25% E	-	-	-	-	-	-
.ar	13 13%	12 12%	-	-	13 13%	12 12%	-	-	-	-	-	-
.br	24 14%	39 21%	-	-	24 14%	39 21%	-	-	-	-	-	-
.it	7 13%	2 4%	-	-	-	-	7 13%	2 4%	-	-	-	-
.tr	12 24%	5 10%	-	-	-	-	12 24%	5 10%	-	-	-	-
.es	1 2%	2 4%	-	-	-	-	1 2%	2 4%	-	-	-	-
.pl	3 6%	3 6%	-	-	-	-	3 6%	3 6%	-	-	-	-
.uk	18 18%	12 12%	-	-	-	-	18 18%	12 12%	-	-	-	-
.fr	13 13%	22 21%	-	-	-	-	13 13%	22 21%	-	-	-	-
.de	8 6%	16 13%	-	-	-	-	8 6%	16 13%	-	-	-	-
.us	176 66%	156 61%	176 66%	156 61%	-	-	-	-	-	-	-	-
.ca	14 14%	11 10%	14 14%	11 10%	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

2 Aug 2016
Table 30

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
.mx	9 9%	19 19% A	9 9%	19 19% C	-	-	-	-	-	-	-	-
.eu	-	215 44%	-	-	-	-	-	215 44%	-	-	-	-

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

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

2 Aug 2016
Table 31

1. .biz

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	1252 37% CEG	1252 37% DFH	121 26%	113 25%	103 26%	103 25%	149 28%	163 31% D	185 45% ACEG	181 45% BDFH	694 45% ACEG	692 45% BDFH
Very likely	445 13% CEG	457 14% DF	29 6%	36 8%	35 9%	25 6%	44 8%	68 13% GDF	82 20% ACEG	83 21% BDFHL	255 17% ACEG	245 16% BDF
Somewhat likely	807 24% CEG	795 24% DFH	92 19%	77 17%	68 17%	78 19%	105 20%	95 18%	103 25% E	98 24% DH	439 29% ACEG	447 29% BDFH
BOTTOM 2 BOX (NET)	1712 51% JK	1631 49% JL	325 69% DAEGIK	287 62% BFJL	236 59% AIK	225 54% BJL	332 62% AIK	309 58% BJL	188 45% K	172 43% L	631 41% ACGI	638 41%
Somewhat unlikely	697 21%	705 21%	110 23% I	103 22%	72 18%	76 18%	133 25% AEIK	117 22%	72 17%	73 18%	310 20%	336 22%
Very unlikely	1015 30% BK	926 28% L	215 45% AGIK	184 40% BJL	164 41% AIK	149 36% BJL	199 37% AIK	192 36% BJL	116 28% K	99 25% L	321 21% ACGI	302 20%
Not sure	388 12% C	466 14% A	27 6%	60 13% C	61 15% ACGI	87 21% EBDHJL	50 9% C	62 12%	41 10% C	48 12%	209 14% ACGI	209 14%
Decline to Answer	5 * B	-	-	-	-	-	2 *	-	-	-	3 *	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

2 Aug 2016
Table 32

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	2960 88% BG	2701 81% FH	432 91% DAEG	380 83% FH	343 86% F	306 74%	434 81% H	390 73%	388 94% JAEGK	344 86% BFH	1363 89% LG	1281 83% BFH
Very likely	2467 73% BGK	2158 64% H	395 84% DAEGK	316 69% BH	301 75% FG	269 65% H	321 60% H	256 48%	355 86% JAEGK	298 74% BFHL	1095 71% LG	1019 66% BH
Somewhat likely	493 15% CEI	543 16% FJ	37 8%	64 14% CF	42 11%	37 9%	113 21% ACEI	134 25% BDFJL	33 8%	46 11%	268 17% ACEI	262 17% FJ
BOTTOM 2 BOX (NET)	252 8% CI	425 13% AJL	25 5%	48 10% C	39 10% CIK	80 19% EBDJL	68 13% ACIK	104 19% GBDJL	15 4%	31 8% I	105 7% I	162 11% K
Somewhat unlikely	118 4% CI	159 5% AD	9 2%	10 2%	13 3%	15 4%	37 7% ACEIK	46 9% BDFJL	7 2%	13 3%	52 3%	75 5% KD
Very unlikely	134 4% I	266 8% AJL	16 3%	38 8% CJL	26 7% ACIK	65 16% EBDHJL	31 6% AIK	58 11% GBJL	8 2%	18 4% I	53 3%	87 6% K
Not sure	143 4% I	223 7% A	16 3%	32 7% C	18 5%	29 7%	31 6% I	40 7%	10 2%	26 6% I	68 4%	96 6% K
Decline to Answer	2 *	-	-	-	-	-	-	-	1 *	-	1 *	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

2 Aug 2016
Table 33

3. .info

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	1633 49% CEG	1586 47% D	167 35%	139 30%	166 42%	185 45% D	232 44% C	240 45% D	225 54% ACEG	205 51% D	843 55% ACEG	817 53% BDFH
Very likely	644 19% CG	629 19% DF	49 10%	55 12%	66 17% C	61 15%	82 15% C	96 18% D	112 27% JACEGK	84 21% DF	335 22% ACEG	333 22% BDF
Somewhat likely	989 29% CE	957 29% D	118 25% D	84 18%	100 25%	124 30% D	150 28%	144 27% D	113 27%	121 30% D	508 33% ACEGI	484 31% BD
BOTTOM 2 BOX (NET)	1403 42% K	1371 41% L	278 59% AEGIK	267 58% BFHJL	188 47% FAIK	166 40%	260 49% AIK	236 44% L	156 38%	159 40%	521 34%	543 35%
Somewhat unlikely	642 19% I	598 18%	110 23% DAIK	82 18%	73 18%	62 15%	126 24% HAEIK	94 18%	60 14%	68 17%	273 18%	292 19%
Very unlikely	761 23% K	773 23% L	168 36% AEGIK	185 40% BFHJL	115 29% AK	104 25% L	134 25% K	142 27% BL	96 23% K	91 23% L	248 16%	251 16%
Not sure	319 10% C	392 12% A	28 6%	54 12% C	46 12% CG	64 15% BHJL	41 8%	58 11%	33 8%	37 9%	171 11% ACG	179 12%
Decline to Answer	2 *	-	-	-	-	-	-	-	-	-	2 *	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Means: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

2 Aug 2016
Table 34

4. .mobi

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	1050 31% CEG	999 30% DFH	96 20%	72 16%	99 25%	101 24% D	117 22%	137 26% D	142 34% CEG	120 30% D	596 39% ACEG	569 37% BDFHJ
Very likely	372 11% CG	336 10% DF	29 6%	28 6%	34 9%	25 6%	36 7%	57 11% GDF	59 14% ACEG	44 11% DF	214 14% ACEG	182 12% BDF
Somewhat likely	678 20% CEG	663 20% DH	67 14% D	44 10%	65 16%	76 18% D	81 15%	80 15% D	83 20% C	76 19% D	382 25% ACEGI	387 25% BDFHJ
BOTTOM 2 BOX (NET)	1900 57% JK	1863 56% L	349 74% AEGIK	325 71% BFHJL	244 61% FIK	224 54%	363 68% AEIK	336 63% BFJL	212 51%	226 56% L	732 48%	752 49%
Somewhat unlikely	701 21%	712 21% DF	84 18%	71 15%	72 18%	72 17%	130 24% ACEI	125 23% DFJ	74 18%	72 18%	341 22% C	372 24% BDFJ
Very unlikely	1199 36% K	1151 34% L	265 56% AEGIK	254 55% BFHJL	172 43% AIK	152 37% L	233 44% AIK	211 40% BL	138 33% K	154 38% L	391 25% L	380 25%
Not sure	405 12% C	487 15% AH	28 6%	63 14% C	57 14% CG	90 22% EBDHJL	53 10% C	61 11%	60 14% CG	55 14%	207 13% ACG	218 14%
Decline to Answer	2 *	-	-	-	-	-	-	-	-	-	2 *	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

2 Aug 2016
Table 35

5. .net

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	2348 70% BCEG	2231 67% DH	304 64%	274 60%	254 64%	262 63% H	336 63% H	301 56%	301 73% CEG	276 69% DH	1153 75% ACEG	1118 73% BDFH
Very likely	1327 40% BCG	1237 37% DFH	145 31%	136 30%	144 36%	131 32%	163 31%	148 28%	195 47% JACEG	161 40% DFH	680 44% ACEG	661 43% BDFH
Somewhat likely	1021 30% I	994 30%	159 34% I	138 30%	110 28%	131 32%	173 32% I	153 29%	106 26%	115 29%	473 31% I	457 30%
BOTTOM 2 BOX (NET)	778 23% IK	823 25% JL	153 32% AIK	150 33% BJL	115 29% AIK	112 27% JL	161 30% AIK	184 34% BFJL	80 19%	79 20%	269 18%	298 19%
Somewhat unlikely	401 12% K	389 12% L	75 16% AIK	57 12%	52 13% K	46 11%	86 16% AIK	92 17% BDFJL	42 10%	37 9%	146 9%	157 10%
Very unlikely	377 11% K	434 13% AL	78 16% AIK	93 20% BJL	63 16% AIK	66 16% JL	75 14% AIK	92 17% BJL	38 9%	42 10%	123 8%	141 9%
Not sure	228 7% C	295 9% A	16 3%	36 8% C	31 8% C	41 10%	36 7% C	49 9%	32 8% C	46 11% BL	113 7% C	123 8%
Decline to Answer	3 *	-	-	-	-	-	-	-	1 *	-	2 *	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

2 Aug 2016
Table 36

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	2071 62% BEG	1888 56% DH	291 62% D	212 46% D	226 57% D	217 52% D	306 57% D	275 51% D	291 70% ACEGK	292 73% BDFHL	957 62% LEG	892 58% DFH
Very likely	1095 33% BG	956 29% D	150 32% DG	99 22% D	134 34% FG	110 27% D	131 25% D	140 26% D	181 44% ACEGK	174 43% BDFHL	499 32% LG	433 28% D
Somewhat likely	976 29% E	932 28% D	141 30% E	113 25% D	92 23% D	107 26% D	175 33% HAEI	135 25% D	110 27% D	118 29% D	458 30% E	459 30% BDH
BOTTOM 2 BOX (NET)	1036 31% IK	1148 34% AJ	167 35% AIK	201 44% CBFJL	139 35% IK	153 37% J	197 37% AIK	203 38% BJL	102 25% D	87 22% D	431 28% D	504 33% KJ
Somewhat unlikely	479 14% I	523 16% J	71 15% I	75 16% J	54 14% D	57 14% J	98 18% AEIK	91 17% J	42 10% D	34 8% D	214 14% I	266 17% KBJ
Very unlikely	557 17% K	625 19% AJL	96 20% AIK	126 27% CBHJL	85 21% AIK	96 23% BJL	99 19% K	112 21% JL	60 14% D	53 13% D	217 14% D	238 15% D
Not sure	246 7% CI	313 9% AJ	15 3% D	47 10% CJ	35 9% CI	45 11% J	30 6% D	56 10% GJ	20 5% D	22 5% D	146 9% ACGI	143 9% J
Decline to Answer	4 * B	-	-	-	-	-	-	-	1 *	-	3 *	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

7. .tel

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	883 26% CEGI	932 28% DFJ	50 11% L	66 14% BFHJL	87 22% FAK	98 24% L	96 18% HAEIK	135 25% GJ	81 20% C	71 18% BFL	569 37% ACEI	562 37% BDFJ
Very likely	308 9% CG	303 9% DFJ	15 3% L	21 5% BFHJL	29 7% FAK	24 6% L	33 6% HAEIK	53 10% GJ	28 7% C	24 6% BFL	203 13% ACEI	181 12% BDFJ
Somewhat likely	575 17% CGI	629 19% DHJ	35 7% L	45 10% BFHJL	58 15% FAK	74 18% L	63 12% HAEIK	82 15% D	53 13% C	47 12% BFL	366 24% ACEI	381 25% BDFJ
BOTTOM 2 BOX (NET)	2028 60% BK	1911 57% L	389 82% DAEGIK	329 72% BFHJL	256 64% FAK	233 56% L	378 71% HAEIK	335 63% BFL	260 63% K	257 64% BFL	745 48% ACEI	757 49% BDFJ
Somewhat unlikely	677 20% C	718 21% D	67 14% L	68 15% BFHJL	67 17% FAK	81 20% L	136 26% ACEI	114 21% D	72 17% C	74 18% BFL	335 22% ACEI	381 25% BDFJ
Very unlikely	1351 40% BK	1193 36% L	322 68% DAEGIK	261 57% BFHJL	189 47% FAK	152 37% L	242 45% AK	221 41% BL	188 45% AK	183 46% BFL	410 27% ACEI	376 24% BDFJ
Not sure	442 13% C	506 15% AH	34 7% L	65 14% C	57 14% C	84 20% EBDHL	57 11% L	64 12% C	73 18% ACG	73 18% H	221 14% CG	220 14% L
Decline to Answer	4 *	-	-	-	-	-	2 *	-	-	-	2 *	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

2 Aug 2016
Table 38

8. .asia

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	829 25% CEGI	881 26% DFHJ	36 8% C	55 12% C	71 18% CI	76 18% DJ	93 17% CI	113 21% DJ	48 12% C	49 12% C	581 38% ACEGI	588 38% BDFHJ
Very likely	301 9% CEGI	277 8% DFJ	15 3% C	20 4% C	24 6% C	19 5% C	24 5% GDFJ	43 8% GDFJ	18 4% C	13 3% C	220 14% LACEGI	182 12% BDFHJ
Somewhat likely	528 16% CEI	604 18% ADFHJ	21 4% C	35 8% C	47 12% CI	57 14% DJ	69 13% CI	70 13% DJ	30 7% C	36 9% C	361 23% ACEGI	406 26% BDFHJ
BOTTOM 2 BOX (NET)	2118 63% BK	1986 59% L	415 88% DAEGIK	357 78% BFHJL	277 69% FAK	249 60% L	390 73% AK	363 68% BFL	296 71% AK	287 72% BFL	740 48% ACEI	730 47% BDFHJ
Somewhat unlikely	615 18% C	640 19% D	53 11% C	53 12% C	63 16% C	68 16% D	99 19% C	95 18% D	65 16% C	68 17% D	335 22% ACEI	356 23% BDFHJ
Very unlikely	1503 45% BK	1346 40% L	362 77% DAEGIK	304 66% BFHJL	214 54% FAK	181 44% L	291 55% AK	268 50% BFL	231 56% AK	219 55% BFL	405 26% ACEI	374 24% BDFHJ
Not sure	408 12% CG	482 14% ADH	22 5% C	48 10% C	52 13% C	90 22% EBDHJL	50 9% C	58 11% C	70 17% ACG	65 16% DH	214 14% ACG	221 14% DH
Decline to Answer	2 *	-	-	-	-	-	-	-	-	-	2 *	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

2 Aug 2016
Table 39

9. .pro

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	956 28% CEGI	1031 31% ADFJ	79 17%	93 20%	89 22% C	101 24%	120 23% C	156 29% GDJ	74 18%	80 20%	594 39% ACEGI	601 39% BDFHJ
Very likely	314 9% CI	332 10% DFJ	19 4%	30 7%	30 8% C	29 7%	42 8% C	70 13% GBDFJ	20 5%	27 7%	203 13% ACEGI	176 11% BDFJ
Somewhat likely	642 19% CEGI	699 21% DHJ	60 13%	63 14%	59 15%	72 17%	78 15%	86 16%	54 13%	53 13%	391 25% ACEGI	425 28% BDFHJ
BOTTOM 2 BOX (NET)	1953 58% BK	1817 54% L DAEGIK	360 76% DAEGIK	299 65% BFL	254 64% FAK	225 54% L	356 67% HAK	319 60% BL	275 66% AK	252 63% BFL	708 46%	722 47%
Somewhat unlikely	711 21%	686 20% D	85 18%	64 14%	83 21%	77 19%	135 25% HACK	103 19% D	88 21%	80 20% D	320 21%	362 24% BDFH
Very unlikely	1242 37% BK	1131 34% L DAEGIK	275 58% DAEGIK	235 51% BFHJL	171 43% FAK	148 36% L	221 41% AK	216 40% BL	187 45% AK	172 43% BFL	388 25%	360 23%
Not sure	445 13% CG	501 15% AH	34 7%	68 15% C	57 14% C	89 21% EBDHL	56 11%	59 11%	65 16% CG	69 17% H	233 15% ACG	216 14%
Decline to Answer	3 *	-	-	-	-	-	1 *	-	-	-	2 *	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

2 Aug 2016
Table 40

10. .coop

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	804 24% CGI	885 26% ADHJ	46 10%	59 13%	83 21% CI	99 24% DJ	100 19% C	121 23% DJ	58 14% C	67 17%	517 34% ACEGI	539 35% BDFHJ
Very likely	288 9% CI	270 8% DF	12 3%	20 4%	29 7% C	22 5%	38 7% CI	43 8% D	17 4%	23 6%	192 12% ACEGI	162 11% BDFJ
Somewhat likely	516 15% CGI	615 18% ADHJ	34 7%	39 8%	54 14% C	77 19% DJ	62 12% C	78 15% D	41 10%	44 11%	325 21% ACEGI	377 24% KBDFHJ
BOTTOM 2 BOX (NET)	2110 63% BK	1959 58% L	400 85% DAEGIK	336 73% BFHL	260 65% FK	227 55%	372 70% AK	346 65% BFL	280 68% AK	273 68% BFL	798 52%	777 50%
Somewhat unlikely	669 20% CI	692 21% D	77 16%	75 16%	72 18%	74 18%	117 22% CI	102 19%	65 16%	74 18%	338 22% ACI	367 24% BDFHJ
Very unlikely	1441 43% BK	1267 38% L	323 68% DAEGIK	261 57% BFHJL	188 47% FK	153 37% L	255 48% AK	244 46% BFL	215 52% AK	199 50% BFL	460 30% L	410 27%
Not sure	441 13% C	505 15% A	27 6%	65 14% C	57 14% C	89 21% EBDHJL	61 11% C	67 13%	76 18% ACGK	61 15%	220 14% C	223 14%
Decline to Answer	2 *	-	-	-	-	-	-	-	-	-	2 *	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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?

2 Aug 2016
Table 41

11. .cn

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	550	551	..**	..**	..**	..**	..**	..**	..**	..**	550	551
TOP 2 BOX (NET)	475 86%	485 88%	-	-	-	-	-	-	-	-	475 86%	485 88%
Very likely	325 59%	329 60%	-	-	-	-	-	-	-	-	325 59%	329 60%
Somewhat likely	150 27%	156 28%	-	-	-	-	-	-	-	-	150 27%	156 28%
BOTTOM 2 BOX (NET)	50 9%	42 8%	-	-	-	-	-	-	-	-	50 9%	42 8%
Somewhat unlikely	27 5%	22 4%	-	-	-	-	-	-	-	-	27 5%	22 4%
Very unlikely	23 4%	20 4%	-	-	-	-	-	-	-	-	23 4%	20 4%
Not sure	24 4%	24 4%	-	-	-	-	-	-	-	-	24 4%	24 4%
Decline to Answer	1 *	-	-	-	-	-	-	-	-	-	1 *	-
Sigma	550 100%	551 100%	-	-	-	-	-	-	-	-	550 100%	551 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 42

12. .vn

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	52*	52*	..**	..**	..**	..**	..**	..**	..**	..**	52*	52*
TOP 2 BOX (NET)	49 94%	43 83%	-	-	-	-	-	-	-	-	49 94%	43 83%
Very likely	32 62%	35 67%	-	-	-	-	-	-	-	-	32 62%	35 67%
Somewhat likely	17 33% B	8 15%	-	-	-	-	-	-	-	-	17 33% L	8 15%
BOTTOM 2 BOX (NET)	-	6 12% A	-	-	-	-	-	-	-	-	-	6 12% K
Somewhat unlikely	-	2 4%	-	-	-	-	-	-	-	-	-	2 4%
Very unlikely	-	4 8% A	-	-	-	-	-	-	-	-	-	4 8% K
Not sure	3 6%	3 6%	-	-	-	-	-	-	-	-	3 6%	3 6%
Sigma	52 100%	52 100%	-	-	-	-	-	-	-	-	52 100%	52 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

2 Aug 2016
Table 43

13. .ph

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	102	101	..	..	..	..	..	..	..	..	102	101
TOP 2 BOX (NET)	88 86%	78 77%	-	-	-	-	-	-	-	-	88 86%	78 77%
Very likely	63 62% B	46 46%	-	-	-	-	-	-	-	-	63 62% L	46 46%
Somewhat likely	25 25%	32 32%	-	-	-	-	-	-	-	-	25 25%	32 32%
BOTTOM 2 BOX (NET)	7 7%	13 13%	-	-	-	-	-	-	-	-	7 7%	13 13%
Somewhat unlikely	5 5%	3 3%	-	-	-	-	-	-	-	-	5 5%	3 3%
Very unlikely	2 2%	10 10% A	-	-	-	-	-	-	-	-	2 2%	10 10% K
Not sure	7 7%	10 10%	-	-	-	-	-	-	-	-	7 7%	10 10%
Sigma	102 100%	101 100%	-	-	-	-	-	-	-	-	102 100%	101 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 44

14. .jp

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	176	176	..	..	..	..	..	..	..	..	176	176
TOP 2 BOX (NET)	128 73%	134 76%	-	-	-	-	-	-	-	-	128 73%	134 76%
Very likely	78 44%	89 51%	-	-	-	-	-	-	-	-	78 44%	89 51%
Somewhat likely	50 28%	45 26%	-	-	-	-	-	-	-	-	50 28%	45 26%
BOTTOM 2 BOX (NET)	32 18%	30 17%	-	-	-	-	-	-	-	-	32 18%	30 17%
Somewhat unlikely	20 11%	14 8%	-	-	-	-	-	-	-	-	20 11%	14 8%
Very unlikely	12 7%	16 9%	-	-	-	-	-	-	-	-	12 7%	16 9%
Not sure	16 9%	12 7%	-	-	-	-	-	-	-	-	16 9%	12 7%
Sigma	176 100%	176 100%	-	-	-	-	-	-	-	-	176 100%	176 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 45

15. .kr

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	101	101	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	101	101
TOP 2 BOX (NET)	80 79%	80 79%	-	-	-	-	-	-	-	-	80 79%	80 79%
Very likely	59 58%	45 45%	-	-	-	-	-	-	-	-	59 58%	45 45%
Somewhat likely	21 21%	35 35% A	-	-	-	-	-	-	-	-	21 21%	35 35% K
BOTTOM 2 BOX (NET)	20 20%	17 17%	-	-	-	-	-	-	-	-	20 20%	17 17%
Somewhat unlikely	11 11%	10 10%	-	-	-	-	-	-	-	-	11 11%	10 10%
Very unlikely	9 9%	7 7%	-	-	-	-	-	-	-	-	9 9%	7 7%
Not sure	1 1%	4 4%	-	-	-	-	-	-	-	-	1 1%	4 4%
Sigma	101 100%	101 100%	-	-	-	-	-	-	-	-	101 100%	101 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 46

16. .ru

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	130	128	..	..	..	..	..	..	..	..	130	128
TOP 2 BOX (NET)	117 90%	114 89%	-	-	-	-	-	-	-	-	117 90%	114 89%
Very likely	105 81%	104 81%	-	-	-	-	-	-	-	-	105 81%	104 81%
Somewhat likely	12 9%	10 8%	-	-	-	-	-	-	-	-	12 9%	10 8%
BOTTOM 2 BOX (NET)	5 4%	10 8%	-	-	-	-	-	-	-	-	5 4%	10 8%
Somewhat unlikely	4 3%	2 2%	-	-	-	-	-	-	-	-	4 3%	2 2%
Very unlikely	1 1%	8 6% A	-	-	-	-	-	-	-	-	1 1%	8 6% K
Not sure	8 6%	4 3%	-	-	-	-	-	-	-	-	8 6%	4 3%
Sigma	130 100%	128 100%	-	-	-	-	-	-	-	-	130 100%	128 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 47

17. .in

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	325	330	..**	..**	..**	..**	..**	..**	..**	..**	325	330
TOP 2 BOX (NET)	284 87%	274 83%	-	-	-	-	-	-	-	-	284 87%	274 83%
Very likely	216 66%	212 64%	-	-	-	-	-	-	-	-	216 66%	212 64%
Somewhat likely	68 21%	62 19%	-	-	-	-	-	-	-	-	68 21%	62 19%
BOTTOM 2 BOX (NET)	32 10%	40 12%	-	-	-	-	-	-	-	-	32 10%	40 12%
Somewhat unlikely	21 6%	13 4%	-	-	-	-	-	-	-	-	21 6%	13 4%
Very unlikely	11 3%	27 8% A	-	-	-	-	-	-	-	-	11 3%	27 8% K
Not sure	9 3%	16 5%	-	-	-	-	-	-	-	-	9 3%	16 5%
Sigma	325 100%	330 100%	-	-	-	-	-	-	-	-	325 100%	330 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

2 Aug 2016
Table 48

18. .id

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	101	100	..	..	..	..	..	..	..	..	101	100
TOP 2 BOX (NET)	90 89%	88 88%	-	-	-	-	-	-	-	-	90 89%	88 88%
Very likely	69 68%	63 63%	-	-	-	-	-	-	-	-	69 68%	63 63%
Somewhat likely	21 21%	25 25%	-	-	-	-	-	-	-	-	21 21%	25 25%
BOTTOM 2 BOX (NET)	7 7%	10 10%	-	-	-	-	-	-	-	-	7 7%	10 10%
Somewhat unlikely	4 4%	4 4%	-	-	-	-	-	-	-	-	4 4%	4 4%
Very unlikely	3 3%	6 6%	-	-	-	-	-	-	-	-	3 3%	6 6%
Not sure	4 4%	2 2%	-	-	-	-	-	-	-	-	4 4%	2 2%
Sigma	101 100%	100 100%	-	-	-	-	-	-	-	-	101 100%	100 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 49

19. .ng

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	207	200	-.**	-.**	-.**	-.**	-.**	-.**	207	200	-.**	-.**
TOP 2 BOX (NET)	182 88%	167 84%	-	-	-	-	-	-	182 88%	167 84%	-	-
Very likely	138 67%	120 60%	-	-	-	-	-	-	138 67%	120 60%	-	-
Somewhat likely	44 21%	47 24%	-	-	-	-	-	-	44 21%	47 24%	-	-
BOTTOM 2 BOX (NET)	18 9%	21 11%	-	-	-	-	-	-	18 9%	21 11%	-	-
Somewhat unlikely	11 5%	13 7%	-	-	-	-	-	-	11 5%	13 7%	-	-
Very unlikely	7 3%	8 4%	-	-	-	-	-	-	7 3%	8 4%	-	-
Not sure	6 3%	12 6%	-	-	-	-	-	-	6 3%	12 6%	-	-
Decline to Answer	1 *	-	-	-	-	-	-	-	1 *	-	-	-
Sigma	207 100%	200 100%	-	-	-	-	-	-	207 100%	200 100%	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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

2 Aug 2016
Table 50

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	101	101	-.**	-.**	-.**	-.**	-.**	-.**	101	101	-.**	-.**
TOP 2 BOX (NET)	86 85%	84 83%	-	-	-	-	-	-	86 85%	84 83%	-	-
Very likely	74 73%	66 65%	-	-	-	-	-	-	74 73%	66 65%	-	-
Somewhat likely	12 12%	18 18%	-	-	-	-	-	-	12 12%	18 18%	-	-
BOTTOM 2 BOX (NET)	9 9%	8 8%	-	-	-	-	-	-	9 9%	8 8%	-	-
Somewhat unlikely	3 3%	4 4%	-	-	-	-	-	-	3 3%	4 4%	-	-
Very unlikely	6 6%	4 4%	-	-	-	-	-	-	6 6%	4 4%	-	-
Not sure	6 6%	9 9%	-	-	-	-	-	-	6 6%	9 9%	-	-
Sigma	101 100%	101 100%	-	-	-	-	-	-	101 100%	101 100%	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 51

21. .eg

Base: All Qualified Respondents

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	106	100	..	..	..	..	..	..	106	100	..	..
TOP 2 BOX (NET)	77 73%	77 77%	-	-	-	-	-	-	77 73%	77 77%	-	-
Very likely	45 42%	43 43%	-	-	-	-	-	-	45 42%	43 43%	-	-
Somewhat likely	32 30%	34 34%	-	-	-	-	-	-	32 30%	34 34%	-	-
BOTTOM 2 BOX (NET)	26 25%	16 16%	-	-	-	-	-	-	26 25%	16 16%	-	-
Somewhat unlikely	14 13%	11 11%	-	-	-	-	-	-	14 13%	11 11%	-	-
Very unlikely	12 11%	5 5%	-	-	-	-	-	-	12 11%	5 5%	-	-
Not sure	3 3%	7 7%	-	-	-	-	-	-	3 3%	7 7%	-	-
Sigma	106 100%	100 100%	-	-	-	-	-	-	106 100%	100 100%	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 52

22. .co

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	125	125	-.**	-.**	125	125	-.**	-.**	-.**	-.**	-.**	-.**
TOP 2 BOX (NET)	103 82% B	88 70% B	-	-	103 82% E	88 70% F	-	-	-	-	-	-
Very likely	82 66% B	64 51% B	-	-	82 66% F	64 51% F	-	-	-	-	-	-
Somewhat likely	21 17% B	24 19% B	-	-	21 17% F	24 19% F	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	17 14% A	31 25% A	-	-	17 14% E	31 25% E	-	-	-	-	-	-
Somewhat unlikely	1 1% A	6 5% A	-	-	1 1% E	6 5% E	-	-	-	-	-	-
Very unlikely	16 13% A	25 20% A	-	-	16 13% E	25 20% E	-	-	-	-	-	-
Not sure	5 4% A	6 5% A	-	-	5 4% E	6 5% E	-	-	-	-	-	-
Sigma	125 100%	125 100%	-	-	125 100%	125 100%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 53

23. .ar

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	100	104	-.**	-.**	100	104	-.**	-.**	-.**	-.**	-.**	-.**
TOP 2 BOX (NET)	82 82%	82 79%	-	-	82 82%	82 79%	-	-	-	-	-	-
Very likely	63 63%	65 63%	-	-	63 63%	65 63%	-	-	-	-	-	-
Somewhat likely	19 19%	17 16%	-	-	19 19%	17 16%	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	13 13%	12 12%	-	-	13 13%	12 12%	-	-	-	-	-	-
Somewhat unlikely	6 6%	2 2%	-	-	6 6%	2 2%	-	-	-	-	-	-
Very unlikely	7 7%	10 10%	-	-	7 7%	10 10%	-	-	-	-	-	-
Not sure	5 5%	10 10%	-	-	5 5%	10 10%	-	-	-	-	-	-
Sigma	100 100%	104 100%	-	-	100 100%	104 100%	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 54

24. .br

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	175	186	-.**	-.**	175	186	-.**	-.**	-.**	-.**	-.**	-.**
TOP 2 BOX (NET)	145 83% B	135 73%	-	-	145 83% F	135 73%	-	-	-	-	-	-
Very likely	122 70%	117 63%	-	-	122 70%	117 63%	-	-	-	-	-	-
Somewhat likely	23 13%	18 10%	-	-	23 13%	18 10%	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	24 14%	39 21%	-	-	24 14%	39 21%	-	-	-	-	-	-
Somewhat unlikely	7 4%	6 3%	-	-	7 4%	6 3%	-	-	-	-	-	-
Very unlikely	17 10%	33 18% A	-	-	17 10%	33 18% E	-	-	-	-	-	-
Not sure	6 3%	12 6%	-	-	6 3%	12 6%	-	-	-	-	-	-
Sigma	175 100%	186 100%	-	-	175 100%	186 100%	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

2 Aug 2016
Table 55

25. .it

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	54*	50*	-.**	-.**	-.**	-.**	54*	50*	-.**	-.**	-.**	-.**
TOP 2 BOX (NET)	45 83%	44 88%	-	-	-	-	45 83%	44 88%	-	-	-	-
Very likely	35 65%	31 62%	-	-	-	-	35 65%	31 62%	-	-	-	-
Somewhat likely	10 19%	13 26%	-	-	-	-	10 19%	13 26%	-	-	-	-
BOTTOM 2 BOX (NET)	7 13%	2 4%	-	-	-	-	7 13%	2 4%	-	-	-	-
Somewhat unlikely	4 7%	1 2%	-	-	-	-	4 7%	1 2%	-	-	-	-
Very unlikely	3 6%	1 2%	-	-	-	-	3 6%	1 2%	-	-	-	-
Not sure	2 4%	4 8%	-	-	-	-	2 4%	4 8%	-	-	-	-
Sigma	54 100%	50 100%	-	-	-	-	54 100%	50 100%	-	-	-	-

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

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

2 Aug 2016
Table 56

26. .tr

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	50*	50*	-.**	-.**	-.**	-.**	50*	50*	-.**	-.**	-.**	-.**
TOP 2 BOX (NET)	37 74%	43 86%	-	-	-	-	37 74%	43 86%	-	-	-	-
Very likely	28 56%	34 68%	-	-	-	-	28 56%	34 68%	-	-	-	-
Somewhat likely	9 18%	9 18%	-	-	-	-	9 18%	9 18%	-	-	-	-
BOTTOM 2 BOX (NET)	12 24%	5 10%	-	-	-	-	12 24%	5 10%	-	-	-	-
Somewhat unlikely	6 12%	3 6%	-	-	-	-	6 12%	3 6%	-	-	-	-
Very unlikely	6 12%	2 4%	-	-	-	-	6 12%	2 4%	-	-	-	-
Not sure	1 2%	2 4%	-	-	-	-	1 2%	2 4%	-	-	-	-
Sigma	50 100%	50 100%	-	-	-	-	50 100%	50 100%	-	-	-	-

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

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

2 Aug 2016
Table 57

27. .es

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	50*	50*	-.**	-.**	-.**	-.**	50*	50*	-.**	-.**	-.**	-.**
TOP 2 BOX (NET)	45 90%	45 90%	-	-	-	-	45 90%	45 90%	-	-	-	-
Very likely	31 62%	29 58%	-	-	-	-	31 62%	29 58%	-	-	-	-
Somewhat likely	14 28%	16 32%	-	-	-	-	14 28%	16 32%	-	-	-	-
BOTTOM 2 BOX (NET)	1 2%	2 4%	-	-	-	-	1 2%	2 4%	-	-	-	-
Somewhat unlikely	-	1 2%	-	-	-	-	-	1 2%	-	-	-	-
Very unlikely	1 2%	1 2%	-	-	-	-	1 2%	1 2%	-	-	-	-
Not sure	4 8%	3 6%	-	-	-	-	4 8%	3 6%	-	-	-	-
Sigma	50 100%	50 100%	-	-	-	-	50 100%	50 100%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

2 Aug 2016
Table 58

28. .pl

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

2 Aug 2016
Table 59

29. .uk

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	100	100	-.**	-.**	-.**	-.**	100	100	-.**	-.**	-.**	-.**
TOP 2 BOX (NET)	75 75%	82 82%	-	-	-	-	75 75%	82 82%	-	-	-	-
Very likely	53 53%	46 46%	-	-	-	-	53 53%	46 46%	-	-	-	-
Somewhat likely	22 22%	36 36% A	-	-	-	-	22 22%	36 36% G	-	-	-	-
BOTTOM 2 BOX (NET)	18 18%	12 12%	-	-	-	-	18 18%	12 12%	-	-	-	-
Somewhat unlikely	12 12% B	2 2%	-	-	-	-	12 12% H	2 2%	-	-	-	-
Very unlikely	6 6%	10 10%	-	-	-	-	6 6%	10 10%	-	-	-	-
Not sure	7 7%	6 6%	-	-	-	-	7 7%	6 6%	-	-	-	-
Sigma	100 100%	100 100%	-	-	-	-	100 100%	100 100%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 60

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	101	106	-.**	-.**	-.**	-.**	101	106	-.**	-.**	-.**	-.**
TOP 2 BOX (NET)	83 82%	75 71%	-	-	-	-	83 82%	75 71%	-	-	-	-
Very likely	65 64%	55 52%	-	-	-	-	65 64%	55 52%	-	-	-	-
Somewhat likely	18 18%	20 19%	-	-	-	-	18 18%	20 19%	-	-	-	-
BOTTOM 2 BOX (NET)	13 13%	22 21%	-	-	-	-	13 13%	22 21%	-	-	-	-
Somewhat unlikely	7 7%	11 10%	-	-	-	-	7 7%	11 10%	-	-	-	-
Very unlikely	6 6%	11 10%	-	-	-	-	6 6%	11 10%	-	-	-	-
Not sure	5 5%	9 8%	-	-	-	-	5 5%	9 8%	-	-	-	-
Sigma	101 100%	106 100%	-	-	-	-	101 100%	106 100%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 61

31. .de

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	125	125	-.**	-.**	-.**	-.**	125	125	-.**	-.**	-.**	-.**
TOP 2 BOX (NET)	114 91% B	101 81%	-	-	-	-	114 91% H	101 81%	-	-	-	-
Very likely	92 74% B	75 60%	-	-	-	-	92 74% H	75 60%	-	-	-	-
Somewhat likely	22 18%	26 21%	-	-	-	-	22 18%	26 21%	-	-	-	-
BOTTOM 2 BOX (NET)	8 6%	16 13%	-	-	-	-	8 6%	16 13%	-	-	-	-
Somewhat unlikely	5 4%	5 4%	-	-	-	-	5 4%	5 4%	-	-	-	-
Very unlikely	3 2%	11 9% A	-	-	-	-	3 2%	11 9% G	-	-	-	-
Not sure	3 2%	8 6%	-	-	-	-	3 2%	8 6%	-	-	-	-
Sigma	125 100%	125 100%	-	-	-	-	125 100%	125 100%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 62

32. .us

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	268	255	268	255	..**	..**	..**	..**	..**	..**	..**	..**
TOP 2 BOX (NET)	80 30%	73 29%	80 30%	73 29%	-	-	-	-	-	-	-	-
Very likely	27 10%	21 8%	27 10%	21 8%	-	-	-	-	-	-	-	-
Somewhat likely	53 20%	52 20%	53 20%	52 20%	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	176 66%	156 61%	176 66%	156 61%	-	-	-	-	-	-	-	-
Somewhat unlikely	57 21%	41 16%	57 21%	41 16%	-	-	-	-	-	-	-	-
Very unlikely	119 44%	115 45%	119 44%	115 45%	-	-	-	-	-	-	-	-
Not sure	12 4%	26 10% A	12 4%	26 10% C	-	-	-	-	-	-	-	-
Sigma	268 100%	255 100%	268 100%	255 100%	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 63

33. .ca

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	103	105	103	105	..**	..**	..**	..**	..**	..**	..**	..**
TOP 2 BOX (NET)	88 85%	87 83%	88 85%	87 83%	-	-	-	-	-	-	-	-
Very likely	74 72% B	58 55%	74 72% D	58 55%	-	-	-	-	-	-	-	-
Somewhat likely	14 14%	29 28% A	14 14%	29 28% C	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	14 14%	11 10%	14 14%	11 10%	-	-	-	-	-	-	-	-
Somewhat unlikely	6 6%	5 5%	6 6%	5 5%	-	-	-	-	-	-	-	-
Very unlikely	8 8%	6 6%	8 8%	6 6%	-	-	-	-	-	-	-	-
Not sure	1 1%	7 7% A	1 1%	7 7% C	-	-	-	-	-	-	-	-
Sigma	103 100%	105 100%	103 100%	105 100%	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 64

34. .mx

Base: All Qualified Respondents

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	102	100	102	100	..**	..**	..**	..**	..**	..**	..**	..**
TOP 2 BOX (NET)	93 91% B	75 75% B	93 91% D	75 75% D	-	-	-	-	-	-	-	-
Very likely	72 71% B	57 57% B	72 71% D	57 57% D	-	-	-	-	-	-	-	-
Somewhat likely	21 21% B	18 18% B	21 21% D	18 18% D	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	9 9% A	19 19% A	9 9% C	19 19% C	-	-	-	-	-	-	-	-
Somewhat unlikely	4 4% A	3 3% A	4 4% C	3 3% C	-	-	-	-	-	-	-	-
Very unlikely	5 5% A	16 16% A	5 5% C	16 16% C	-	-	-	-	-	-	-	-
Not sure	- - A	6 6% A	- - C	6 6% C	-	-	-	-	-	-	-	-
Sigma	102 100%	100 100%	102 100%	100 100%	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 65

38. .eu

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	484	-.**	-.**	-.**	-.**	-.**	484	-.**	-.**	-.**	-.**
TOP 2 BOX (NET)	-	216 45%	-	-	-	-	-	216 45%	-	-	-	-
Very likely	-	88 18%	-	-	-	-	-	88 18%	-	-	-	-
Somewhat likely	-	128 26%	-	-	-	-	-	128 26%	-	-	-	-
BOTTOM 2 BOX (NET)	-	215 44%	-	-	-	-	-	215 44%	-	-	-	-
Somewhat unlikely	-	90 19%	-	-	-	-	-	90 19%	-	-	-	-
Very unlikely	-	125 26%	-	-	-	-	-	125 26%	-	-	-	-
Not sure	-	53 11%	-	-	-	-	-	53 11%	-	-	-	-
Sigma	-	484 100%	-	-	-	-	-	484 100%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

Base: All Qualified Respondents

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
Weighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
IDENTIFICATION (NET)	1323 39% IK	1627 49% AL	220 47% AIK	240 52% L	183 46% AIK	226 54% EBJL	229 43% IK	274 51% GL	144 35% I	188 47% I	547 36% K	699 45% K
CLASSIFICATION (SUB-NET)	784 23% GI	993 30% AH	136 29% AGIK	146 32% H	115 29% AGIK	129 31% H	91 17% H	106 20% H	80 19% H	116 29% IH	362 24% G	496 32% KBH
To differentiate/Determine type of business/work/organization/fields	425 13% GK	482 14% AH	107 23% AEGIK	96 21% BFHL	63 16% GK	62 15% H	49 9% H	48 9% H	52 13% H	72 18% IBHL	154 10% H	204 13% KH
To differentiate between other sites/domains	226 7% CG	289 9% AD	18 4% AD	23 5% AD	31 8% CG	40 10% D	24 5% D	36 7% D	20 5% D	29 7% D	133 9% ACGI	161 10% BDH
To determine categories/groupings (Unspec)	74 2% G	173 5% AH	7 1% AH	25 5% C	13 3% GI	21 5% GI	2 * GI	17 3% G	5 1% G	15 4% I	47 3% AGI	95 6% KBH
To determine classification/status	56 2% J	74 2% J	6 1% J	7 2% J	9 2% J	10 2% J	11 2% J	7 1% J	3 1% J	1 * J	27 2% J	49 3% KBHJ
Other classification mentions	40 1% B	8 * B	8 2% D	- - D	4 1% B	2 * B	9 2% H	- - H	5 1% H	2 * H	14 1% L	4 * L
LOCATION (SUB-NET)	623 19% K	637 19% L	108 23% AK	102 22% L	83 21% K	104 25% BJL	166 31% ACEIK	174 33% BDFJL	78 19% K	71 18% L	188 12% L	186 12% L
To indicate country/different countries	336 10% K	333 10% L	53 11% K	47 10% L	47 12% K	59 14% BJL	108 20% ACEIK	110 21% BDFJL	40 10% K	31 8% L	88 6% L	86 6% L
To indicate location/area extensions	220 7% K	235 7% L	48 10% AK	50 11% BL	30 8% K	38 9% L	51 10% AK	59 11% BL	33 8% K	33 8% L	58 4% L	55 4% L
To indicate region/different regions	97 3% J	110 3% J	13 3% J	9 2% J	10 3% J	15 4% J	13 2% J	12 2% J	7 2% J	8 2% J	54 4% J	66 4% BDHJ
Other location mentions	4 * B	1 * B	- - B	- - B	1 * B	1 * B	- - B	- - B	1 * B	- - B	2 * B	- - B
TYPES OF EXTENSIONS (SUB-NET)	100 3% EIK	264 8% AHL	46 10% AEGIK	60 13% BHL	5 1% EIK	45 11% EBHL	12 2% EIK	31 6% G	6 1% G	38 9% IHL	31 2% K	90 6% K
Business/Commercial	51 2% AL	172 5% AL	20 4% AEGIK	28 6% AL	2 1% EIK	30 7% EBHL	8 2% EIK	21 4% G	4 1% G	31 8% IBHL	17 1% K	62 4% K
Profit Vs. Non profit	56 2% EIK	94 3% AL	37 8% AEGIK	29 6% BFHJL	1 * EIK	13 3% E	7 1% EIK	11 2% G	2 * G	13 3% I	9 1% K	28 2% K
Government extension	15 * AL	71 2% AL	9 2% AEGIK	19 4% CBHL	1 * EIK	17 4% EBHL	1 * EIK	8 1% G	- - G	11 3% IL	4 * K	16 1% K

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Weighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
Education extension	15 *	56 2% AHL	9 2% AEGIK	22 5% CBHL	1 *	10 2% EHL	1 *	3 1%	-	11 3% IHL	4 *	10 1%
Network	16 *	27 1% AEGIK	11 2% AEGIK	7 2%	-	4 1% E	1 *	3 1%	-	2 *	4 *	11 1%
Other type of extensions mentions	29 1%	41 1% AEGIK	12 3% AEGIK	7 2%	1 *	4 1%	5 1%	3 1%	1 *	4 1%	10 1%	23 1% K
MISCELLANEOUS IDENTIFICATION (SUB-NET)	47 1%	102 3% AL	5 1%	10 2%	2 1%	21 5% EBDL	8 2%	16 3%	7 2%	21 5% IBDL	25 2%	34 2%
Form of identity/identification (Unspec.)	19 1%	92 3% AL	2 *	10 2% C	2 1%	17 4% EL	-	11 2% G	4 1% G	21 5% IBDHL	11 1%	33 2% K
Due to language/different languages	14 *	7 *	1 *	-	-	4 1% EBDJL	7 1% ACEIK	2 *	-	-	6 *	1 *
Other miscellaneous identification mentions	15 * B	4 *	2 *	-	-	-	1 *	3 1% BL	3 1%	-	9 1% L	1 *
CONTENT (NET)	972 29% BGK	756 23% H	143 30% DG	98 21% H	142 36% FAGK	110 27% BH	129 24% H	80 15%	158 38% JACGK	113 28% BDHL	400 26%	355 23% H
Different purposes/content/features of website	837 25% BGK	685 20% H	112 24%	85 18% H	127 32% FACGK	97 23% H	115 22% H	71 13%	130 31% ACGK	107 27% BDHL	353 23%	325 21% H
Based on the type of information they provide	124 4% B	53 2% DAGK	28 6% DAGK	12 3%	13 3% F	5 1%	14 3%	8 1%	22 5% JGK	5 1%	47 3% L	23 1%
Based on the type of service they provide	54 2% BK	23 1% L	11 2% DGK	3 1%	8 2%	8 2% BL	4 1%	3 1%	16 4% JAGK	3 1%	15 1% L	6 *
Other content mentions	20 1% B	3 *	2 *	-	5 1%	1 *	2 *	-	4 1% J	-	7 *	2 *
ACCESSIBILITY (NET)	161 5% CG	185 6% DH	8 2%	13 3%	13 3% G	18 4%	7 1%	15 3%	27 7% CEG	27 7% DH	106 7% ACEG	112 7% BDFH
To simplify search/easy to use	41 1%	96 3% AD	2 *	6 1%	5 1%	11 3%	4 1%	11 2%	9 2% C	10 2%	21 1%	58 4% KBD
Convenience	58 2% CEGI	39 1% DH	1 *	-	-	2 *	-	-	1 *	1 *	56 4% LACEGI	36 2% BDFHJ
For easy/quick accessibility	50 1% G	36 1%	5 1%	4 1%	6 2% G	2 *	1 *	3 1%	13 3% ACGK	13 3% BDFHL	25 2% G	14 1%
Other accessibility mentions	17 1%	16 *	-	3 1%	3 1%	3 1%	2 *	1 *	5 1% AC	4 1%	7 *	5 *

Proportions/Means: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Weighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
INCREASE TRAFFIC/ATTRACT CUSTOMERS (NET)	224 7% B	97 3%	38 8% D	14 3%	19 5%	10 2%	39 7% H	10 2%	35 8% JE	17 4% H	93 6% L	46 3%
To attract customers/increase traffic	90 3% B	33 1%	16 3% D	4 1%	7 2%	7 2%	15 3% H	4 1%	19 5% JAEK	5 1%	33 2% L	13 1%
Attract a variety/different target audience(s)	73 2% B	27 1%	15 3% D	4 1%	10 3% F	2 *	14 3% H	3 1%	7 2%	4 1%	27 2% L	14 1%
Popularity of site	25 1%	23 1%	3 1%	3 1%	1 *	1 *	2 *	2 *	5 1%	5 1%	14 1%	12 1%
To make it easy to remember	18 1% B	5 *	2 *	1 *	- -	- -	5 1% H	- -	2 *	1 *	9 1%	3 *
Other increase traffic/attract customers mentions	21 1%	11 *	2 *	2 *	1 *	- -	4 1%	1 *	2 *	2 *	12 1%	6 *
TECHNOLOGY DRIVEN (NET)	92 3%	79 2%	10 2%	6 1%	10 3%	12 3%	14 3%	12 2%	11 3%	10 2%	47 3%	39 3%
Different servers	47 1%	60 2% D	4 1%	3 1%	3 1%	11 3% ED	10 2%	11 2%	4 1%	6 1%	26 2%	29 2%
Different network/service providers	20 1%	10 *	4 1%	2 *	- -	- -	2 *	1 *	3 1%	4 1% BFL	11 1% L	3 *
Other technology driven mentions	28 1% B	11 *	2 *	1 *	7 2% FAG	1 *	2 *	- -	4 1% J	- -	13 1%	9 1% B
SITE CHARACTERISTICS (NET)	109 3% BCG	72 2%	4 1%	10 2%	14 4% FC	4 1%	9 2%	8 1%	16 4% CG	13 3% F	66 4% LACG	37 2%
To be different/unique	56 2% BC	29 1%	2 *	5 1%	4 1%	2 *	4 1%	2 *	8 2% C	6 1% LACG	38 2% LACG	14 1%
Reliability/Trustworthines s of website	24 1% B	12 *	1 *	1 *	5 1% F	- -	3 1%	1 *	5 1%	4 1% BF	10 1%	6 *
Other site characteristics mentions	30 1%	34 1%	1 *	4 1%	5 1%	2 *	2 *	5 1%	3 1%	4 1%	19 1% C	19 1%
SECURITY (NET)	91 3% BC	59 2% H	6 1%	5 1%	17 4% AC	9 2%	11 2%	4 1%	16 4% C	16 4% BDHL	41 3% L	25 2%
Safety/Security reasons	78 2% BC	49 1% H	4 1%	4 1%	16 4% ACG	8 2%	8 2%	3 1%	14 3% C	11 3% BDH	36 2% C	23 1%
Other security mentions	15 *	10 *	3 1%	1 *	1 *	1 *	4 1%	1 *	2 *	5 1% BHL	5 *	2 *

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Weighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
SITE/STORAGE SIZE (NET)	243 7%	52 2%	99 21%	14 3%	24 6%	6 1%	29 5%	5 1%	34 8%	3 1%	57 4%	24 2%
	BK	DAEGIK	BHJL	FK			H		JK		L	
Ran out of space on the other domains/extensions	209 6%	46 1%	92 19%	12 3%	21 5%	5 1%	23 4%	5 1%	28 7%	3 1%	45 3%	21 1%
	BGK	DAEGIK	BHJ	FK			H		JK		L	
Size of site	22 1%	5 *	4 1%	2 *	3 1%	1 *	4 1%	- -	5 1%	- -	6 *	2 *
	B						H		JK			
Other site/storage size mentions	12 *	1 *	3 1%	- -	- -	- -	2 *	- -	1 *	- -	6 *	1 *
	B											
DECISION MAKING (NET)	75 2%	44 1%	16 3%	8 2%	6 2%	7 2%	11 2%	4 1%	12 3%	5 1%	30 2%	20 1%
	B											
Depends on/determined by the owner	66 2%	36 1%	15 3%	8 2%	5 1%	5 1%	10 2%	4 1%	12 3%	5 1%	24 2%	14 1%
	B		AK									
Other decision making mentions	9 *	8 *	1 *	- -	1 *	2 *	1 *	- -	- -	- -	6 *	6 *
MISCELLANEOUS (NET)	314 9%	304 9%	59 12%	61 13%	30 8%	19 5%	50 9%	47 9%	48 12%	47 12%	127 8%	130 8%
	K	F	AEK	BFHL				F	EK	FL		F
To expand the registrable domain names	39 1%	141 4%	13 3%	39 8%	5 1%	6 1%	5 1%	28 5%	3 1%	21 5%	13 1%	47 3%
		AFL	AGIK	CBFHL				GFL		IFL		K
To eliminate competitors registering same domain name	75 2%	40 1%	10 2%	3 1%	7 2%	5 1%	12 2%	3 1%	14 3%	8 2%	32 2%	21 1%
	B						H			H		
Costs/Different costs	59 2%	36 1%	13 3%	4 1%	7 2%	5 1%	11 2%	6 1%	7 2%	3 1%	21 1%	18 1%
	B		DK									
Rules/Regulations	16 *	16 *	4 1%	3 1%	- -	- -	3 1%	2 *	1 *	2 *	8 1%	9 1%
Specific website names	11 *	12 *	1 *	3 1%	1 *	2 *	- -	- -	1 *	2 *	8 1%	5 *
Other mentions	126 4%	67 2%	21 4%	10 2%	12 3%	2 *	22 4%	8 1%	22 5%	12 3%	49 3%	35 2%
	B	F		F	F		H		K	F		F
EXCLUSIVE (NET)	577 17%	610 18%	48 10%	83 18%	54 14%	73 18%	138 26%	148 28%	38 9%	37 9%	299 19%	269 17%
	CEI	J		CJ		J	ACEIK	BDFJL			ACEI	J
Illegible data	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
None	41 1%	39 1%	6 1%	5 1%	2 1%	5 1%	8 2%	7 1%	- -	1 *	25 2%	21 1%
	I		I				I				I	

Proportions/Means: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Weighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
Don't know	329 10% C	393 12% AJ	28 6%	50 11% C	41 10% C	49 12%	86 16% ACEIK	93 17% BDFJL	30 7%	32 8%	144 9% C	169 11%
Declined to answer	207 6% CEI	178 5% J	14 3%	28 6% CJ	11 3%	19 5% J	44 8% ACEI	48 9% BFJL	8 2%	4 1%	130 8% LACEI	79 5% J
Sigma	4655 139%	4552 136%	808 171%	694 151%	559 140%	617 149%	746 140%	689 129%	590 143%	577 144%	1952 127%	1975 128%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Base: All Qualified Respondents

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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	2969 88% BEG	2882 86% F	416 88% E	420 91% BFHL	323 81% F	298 72%	456 86%	445 83% F	378 91% AEG	373 93% BFHL	1396 91% LAEG	1346 87% BFH
Very satisfied	1412 42% BGK	1070 32% HL	232 49% DAGK	176 38% BFHL	197 49% FAGK	132 32%	174 33% H	141 26% H	219 53% JAGK	167 42% BFHL	590 38% LG	454 29%
Somewhat satisfied	1557 46% CEI	1812 54% AF	184 39% E	244 53% CF	126 32%	166 40% E	282 53% ACEI	304 57% F	159 38% E	206 51% IF	806 52% ACEI	892 58% KBFJ
BOTTOM 2 BOX (NET)	383 11% IK	467 14% ADJL	56 12%	40 9%	77 19% ACGIK	117 28% EBDHJL	76 14% AIK	89 17% DJL	34 8%	28 7%	140 9%	193 13% KDJ
Somewhat dissatisfied	195 6% I	268 8% ADJ	20 4%	17 4%	24 6%	37 9% DJ	43 8% ACI	64 12% GBDJL	15 4%	11 3%	93 6%	139 9% KBDJ
Very dissatisfied	188 6% K	199 6% L	36 8% AK	23 5%	53 13% ACGIK	80 19% EBDHJL	33 6% K	25 5%	19 5%	17 4%	47 3%	54 4%
Not Sure	5 * B	-	1 *	-	-	-	1 *	-	2 *	-	1 *	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Base: All Qualified Respondents

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

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Table 68

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
An Internet search engine to find articles, posts or similar information	2705 81% BG	2495 74% HL	374 79% H	348 76% H	310 78% H	326 79% BHL	405 76% H	359 67% H	368 89% ACEGK	344 86% BDFHL	1248 81% LG	1118 73% H
My Internet service provider	1188 35% CG	1461 44% ADHJ	100 21% H	122 27% H	141 35% C	168 40% DJ	162 30% C	207 39% GDJ	129 31% C	121 30% H	656 43% ACEGI	843 55% KBDFHJ
An Internet encyclopedia	1150 34% CG	1369 41% ADH	133 28% H	110 24% H	120 30% H	182 44% EDH	162 30% H	176 33% D	140 34% H	161 40% DH	595 39% ACEGI	740 48% KBDFHJ
Other	226 7% BK	111 3% L	80 17% DAEGIK	36 8% BHJL	35 9% K	23 6% BL	47 9% HAK	19 4% L	23 6% K	15 4% L	41 3% L	18 1% L
Decline to Answer	1 *	-	-	-	-	-	-	-	-	-	1 *	-
Not sure	77 2% I	88 3% FJL	9 2% CBFHJL	30 7% H	10 3% I	5 1% H	21 4% AIK	20 4% FJL	2 * H	2 * H	35 2% I	31 2% J
Sigma	5347 159%	5524 165%	696 147%	646 140%	616 154%	704 170%	797 150%	781 146%	662 160%	643 160%	2576 168%	2750 179%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
Innovative	2213 66% CEG	2285 68% ADFH	217 46%	237 52%	237 59% C	264 64% D	293 55% C	330 62% GD	329 79% ACEGK	308 77% BDFH	1137 74% ACEG	1146 74% BDFH
Cutting edge	2107 63% CEG	2091 62% DF	180 38%	198 43%	189 47% C	197 47%	299 56% CE	332 62% GDF	309 75% JACEG	274 68% BDF	1130 74% ACEG	1090 71% BDFH
Extreme	1598 48% CEG	1572 47% DFH	124 26%	156 34% C	149 37% C	133 32%	178 33% C	189 35% JACEGK	280 68% JACEGK	223 56% BDFH	867 56% ACEG	871 57% BDFH
Trustworthy	2699 80% CG	2652 79% D	338 71%	310 67%	309 77%	340 82% DH	405 76%	406 76% D	377 91% JACEGK	328 82% DH	1270 83% ACEG	1268 82% BDH
Unconventional	1386 41% CG	1365 41% D	94 20%	110 24%	201 50% ACGI	189 46% BD	188 35% C	219 41% D	178 43% CG	162 40% D	725 47% ACG	685 45% BD
Practical	2792 83% G	2775 83% G	396 84% G	375 82%	326 82% EBDHL	364 88% EBDHL	417 78%	434 81% JACEGK	375 91% JACEGK	335 84%	1278 83% G	1267 82%
Technical	2531 75% CG	2611 78% ADH	306 65%	313 68%	313 78% CG	337 81% DH	352 66%	387 72% G	336 81% ACG	320 80% DH	1224 80% ACG	1254 81% BDH
Confusing	1006 30% CEG	1034 31% FJ	83 18%	146 32% CF	94 24% C	90 22%	139 26% C	163 31% F	109 26% C	104 26%	581 38% ACEGI	531 35% BFJ
Overwhelming	1552 46% CEG	1549 46% DFH	98 21%	141 31% C	120 30% C	104 25%	149 28% C	152 28% C	244 59% ACEG	223 56% BDFH	941 61% ACEG	929 60% BDFH
Useful	2891 86% G	2889 86% H	403 85%	385 84%	342 86%	367 88% DH	434 81%	439 82% JACEGK	385 93% JACEGK	357 89% DH	1327 86% G	1341 87% H
For people like me	2595 77% G	2611 78% D	352 74%	331 72%	299 75%	331 80% D	386 72%	400 75% D	339 82% ACEG	325 81% DH	1219 79% ACEG	1224 80% BDH
Interesting	2444 73% CG	2439 73% DH	273 58%	264 57%	292 73% C	321 77% BDH	363 68% C	364 68% D	339 82% ACEGK	318 79% BDH	1177 77% ACG	1172 76% BDH
Exciting	1903 57% CEG	1954 58% DFH	153 32%	170 37%	205 51% CG	208 50% D	220 41% C	266 50% GD	305 74% ACEGK	287 72% BDFH	1020 66% ACEG	1023 66% BDFH
Helpful	2760 82% CG	2775 83% DH	362 77%	334 73%	333 83% CG	356 86% DH	405 76%	420 79% D	366 88% ACEGK	344 86% DH	1294 84% ACG	1321 86% BDH
Informative	2800 83% CG	2753 82% D	377 80%	348 76%	330 83% BDHL	361 87% BDHL	420 79%	434 81% D	376 91% JACEGK	341 85% D	1297 84% CG	1269 82% D

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
Innovative	1121 33% IK	1064 32% JL	253 53% AEGIK	223 48% BFHJL	162 41% AIK	151 36% BJL	233 44% AIK	204 38% BJL	83 20% I	93 23% I	390 25% I	393 26% I
Cutting edge	1221 36% IK	1258 38% JL	290 61% AEGIK	262 57% BHJL	208 52% AGIK	218 53% BHJL	225 42% AIK	202 38% L	103 25% I	127 32% I	395 26% I	449 29% K
Extreme	1728 51% IK	1777 53% JL	345 73% DAEGIK	304 66% BJL	248 62% AIK	282 68% BJL	344 65% AIK	345 65% BJL	134 32% I	178 44% I	657 43% I	668 43% I
Trustworthy	634 19% IK	697 21% AL	132 28% AGIK	150 33% BFHJL	89 22% IK	75 18% I	120 23% AIK	128 24% FJL	36 9% I	73 18% I	257 17% I	271 18% I
Unconventional	1940 58% EK	1984 59% FL	377 80% AEGIK	350 76% BFHJL	197 49% I	226 54% I	334 63% AEK	315 59% I	235 57% E	239 60% I	797 52% I	854 55% K
Practical	546 16% I	574 17% F	76 16% I	85 18% F	74 19% FI	51 12% I	109 20% AIK	100 19% F	38 9% I	66 16% I	249 16% I	272 18% F
Technical	803 24% IK	738 22% L	165 35% AEIK	147 32% BFJL	84 21% I	78 19% I	173 32% AEIK	147 28% BFJL	77 19% I	81 20% I	304 20% I	285 19% I
Confusing	2319 69% K	2315 69% L	386 82% DAGIK	314 68% I	305 76% AK	325 78% BDHL	384 72% K	371 69% I	304 73% AK	297 74% BL	940 61% I	1008 65% K
Overwhelming	1774 53% IK	1800 54% JL	371 78% DAEGIK	319 69% BJL	277 69% AIK	311 75% BJL	374 70% AIK	382 72% BJL	169 41% I	178 44% I	583 38% I	610 40% I
Useful	446 13% I	460 14% I	69 15% I	75 16% FJ	57 14% I	48 12% I	90 17% AIK	95 18% BFJL	29 7% I	44 11% I	201 13% I	198 13% I
For people like me	738 22% IK	738 22% L	120 25% IK	129 28% BFJL	99 25% IK	84 20% I	139 26% AIK	134 25% JL	74 18% I	76 19% I	306 20% I	315 20% I
Interesting	890 27% IK	910 27% FJL	199 42% AEGIK	196 43% BFHJL	107 27% I	94 23% I	161 30% AIK	170 32% BFJL	73 18% I	83 21% I	350 23% I	367 24% I
Exciting	1429 43% IK	1395 42% JL	318 67% AEGIK	290 63% BFHJL	193 48% AIK	207 50% BJL	303 57% HAEIK	268 50% BJL	107 26% I	114 28% I	508 33% I	516 34% I
Helpful	578 17% IK	574 17% L	110 23% AEIK	126 27% BFHJL	66 17% I	59 14% I	120 23% AEIK	114 21% BFJL	47 11% I	57 14% I	235 15% I	218 14% I
Informative	534 16% I	596 18% AF	95 20% AIK	112 24% BFHJL	68 17% I	54 13% I	104 20% AIK	100 19% F	37 9% I	60 15% I	230 15% I	270 18% F

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

2 Aug 2016
Table 71

1. Innovative

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	2213 66% CEG	2285 68% ADFH	217 46%	237 52%	237 59% C	264 64% D	293 55% C	330 62% GD	329 79% ACEGK	308 77% BDFH	1137 74% ACEG	1146 74% BDFH
Describes very well	899 27% BCG	818 24% DH	69 15%	61 13%	97 24% CG	97 23% DH	88 17%	90 17% JACEGK	175 42% BDFH	132 33% BDFH	470 31% ACEG	438 28% BDFH
Describes somewhat well	1314 39% C	1467 44% AD	148 31%	176 38% C	140 35%	167 40%	205 38% C	240 45% GD	154 37%	176 44%	667 43% ACEGI	708 46% BDF
BOTTOM 2 BOX (NET)	1121 33% IK	1064 32% JL	253 53% AEGIK	223 48% BFHJL	162 41% AIK	151 36% BJL	233 44% AIK	204 38% BJL	83 20%	93 23%	390 25% I	393 26%
Does not describe very well	719 21% IK	771 23% JL	139 29% AEIK	144 31% BFJL	91 23% I	98 24%	139 26% AIK	143 27% BJL	60 14%	74 18%	290 19% I	312 20%
Does not describe at all	402 12% BIK	293 9% JL	114 24% DAEGIK	79 17% BHJL	71 18% FAIK	53 13% BJL	94 18% HAIK	61 11% BJL	23 6%	19 5%	100 7%	81 5%
Not Sure	23 1% B	-	3 1%	-	1 *	-	7 1% H	-	2 *	-	10 1% L	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

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Table 72

2. Cutting edge

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	2107 63% CEG	2091 62% DF	180 38%	198 43%	189 47% C	197 47%	299 56% CE	332 62% GDF	309 75% JACEG	274 68% BDF	1130 74% ACEG	1090 71% BDFH
Describes very well	799 24% BCEG	684 20% DFH	57 12%	54 12%	63 16%	59 14%	98 18% C	88 16% D	141 34% ACEGK	115 29% BDFHL	440 29% LACEG	368 24% BDFH
Describes somewhat well	1308 39% CE	1407 42% ADF	123 26%	144 31%	126 32%	138 33%	201 38% CE	244 46% GDF	168 41% CE	159 40% D	690 45% ACEG	722 47% BDFJ
BOTTOM 2 BOX (NET)	1221 36% IK	1258 38% JL	290 61% AEGIK	262 57% BHJL	208 52% AGIK	218 53% BHJL	225 42% AIK	202 38% L	103 25% L	127 32% I	395 26% L	448 29% K
Does not describe very well	776 23% IK	885 26% AL	153 32% AGIK	149 32% BJL	124 31% AGIK	134 32% BJL	128 24% IK	143 27% L	65 16% L	90 22% I	306 20% L	369 24% K
Does not describe at all	445 13% BIK	373 11% L	137 29% AEGIK	113 25% BHJL	84 21% AIK	84 20% BHJL	97 18% HAIK	59 11% L	38 9% K	37 9% L	89 6% L	80 5% L
Not Sure	29 1% B	-	3 1%	-	3 1%	-	9 2% HA	-	2 *	-	12 1% L	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

2 Aug 2016
Table 73

3. Extreme

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	1598 48% CEG	1572 47% DFH	124 26% C	156 34% C	149 37% C	133 32% C	178 33% C	189 35% JACEGK	280 68% BDFH	223 56% ACEG	867 56% BDFH	871 57% BDFH
Describes very well	584 17% CEG	529 16% FH	47 10% H	60 13% H	53 13% G	40 10% G	48 9% C	46 9% JACEGK	119 29% BDFH	91 23% ACEG	317 21% ACEG	292 19% BDFH
Describes somewhat well	1014 30% CEG	1043 31% DFH	77 16% C	96 21% C	96 24% C	93 22% C	130 24% C	143 27% D	161 39% ACEG	132 33% DFH	550 36% ACEG	579 38% BDFH
BOTTOM 2 BOX (NET)	1728 51% IK	1777 53% JL	345 73% DAEGIK	304 66% BJL	248 62% AIK	282 68% BJL	344 65% AIK	345 65% BJL	134 32% C	178 44% I	657 43% I	668 43% I
Does not describe very well	887 26% I	1010 30% AJ	115 24% I	123 27% I	122 31% CI	156 38% EBDJL	151 28% I	184 34% GBDJL	72 17% C	94 23% I	427 28% I	453 29% J
Does not describe at all	841 25% BIK	767 23% L	230 49% DAEGIK	181 39% BFHJL	126 32% AIK	126 30% BJL	193 36% HAIK	161 30% BJL	62 15% C	84 21% IL	230 15% L	215 14% L
Decline to Answer	3 *	-	-	-	-	-	1 *	-	-	-	2 *	-
Not Sure	28 1% B	-	4 1% D	-	3 1% C	-	10 2% HAIK	-	-	-	11 1% L	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

2 Aug 2016
Table 74

4. Trustworthy

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	2699 80% CG	2652 79% D	338 71%	310 67%	309 77%	340 82% DH	405 76%	406 76% D	377 91% JACEGK	328 82% DH	1270 83% ACEG	1268 82% BDH
Describes very well	1303 39% BG	1069 32% DH	165 35% DG	113 25% ACG	175 44% ACG	167 40% BDHL	149 28% H	111 21% JACEGK	215 52% JACEGK	162 40% BDHL	599 39% LG	516 34% DH
Describes somewhat well	1396 42% CE	1583 47% ADFJ	173 37%	197 43%	134 34%	173 42% E	256 48% ACEI	295 55% GBDFJL	162 39%	166 41%	671 44% ACE	752 49% KDFJ
BOTTOM 2 BOX (NET)	634 19% IK	697 21% AL	132 28% AGIK	150 33% BFHJL	89 22% IK	75 18%	120 23% AIK	128 24% FJL	36 9%	73 18%	257 17%	271 18%
Does not describe very well	414 12% I	498 15% A	80 17% AIK	83 18% BL	49 12% I	56 13%	69 13% I	95 18% GBL	20 5%	53 13% I	196 13% I	211 14%
Does not describe at all	220 7% IK	199 6% L	52 11% AIK	67 15% BFHJL	40 10% FAIK	19 5%	51 10% HAIK	33 6% L	16 4%	20 5%	61 4%	60 4%
Not Sure	24 1% B	-	3 1%	-	2 1%	-	8 2% HAI	-	1 *	-	10 1% L	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

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Table 75

5. Unconventional

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	1386 41% CG	1365 41% D	94 20%	110 24%	201 50% ACGI	189 46% BD	188 35% C	219 41% D	178 43% CG	162 40% D	725 47% ACG	685 45% BD
Describes very well	452 13% BCG	360 11% D	24 5%	28 6%	76 19% ACGI	68 16% BDHJL	46 9% C	58 11% D	54 13% CG	42 10% D	252 16% LACG	164 11% D
Describes somewhat well	934 28% C	1005 30% AD	70 15%	82 18%	125 31% C	121 29% D	142 27% C	161 30% D	124 30% C	120 30% D	473 31% AC	521 34% BD
BOTTOM 2 BOX (NET)	1940 58% EK	1984 59% FL	377 80% AEGIK	350 76% BFHJL	197 49%	226 54%	334 63% AEK	315 59%	235 57% E	239 60%	797 52%	854 55% K
Does not describe very well	1051 31% E	1200 36% A	154 33% E	164 36%	100 25%	140 34% E	152 29%	177 33%	129 31%	144 36%	516 34% AEG	575 37% K
Does not describe at all	889 26% BK	784 23% L	223 47% DAEGIK	186 40% BFHJL	97 24% K	86 21%	182 34% HAEIK	138 26% L	106 26% K	95 24% L	281 18% AEG	279 18%
Decline to Answer	3 *	-	-	-	-	-	1 *	-	-	-	2 *	-
Not Sure	28 1% B	-	2 *	-	2 1%	-	10 2% HACI	-	1 *	-	13 1% L	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

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Table 76

6. Practical

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	2792 83% G	2775 83% G	396 84% G	375 82% G	326 82% G	364 88% EBDHL	417 78% G	434 81% G	375 91% JACEGK	335 84% G	1278 83% G	1267 82% G
Describes very well	1306 39% BKG	1081 32% HL	195 41% DGK	148 32% G	194 49% ACGK	181 44% BDHL	168 32% G	144 27% G	201 49% JACGK	152 38% BHL	548 36% L	456 30% L
Describes somewhat well	1486 44% E	1694 51% AFJ	201 42% E	227 49% C	132 33% G	183 44% E	249 47% E	290 54% GFJ	174 42% E	183 46% G	730 47% AEI	811 53% KBFJ
BOTTOM 2 BOX (NET)	546 16% I	574 17% F	76 16% I	85 18% F	74 19% FI	51 12% G	109 20% AIK	100 19% F	38 9% G	66 16% I	249 16% I	272 18% F
Does not describe very well	358 11% I	427 13% AF	39 8% G	58 13% CF	45 11% I	34 8% G	70 13% ACI	76 14% F	23 6% G	43 11% I	181 12% CI	216 14% BF
Does not describe at all	188 6% BK	147 4% L	37 8% AIK	27 6% L	29 7% IK	17 4% G	39 7% IK	24 4% G	15 4% G	23 6% G	68 4% G	56 4% G
Not Sure	19 1% B	- - -	1 * -	- - -	- - -	- - -	7 1% HACE	- - -	1 * -	- - -	10 1% L	- - -
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

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Table 77

7. Technical

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	2531 75% CG	2611 78% ADH	306 65%	313 68%	313 78% CG	337 81% DH	352 66%	387 72% G	336 81% ACG	320 80% DH	1224 80% ACG	1254 81% BDH
Describes very well	1071 32% BCG	972 29% DH	102 22%	108 23%	156 39% ACG	154 37% BDHL	114 21%	112 21%	176 43% JACGK	140 35% BDHL	523 34% LACG	458 30% DH
Describes somewhat well	1460 43% I	1639 49% ADF	204 43%	205 45%	157 39%	183 44%	238 45%	275 51% GDFJ	160 39%	180 45%	701 46% AEI	796 52% KBDFJ
BOTTOM 2 BOX (NET)	803 24% IK	738 22% L	165 35% AEIK	147 32% BFJL	84 21%	78 19%	173 32% AEIK	147 28% BFJL	77 19%	81 20%	304 20%	285 19%
Does not describe very well	543 16% I	547 16% F	101 21% AEIK	94 20% BFJL	54 14%	54 13%	106 20% AEIK	107 20% BFJL	53 13%	56 14%	229 15%	236 15%
Does not describe at all	260 8% BK	191 6% L	64 14% AEIK	53 12% BFHJL	30 8% K	24 6% L	67 13% HAEIK	40 7% L	24 6%	25 6% L	75 5% L	49 3%
Not Sure	23 1% B	-	2 *	-	3 1%	-	8 2% HAIK	-	1 *	-	9 1% L	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

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Table 78

8. Confusing

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	1006 30% CEG	1034 31% FJ	83 18%	146 32% CF	94 24% C	90 22%	139 26% C	163 31% F	109 26% C	104 26%	581 38% ACEGI	531 35% BFJ
Describes very well	310 9% C	290 9% F	20 4%	49 11% CFH	35 9% C	23 6%	43 8% C	37 7%	32 8% C	39 10% F	180 12% LACGI	142 9% F
Describes somewhat well	696 21% CE	744 22% FJ	63 13%	97 21% C	59 15%	67 16%	96 18% C	126 24% GFJ	77 19% C	65 16%	401 26% ACEGI	389 25% BFJ
BOTTOM 2 BOX (NET)	2319 69% K	2315 69% L	386 82% DAGIK	314 68%	305 76% AK	325 78% BDHL	384 72% K	371 69%	304 73% AK	297 74% BL	940 61%	1008 65% K
Does not describe very well	1072 32% I	1195 36% A	140 30%	155 34%	130 33% I	146 35%	179 34% I	187 35%	107 26%	130 32% I	516 34% I	577 37% KB
Does not describe at all	1247 37% BK	1120 33% L	246 52% DAEGK	159 35% L	175 44% AK	179 43% BDHL	205 38% K	184 34% L	197 48% AGK	167 42% BDHL	424 28%	431 28%
Decline to Answer	3 *	-	-	-	-	-	-	-	-	-	3 *	-
Not Sure	29 1% B	-	4 1% D	-	1 *	-	10 2% HAEI	-	1 *	-	13 1% L	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

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Table 79

9. Overwhelming

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	1552 46% CEG	1549 46% DFH	98 21%	141 31% C	120 30% C	104 25%	149 28% C	152 28%	244 59% ACEG	223 56% BDFH	941 61% ACEG	929 60% BDFH
Describes very well	589 18% BCEG	502 15% DFH	27 6%	41 9%	39 10% C	27 7%	37 7%	41 8%	115 28% JACEG	85 21% BDFH	371 24% LACEG	308 20% BDFH
Describes somewhat well	963 29% CEG	1047 31% ADFH	71 15%	100 22% C	81 20% C	77 19%	112 21% C	111 21%	129 31% CEG	138 34% DFH	570 37% ACEGI	621 40% BDFHJ
BOTTOM 2 BOX (NET)	1774 53% IK	1800 54% JL DAEGIK	371 78%	319 69% BJL	277 69% AIK	311 75% BJL	374 70% AIK	382 72% BJL	169 41%	178 44%	583 38%	610 40%
Does not describe very well	899 27% K	1004 30% AJL	139 29% K	143 31% J	118 30% K	150 36% EBJL	165 31% AIK	200 37% GBDJL	98 24%	96 24%	379 25%	415 27%
Does not describe at all	875 26% BIK	796 24% L DAEGIK	232 49%	176 38% BJL	159 40% AIK	161 39% BJL	209 39% AIK	182 34% BJL	71 17% K	82 20% L	204 13%	195 13%
Decline to Answer	2 *	-	-	-	-	-	1 *	-	-	-	1 *	-
Not Sure	29 1% B	-	4 1% D	-	3 1%	-	9 2% HAI	-	1 *	-	12 1% L	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

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Table 80

10. Useful

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	2891 86% G	2889 86% H	403 85%	385 84%	342 86%	367 88% DH	434 81%	439 82% JACEGK	385 93% DH	357 89% DH	1327 86% G	1341 87% H
Describes very well	1481 44% BGK	1265 38% DH	206 44% DG	135 29%	213 53% ACGK	195 47% BDHL	176 33% H	136 25% JACGK	237 57% JACGK	201 50% BDHL	649 42% G	598 39% DH
Describes somewhat well	1410 42% EI	1624 48% AFJ	197 42% E	250 54% CBFJL	129 32%	172 41% E	258 48% ACEI	303 57% GBFJL	148 36%	156 39%	678 44% AEI	743 48% KFJ
BOTTOM 2 BOX (NET)	446 13%	460 14%	69 15%	75 16% FJ	57 14%	48 12%	90 17% AIK	95 18% BFJL	29 7%	44 11%	201 13%	198 13%
Does not describe very well	300 9% I	343 10% J	37 8% I	47 10%	38 10% I	35 8%	55 10% I	71 13% BFJ	16 4%	26 6%	154 10% AI	164 11% J
Does not describe at all	146 4% K	117 3% L	32 7% AIK	28 6% BFL	19 5%	13 3%	35 7% AIK	24 4% L	13 3%	18 4% L	47 3%	34 2%
Not Sure	20 1% B	-	1 *	-	1 *	-	9 2% HACEIK	-	-	-	9 1% L	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

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Table 81

11. For people like me

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	2595 77% G	2611 78% D	352 74%	331 72%	299 75%	331 80% D	386 72%	400 75%	339 82% ACEG	325 81% DH	1219 79% ACEG	1224 80% BDH
Describes very well	1165 35% BG	985 29% DH	149 32% DG	111 24% ACGK	163 41% BDH	142 34% BDH	133 25%	116 22%	191 46% JACGK	156 39% BDHL	529 34% LG	460 30% DH
Describes somewhat well	1430 43% EI	1626 49% AJ	203 43% EI	220 48%	136 34%	189 46% E	253 47% AEI	284 53% BFJ	148 36%	169 42%	690 45% AEI	764 50% KJ
BOTTOM 2 BOX (NET)	738 22% IK	738 22% L	120 25% IK	129 28% BFJL	99 25% IK	84 20%	139 26% AIK	134 25% JL	74 18%	76 19%	306 20%	315 20%
Does not describe very well	462 14%	519 15% AF	56 12%	78 17% CF	52 13%	48 12%	71 13%	95 18% GF	48 12%	53 13%	235 15% A	245 16% F
Does not describe at all	276 8% BK	219 7% L	64 14% AIK	51 11% BHJL	47 12% AIK	36 9% L	68 13% HAIK	39 7% L	26 6%	23 6%	71 5%	70 5%
Not Sure	24 1% B	-	1 *	-	2 1%	-	8 2% HACI	-	1 *	-	12 1% L	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

2 Aug 2016
Table 82

12. Interesting

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	2444 73% CG	2439 73% DH	273 58%	264 57%	292 73% C	321 77% BDH	363 68% C	364 68% D	339 82% ACEGK	318 79% BDH	1177 77% ACG	1172 76% BDH
Describes very well	1001 30% BCG	834 25% DH	83 18% D	59 13%	136 34% CG	115 28% DH	97 18%	91 17%	177 43% ACEGK	147 37% BDFHL	508 33% LACG	422 27% BDH
Describes somewhat well	1443 43%	1605 48% AJ	190 40%	205 45%	156 39%	206 50% EJ	266 50% ACEIK	273 51% DJ	162 39%	171 43%	669 44%	750 49% KJ
BOTTOM 2 BOX (NET)	890 27% IK	910 27% FJL	199 42% AEGIK	196 43% BFHJL	107 27% I	94 23%	161 30% AIK	170 32% BFJL	73 18%	83 21%	350 23%	367 24%
Does not describe very well	586 17% I	670 20% AFJ	111 23% AEIK	124 27% BFJL	58 15%	59 14%	99 19% I	119 22% FJ	48 12%	62 15%	270 18% I	306 20% FJ
Does not describe at all	304 9% BIK	240 7% L	88 19% AEGIK	72 16% BFHJL	49 12% AIK	35 8% L	62 12% AIK	51 10% BJL	25 6%	21 5%	80 5%	61 4%
Decline to Answer	2 *	-	-	-	-	-	2 * AK	-	-	-	-	-
Not Sure	21 1% B	-	1 *	-	1 *	-	7 1% HAC	-	2 *	-	10 1% L	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

2 Aug 2016
Table 83

13. Exciting

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	1903 57% CEG	1954 58% DFH	153 32%	170 37%	205 51% CG	208 50% D	220 41% C	266 50% GD	305 74% ACEGK	287 72% BDFH	1020 66% ACEG	1023 66% BDFH
Describes very well	760 23% BCEG	606 18% DFH	42 9%	42 9%	75 19% CG	57 14% D	66 12%	54 10% JACEGK	150 36% BDFH	105 26% LACEG	427 28% BDFH	348 23% BDFH
Describes somewhat well	1143 34% CG	1348 40% AD	111 23%	128 28%	130 33% C	151 36% D	154 29%	212 40% GD	155 37% CG	182 45% IBDF	593 39% ACEG	675 44% KBDF
BOTTOM 2 BOX (NET)	1429 43% IK	1395 42% JL	318 67% AEGIK	290 63% BFHJL	193 48% AIK	207 50% BJL	303 57% HAEIK	268 50% BJL	107 26% J	114 28%	508 33% I	516 34%
Does not describe very well	854 25% IK	893 27% JL	164 35% AEIK	150 33% BJL	102 26% I	137 33% EBJL	160 30% AIK	154 29% J	69 17%	74 18%	359 23% I	378 25% J
Does not describe at all	575 17% BIK	502 15% JL	154 33% AEGIK	140 30% BFHJL	91 23% FAIK	70 17% JL	143 27% HAIK	114 21% BJL	38 9%	40 10%	149 10%	138 9%
Decline to Answer	1 *	-	-	-	-	-	1 *	-	-	-	-	-
Not Sure	24 1% B	-	2 *	-	2 1%	-	9 2% HAK	-	2 *	-	9 1% L	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

2 Aug 2016
Table 84

14. Helpful

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	2760 82% CG	2775 83% DH	362 77%	334 73%	333 83% CG	356 86% DH	405 76%	420 79% D	366 88% ACEGK	344 86% DH	1294 84% ACG	1321 86% BDH
Describes very well	1303 39% BCG	1134 34% DH	148 31% D	112 24%	172 43% CG	172 41% BDHL	141 26%	121 23% JACEGK	232 56% BDHL	181 45% BDHL	610 40% LCG	548 36% BDH
Describes somewhat well	1457 43% I	1641 49% AFJ	214 45% I	222 48% J	161 40% I	184 44%	264 50% AEIK	299 56% GBDFJL	134 32%	163 41% I	684 45% I	773 50% KFJ
BOTTOM 2 BOX (NET)	578 17% IK	574 17% L	110 23% AEIK	126 27% BFHJL	66 17% I	59 14%	120 23% AEIK	114 21% BFJL	47 11%	57 14%	235 15% I	218 14%
Does not describe very well	384 11% I	430 13% FL	58 12% AEIK	87 19% CBFJL	42 11% I	40 10%	75 14% AI	84 16% BFJL	35 8%	42 10%	174 11% L	177 12%
Does not describe at all	194 6% BIK	144 4% L	52 11% AEIK	39 8% BFJL	24 6% I	19 5% L	45 8% AIK	30 6% L	12 3%	15 4%	61 4% L	41 3%
Not Sure	19 1% B	-	1 *	-	1 *	-	8 2% HACIK	-	1 *	-	8 1% L	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

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Table 85

15. Informative

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	2800 83% CG	2753 82% D	377 80%	348 76%	330 83%	361 87% BDHL	420 79%	434 81% D JACEGK	376 91% D	341 85% D	1297 84% CG	1269 82% D
Describes very well	1325 39% BCG	1136 34% DH	159 34% DG	118 26%	179 45% ACG	171 41% BDHL	144 27%	120 22% ACEGK	228 55% BDFHL	204 51% LCG	615 40% DH	523 34% DH
Describes somewhat well	1475 44% EI	1617 48% AJ	218 46% EI	230 50% J	151 38%	190 46% EJ	276 52% AEIK	314 59% GBDFJL	148 36%	137 34%	682 44% EI	746 48% KJ
BOTTOM 2 BOX (NET)	534 16%	596 18% AF	95 20% AIK	112 24% BFHJL	68 17%	54 13%	104 20% AIK	100 19% F	37 9%	60 15%	230 15%	270 18% F
Does not describe very well	364 11% I	446 13% AFJ	56 12% I	75 16% BFJ	41 10% I	40 10%	65 12% I	75 14% F	23 6%	40 10% I	179 12% I	216 14% KFJ
Does not describe at all	170 5% K	150 4% L	39 8% AIK	37 8% BFHL	27 7% FIK	14 3%	39 7% AIK	25 5%	14 3%	20 5%	51 3%	54 4%
Not Sure	23 1% B	-	1 *	-	2 1%	-	9 2% HACIK	-	1 *	-	10 1% L	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
.com	1694 50% CEG	2119 63% ADFH	153 32%	255 55% C	159 40% C	220 53% E	228 43% C	314 59% G	211 51% CEG	275 69% IBDFH	943 61% ACEGI	1055 69% KBDFH
.net	1809 54% CEG	2163 65% AFH	195 41%	280 61% C	186 47%	230 55% E	242 45%	300 56% G	221 53% CG	294 73% IBDFH	965 63% ACEGI	1059 69% KBDFH
.info	1943 58% CG	2119 63% AF	233 49%	289 63% CF	224 56% C	223 54%	275 52%	327 61% GF	232 56% C	251 63% F	979 64% ACEGI	1029 67% BFH
.org	2179 65% G	2417 72% AFH	312 66% G	339 74% CFH	253 63%	255 61%	308 58%	349 65% G	256 62%	312 78% IBFH	1050 68% AGI	1162 76% KBFH
.cn	375 68%	380 69%	-	-	-	-	-	-	-	-	375 68%	380 69%
.vn	35 67%	43 83%	-	-	-	-	-	-	-	-	35 67%	43 83%
.ph	84 82%	88 87%	-	-	-	-	-	-	-	-	84 82%	88 87%
.jp	121 69%	122 69%	-	-	-	-	-	-	-	-	121 69%	122 69%
.kr	64 63%	67 66%	-	-	-	-	-	-	-	-	64 63%	67 66%
.ru	49 38%	75 59% A	-	-	-	-	-	-	-	-	49 38%	75 59% K
.in	231 71%	246 75%	-	-	-	-	-	-	-	-	231 71%	246 75%
.id	51 50%	53 53%	-	-	-	-	-	-	-	-	51 50%	53 53%
.ng	131 63%	147 74% A	-	-	-	-	-	-	131 63%	147 74% I	-	-
.za	50 50%	78 77% A	-	-	-	-	-	-	50 50%	78 77% I	-	-
.eg	75 71%	78 78%	-	-	-	-	-	-	75 71%	78 78%	-	-
.co	59 47%	74 59%	-	-	59 47%	74 59%	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

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Table 86

Base: All Qualified Respondents

	SUMMARY TABLE OF STRICT/SOME RESTRICTIONS											
	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
.ar	39 39%	48 46%	-	-	39 39%	48 46%	-	-	-	-	-	-
.br	88 50%	111 60%	-	-	88 50%	111 60%	-	-	-	-	-	-
.it	18 33%	28 56% A	-	-	-	-	18 33%	28 56% G	-	-	-	-
.tr	32 64%	32 64%	-	-	-	-	32 64%	32 64%	-	-	-	-
.es	23 46%	27 54%	-	-	-	-	23 46%	27 54%	-	-	-	-
.pl	20 38%	24 45%	-	-	-	-	20 38%	24 45%	-	-	-	-
.uk	55 55%	71 71% A	-	-	-	-	55 55%	71 71% G	-	-	-	-
.fr	53 52%	66 62%	-	-	-	-	53 52%	66 62%	-	-	-	-
.de	62 50%	63 50%	-	-	-	-	62 50%	63 50%	-	-	-	-
.us	173 65%	177 69%	173 65%	177 69%	-	-	-	-	-	-	-	-
.ca	69 67%	73 70%	69 67%	73 70%	-	-	-	-	-	-	-	-
.mx	42 41%	63 63% A	42 41%	63 63% C	-	-	-	-	-	-	-	-
.eu	-	316 65%	-	-	-	-	-	316 65%	-	-	-	-
RESTRICTIONS TOTAL (NET)	2592 77% EG	2852 85% AFH	361 76% G	386 84% C	290 73% G	331 80% E	354 66%	424 79% G	322 78% G	354 88% IFH	1265 82% ACEGI	1357 89% KBDFH
RESTRICTIONS CONSISTENT (NET)	2592 77% EG	2852 85% AFH	361 76% G	386 84% C	290 73% G	331 80% E	354 66%	424 79% G	322 78% G	354 88% IFH	1265 82% ACEGI	1357 88% KBDFH
RESTRICTIONS GLOBAL (NET)	2529 75% G	2809 84% AFH	341 72% G	383 83% CH	286 72% G	326 79% E	345 65%	416 78% G	305 74% G	346 86% IFH	1252 81% ACEGI	1338 87% KBDFH

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

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Table 86

SUMMARY TABLE OF STRICT/SOME RESTRICTIONS

Base: All Qualified Respondents

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
RESTRICTIONS	1999	2297	284	313	186	233	263	374	256	303	1010	1074
GEO-SPECIFIC (NET)	60%	69%	60%	68%	47%	56%	49%	70%	62%	76%	66%	70%
		AF	EG	CF		E		GF	EG	IBDFL	ACEG	KF
RESTRICTIONS	1999	2234	284	313	186	233	263	311	256	303	1010	1074
GEO-SPECIFIC	60%	67%	60%	68%	47%	56%	49%	58%	62%	76%	66%	70%
CONSISTENT (NET)	EG	AFH	EG	CFH		E		G	EG	IBDFHL	ACEG	KBFH
RESTRICTIONS	-	316	-	-	-	-	-	316	-	-	-	-
GEO-SPECIFIC ADDED	-	9%	-	-	-	-	-	59%	-	-	-	-
(NET)		ADFJL						GBDFJL				

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
.com	588 18% CEG	786 23% AFH	36 8%	97 21% CH	52 13% C	71 17%	63 12% C	83 16%	89 21% ACEG	128 32% IBDFHL	348 23% ACEG	407 26% KBDFH
.net	486 14% CG	625 19% AFH	44 9%	82 18% CH	50 13%	61 15%	48 9%	60 11%	67 16% CG	98 24% IBDFH	277 18% ACEG	324 21% KBFH
.info	511 15% C	537 16% H	57 12%	85 18% CH	57 14%	58 14%	67 13%	57 11%	71 17% CG	81 20% BFH	259 17% ACG	256 17% H
.org	806 24% G	925 28% AH	130 27% G	149 32% BH	113 28% AG	111 27% H	94 18%	101 19%	94 23%	133 33% IBFHL	375 24% G	431 28% KH
.cn	114 21%	126 23%	-	-	-	-	-	-	-	-	114 21%	126 23%
.vn	16 31%	19 37%	-	-	-	-	-	-	-	-	16 31%	19 37%
.ph	34 33%	34 34%	-	-	-	-	-	-	-	-	34 33%	34 34%
.jp	37 21%	29 16%	-	-	-	-	-	-	-	-	37 21%	29 16%
.kr	14 14%	21 21%	-	-	-	-	-	-	-	-	14 14%	21 21%
.ru	9 7%	23 18% A	-	-	-	-	-	-	-	-	9 7%	23 18% K
.in	112 34%	106 32%	-	-	-	-	-	-	-	-	112 34%	106 32%
.id	25 25%	23 23%	-	-	-	-	-	-	-	-	25 25%	23 23%
.ng	50 24%	54 27%	-	-	-	-	-	-	50 24%	54 27%	-	-
.za	19 19%	27 27%	-	-	-	-	-	-	19 19%	27 27%	-	-
.eg	21 20%	26 26%	-	-	-	-	-	-	21 20%	26 26%	-	-
.co	16 13%	14 11%	-	-	16 13%	14 11%	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

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Table 87

SUMMARY TABLE OF STRICT RESTRICTIONS

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
.ar	15 15%	9 9%	-	-	15 15%	9 9%	-	-	-	-	-	-
.br	25 14%	40 22%	-	-	25 14%	40 22%	-	-	-	-	-	-
.it	3 6%	8 16%	-	-	-	-	3 6%	8 16%	-	-	-	-
.tr	11 22%	14 28%	-	-	-	-	11 22%	14 28%	-	-	-	-
.es	2 4%	4 8%	-	-	-	-	2 4%	4 8%	-	-	-	-
.pl	2 4%	7 13%	-	-	-	-	2 4%	7 13%	-	-	-	-
.uk	19 19%	21 21%	-	-	-	-	19 19%	21 21%	-	-	-	-
.fr	15 15%	19 18%	-	-	-	-	15 15%	19 18%	-	-	-	-
.de	18 14%	20 16%	-	-	-	-	18 14%	20 16%	-	-	-	-
.us	60 22%	75 29%	60 22%	75 29%	-	-	-	-	-	-	-	-
.ca	21 20%	30 29%	21 20%	30 29%	-	-	-	-	-	-	-	-
.mx	12 12%	25 25% A	12 12%	25 25% C	-	-	-	-	-	-	-	-
.eu	-	73 15%	-	-	-	-	-	73 15%	-	-	-	-
RESTRICTIONS TOTAL (NET)	1304 39% G	1609 48% AH	173 37% G	220 48% CH	141 35%	183 44% EH	157 29%	200 37% G	177 43% EG	221 55% IBDFH	656 43% ACEG	785 51% KBFH
RESTRICTIONS CONSISTENT (NET)	1304 39% G	1598 48% AH	173 37% G	220 48% CH	141 35%	183 44% EH	157 29%	189 35% G	177 43% EG	221 55% IBDFH	656 43% ACEG	785 51% KBFH
RESTRICTIONS GLOBAL (NET)	1196 36% G	1481 44% AH	151 32% G	197 43% CH	136 34% G	173 42% EH	138 26%	169 32% G	155 37% G	202 50% IBDFH	616 40% ACEG	740 48% KBDHFH

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
RESTRICTIONS GEO-SPECIFIC (NET)	670 20% EG	806 24% AF	93 20% EG	130 28% CBF	56 14%	63 15%	70 13%	125 23% GF	90 22% EG	107 27% F	361 23% AEG	381 25% F
RESTRICTIONS GEO-SPECIFIC CONSISTENT (NET)	670 20% EG	774 23% AFH	93 20% EG	130 28% CBFH	56 14%	63 15%	70 13%	93 17%	90 22% EG	107 27% FH	361 23% AEG	381 25% BFH
RESTRICTIONS GEO-SPECIFIC ADDED (NET)	-	73 2% ADFJL	-	-	-	-	-	73 14% GBDFJL	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
.com	1106 33% CE	1333 40% AD	117 25% C	158 34% C	107 27% E	149 36% E	165 31% C	231 43% GDFJ	122 29% I	147 37% I	595 39% ACEGI	648 42% BDFJ
.net	1323 39% CE	1538 46% AF	151 32% C	198 43% C	136 34% E	169 41% E	194 36% G	240 45% G	154 37% I	196 49% IF	688 45% ACEGI	735 48% BF
.info	1432 43% C	1582 47% AFJ	176 37% C	204 44% C	167 42% E	165 40% E	208 39% G	270 51% GFJ	161 39% I	170 42% I	720 47% ACGI	773 50% BDFJ
.org	1373 41% E	1492 45% AF	182 38% F	190 41% F	140 35% E	144 35% E	214 40% G	248 46% GF	162 39% I	179 45% F	675 44% ACE	731 47% KBDF
.cn	261 47% C	254 46% C	-	-	-	-	-	-	-	-	261 47% C	254 46% C
.vn	19 37% C	24 46% C	-	-	-	-	-	-	-	-	19 37% C	24 46% C
.ph	50 49% C	54 53% C	-	-	-	-	-	-	-	-	50 49% C	54 53% C
.jp	84 48% C	93 53% C	-	-	-	-	-	-	-	-	84 48% C	93 53% C
.kr	50 50% C	46 46% C	-	-	-	-	-	-	-	-	50 50% C	46 46% C
.ru	40 31% C	52 41% C	-	-	-	-	-	-	-	-	40 31% C	52 41% C
.in	119 37% C	140 42% C	-	-	-	-	-	-	-	-	119 37% C	140 42% C
.id	26 26% C	30 30% C	-	-	-	-	-	-	-	-	26 26% C	30 30% C
.ng	81 39% C	93 47% C	-	-	-	-	-	-	81 39% C	93 47% C	-	-
.za	31 31% C	51 50% A	-	-	-	-	-	-	31 31% C	51 50% I	-	-
.eg	54 51% C	52 52% C	-	-	-	-	-	-	54 51% C	52 52% C	-	-
.co	43 34% C	60 48% A	-	-	43 34% C	60 48% E	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
.ar	24 24%	39 38% A	-	-	24 24%	39 38% E	-	-	-	-	-	-
.br	63 36%	71 38%	-	-	63 36%	71 38%	-	-	-	-	-	-
.it	15 28%	20 40%	-	-	-	-	15 28%	20 40%	-	-	-	-
.tr	21 42%	18 36%	-	-	-	-	21 42%	18 36%	-	-	-	-
.es	21 42%	23 46%	-	-	-	-	21 42%	23 46%	-	-	-	-
.pl	18 34%	17 32%	-	-	-	-	18 34%	17 32%	-	-	-	-
.uk	36 36%	50 50% A	-	-	-	-	36 36%	50 50% G	-	-	-	-
.fr	38 38%	47 44%	-	-	-	-	38 38%	47 44%	-	-	-	-
.de	44 35%	43 34%	-	-	-	-	44 35%	43 34%	-	-	-	-
.us	113 42%	102 40%	113 42%	102 40%	-	-	-	-	-	-	-	-
.ca	48 47%	43 41%	48 47%	43 41%	-	-	-	-	-	-	-	-
.mx	30 29%	38 38%	30 29%	38 38%	-	-	-	-	-	-	-	-
.eu	-	243 50%	-	-	-	-	-	243 50%	-	-	-	-
RESTRICTIONS TOTAL (NET)	2281 68% EG	2555 76% ADF	322 68% EG	328 71%	244 61%	294 71% E	319 60%	395 74% G	282 68% EG	307 77% I	1114 72% AEG	1231 80% KBDFH
RESTRICTIONS CONSISTENT (NET)	2281 68% EG	2551 76% ADF	322 68% EG	328 71%	244 61%	294 71% E	319 60%	391 73% G	282 68% EG	307 77% I	1114 72% AEG	1231 80% KBDFH
RESTRICTIONS GLOBAL (NET)	2179 65% EG	2448 73% ADF	299 63% G	317 69%	233 58%	278 67% E	301 56%	377 71% G	259 63%	287 72% I	1087 71% ACEGI	1189 77% KBDFHJ

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
RESTRICTIONS GEO-SPECIFIC (NET)	1329 40% E	1538 46% ADF	191 40% E	183 40% E	130 33% E	170 41% E	193 36% GBDFJL	296 55% E	166 40% E	196 49% IDF	649 42% AEG	693 45% D
RESTRICTIONS GEO-SPECIFIC CONSISTENT (NET)	1329 40% E	1460 44% A	191 40% E	183 40% E	130 33% E	170 41% E	193 36% E	218 41% E	166 40% E	196 49% IBDFH	649 42% AEG	693 45% D
RESTRICTIONS GEO-SPECIFIC ADDED (NET)	- -	243 7% ADFJL	-	-	-	-	-	243 46% GBDFJL	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
.com	1633 49% BK	1230 37% JL DAEGIK	315 67% DAEGIK	205 45% BJL	240 60% FAIK	195 47% BJL	295 55% HAIK	220 41% BJL	201 49% JK	126 31% JK	582 38% L	484 31% L
.net	1516 45% BK	1186 35% JL	273 58% DAIK	180 39% JL	212 53% FAK	185 45% BJL	280 53% HAK	234 44% BJL	191 46% JK	107 27% JK	560 36% L	480 31% L
.info	1382 41% BK	1230 37% L	234 49% DAK	171 37% JL	175 44% K	192 46% BDHJL	249 47% HAK	207 39% L	180 43% K	150 37% K	544 35% L	510 33% L
.org	1149 34% BK	932 28% JL	156 33% D	121 26% JL	145 36% K	160 39% BDJL	215 40% ACK	185 35% BDJL	157 38% JK	89 22% JK	476 31% L	377 24% L
.cn	172 31% BK	171 31% JL	-	-	-	-	-	-	-	-	172 31% L	171 31% L
.vn	17 33% BK	9 17% JL	-	-	-	-	-	-	-	-	17 33% L	9 17% L
.ph	18 18% BK	13 13% JL	-	-	-	-	-	-	-	-	18 18% L	13 13% L
.jp	53 30% BK	54 31% JL	-	-	-	-	-	-	-	-	53 30% L	54 31% L
.kr	35 35% BK	34 34% JL	-	-	-	-	-	-	-	-	35 35% L	34 34% L
.ru	81 62% B	53 41% JL	-	-	-	-	-	-	-	-	81 62% L	53 41% L
.in	91 28% BK	84 25% JL	-	-	-	-	-	-	-	-	91 28% L	84 25% L
.id	50 50% BK	47 47% JL	-	-	-	-	-	-	-	-	50 50% L	47 47% L
.ng	76 37% B	53 27% JL	-	-	-	-	-	-	76 37% J	53 27% J	-	-
.za	51 50% B	23 23% JL	-	-	-	-	-	-	51 50% J	23 23% J	-	-
.eg	30 28% BK	22 22% JL	-	-	-	-	-	-	30 28% J	22 22% J	-	-
.co	66 53% BK	51 41% JL	-	-	66 53% K	51 41% BDJL	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
.ar	61 61%	56 54%	-	-	61 61%	56 54%	-	-	-	-	-	-
.br	86 49%	75 40%	-	-	86 49%	75 40%	-	-	-	-	-	-
.it	35 65% B	22 44%	-	-	-	-	35 65% H	22 44%	-	-	-	-
.tr	17 34%	18 36%	-	-	-	-	17 34%	18 36%	-	-	-	-
.es	25 50%	23 46%	-	-	-	-	25 50%	23 46%	-	-	-	-
.pl	32 60%	29 55%	-	-	-	-	32 60%	29 55%	-	-	-	-
.uk	44 44% B	29 29%	-	-	-	-	44 44% H	29 29%	-	-	-	-
.fr	44 44%	40 38%	-	-	-	-	44 44%	40 38%	-	-	-	-
.de	62 50%	62 50%	-	-	-	-	62 50%	62 50%	-	-	-	-
.us	91 34%	78 31%	91 34%	78 31%	-	-	-	-	-	-	-	-
.ca	33 32%	32 30%	33 32%	32 30%	-	-	-	-	-	-	-	-
.mx	59 58% B	37 37%	59 58% D	37 37%	-	-	-	-	-	-	-	-
.eu	-	168 35%	-	-	-	-	-	168 35%	-	-	-	-
RESTRICTIONS TOTAL (NET)	2158 64% BK	1988 59% L	356 75% DAGIK	283 62% JL	278 70% AK	299 72% BDHJL	360 68% K	338 63% BJL	273 66% JK	220 55%	891 58%	848 55%
RESTRICTIONS CONSISTENT (NET)	2158 64% BK	1980 59% L	356 75% DAGIK	283 62% JL	278 70% AK	299 72% BDHJL	360 68% K	330 62% JL	273 66% JK	220 55%	891 58%	848 55%
RESTRICTIONS GLOBAL (NET)	2110 63% BK	1909 57% L	352 74% DAEGIK	276 60% JL	272 68% AK	293 71% BDHJL	349 65% HK	318 60% JL	264 64% JK	212 53%	873 57% L	810 53%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
RESTRICTIONS GEO-SPECIFIC (NET)	1329 40% BK	1141 34% JL	183 39% DK	147 32% J	213 53% FACIK	182 44% BDJL	259 49% ACIK	249 47% BDJL	157 38% J	98 24% J	517 34% L	465 30% J
RESTRICTIONS GEO-SPECIFIC CONSISTENT (NET)	1329 40% BK	1115 33% JL	183 39% DK	147 32% J	213 53% FACIK	182 44% BDJL	259 49% HACIK	223 42% BDJL	157 38% J	98 24% J	517 34% L	465 30% J
RESTRICTIONS GEO-SPECIFIC ADDED (NET)	- -	168 5% ADFJL	-	-	-	-	-	168 31% GBDFJL	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

2 Aug 2016
Table 90

1. .com

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
STRICT/SOME RESTRICTIONS (NET)	1694 50% CEG	2119 63% ADFH	153 32% C	255 55% C	159 40% C	220 53% E	228 43% C	314 59% G	211 51% CEG	275 69% IBDFH	943 61% ACEGI	1055 69% KBDFH
Strict purchase restrictions should be required	588 18% CEG	786 23% AFH	36 8% C	97 21% CH	52 13% C	71 17% C	63 12% C	83 16% C	89 21% ACEG	128 32% IBDFHL	348 23% ACEG	407 26% KBDFH
Some purchase restrictions should be required	1106 33% CE	1333 40% AD	117 25% C	158 34% C	107 27% C	149 36% E	165 31% C	231 43% GDFJ	122 29% C	147 37% I	595 39% ACEGI	648 42% BDFJ
No purchase restrictions should be required	1633 49% BK	1230 37% JL	315 67% DAEGIK	205 45% BJL	240 60% FAIK	195 47% BJL	295 55% HAIK	220 41% BJL	201 49% JK	126 31% C	582 38% L	484 31% L
Not Sure	26 1% B	- - DE	5 1% DE	- - -	- - -	- - HAEIK	10 2% -	- -	1 - -	- -	10 1% L	- -
Decline to Answer	4 * B	- -	- -	- -	1 * -	- -	- -	- -	1 * -	- -	2 * -	- -
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

2 Aug 2016
Table 91

2. .net

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
STRICT/SOME RESTRICTIONS (NET)	1809 54% CEG	2163 65% AFH	195 41% CEG	280 61% C	186 47% E	230 55% E	242 45% G	300 56% G	221 53% CG	294 73% IBDFH	965 63% ACEGI	1059 69% KBDFH
Strict purchase restrictions should be required	486 14% CG	625 19% AFH	44 9% CEG	82 18% CH	50 13% C	61 15% E	48 9% G	60 11% G	67 16% CG	98 24% IBDFH	277 18% ACEG	324 21% KBDFH
Some purchase restrictions should be required	1323 39% CE	1538 46% AF	151 32% DAIK	198 43% JL	136 34% FAK	169 41% BJL	194 36% HAK	240 45% BJL	154 37% JK	196 49% IF	688 45% ACEGI	735 48% BF
No purchase restrictions should be required	1516 45% BK	1186 35% JL	273 58% DAIK	180 39% JL	212 53% FAK	185 45% BJL	280 53% HAK	234 44% BJL	191 46% JK	107 27% IF	560 36% L	480 31% L
Not Sure	30 1% B	-	5 1% D	-	2 1% E	-	11 2% HAEIK	-	2 *	-	10 1% L	-
Decline to Answer	2 *	-	-	-	-	-	-	-	-	-	2 *	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

2 Aug 2016
Table 92

3. .info

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
STRICT/SOME RESTRICTIONS (NET)	1943 58% CG	2119 63% AF	233 49%	289 63% CF	224 56% C	223 54%	275 52%	327 61% GF	232 56% C	251 63% F	979 64% ACEGI	1029 67% BFH
Strict purchase restrictions should be required	511 15% C	537 16% H	57 12%	85 18% CH	57 14%	58 14%	67 13%	57 11%	71 17% CG	81 20% BFH	259 17% ACG	256 17% H
Some purchase restrictions should be required	1432 43% C	1582 47% AFJ	176 37%	204 44% C	167 42%	165 40%	208 39%	270 51% GFJ	161 39%	170 42%	720 47% ACGI	773 50% BDFJ
No purchase restrictions should be required	1382 41% BK	1230 37% L	234 49% DAK	171 37%	175 44% K	192 46% BDHJL	249 47% HAK	207 39% L	180 43% K	150 37%	544 35%	510 33%
Not Sure	30 1% B	-	6 1% D	-	1 *	-	9 2% HAE	-	2 *	-	12 1% L	-
Decline to Answer	2 *	-	-	-	-	-	-	-	-	-	2 *	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
STRICT/SOME RESTRICTIONS (NET)	2179 65% G	2417 72% AFH	312 66% G	339 74% CFH	253 63% G	255 61% G	308 58% G	349 65% G	256 62% G	312 78% IBFH	1050 68% AGI	1162 76% KBFH
Strict purchase restrictions should be required	806 24% G	925 28% AH	130 27% G	149 32% BH	113 28% AG	111 27% H	94 18% G	101 19% G	94 23% IBFHL	133 33% G	375 24% G	431 28% KH
Some purchase restrictions should be required	1373 41% E	1492 45% AF	182 38% G	190 41% F	140 35% G	144 35% G	214 40% G	248 46% GF	162 39% G	179 45% F	675 44% ACE	731 47% KBDF
No purchase restrictions should be required	1149 34% BK	932 28% JL	156 33% D	121 26% K	145 36% BDJL	160 39% BDJL	215 40% ACK	185 35% BDJL	157 38% JK	89 22% G	476 31% L	377 24% L
Not Sure	26 1% B	-	5 1% D	-	1 * G	-	10 2% HAEIK	-	1 * G	-	9 1% L	-
Decline to Answer	3 * G	-	-	-	1 * G	-	-	-	-	-	2 * G	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

2 Aug 2016
Table 94

5. .cn

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	550	551	..	..	..	..	..	..	..	..	550	551
STRICT/SOME RESTRICTIONS (NET)	375 68%	380 69%	-	-	-	-	-	-	-	-	375 68%	380 69%
Strict purchase restrictions should be required	114 21%	126 23%	-	-	-	-	-	-	-	-	114 21%	126 23%
Some purchase restrictions should be required	261 47%	254 46%	-	-	-	-	-	-	-	-	261 47%	254 46%
No purchase restrictions should be required	172 31%	171 31%	-	-	-	-	-	-	-	-	172 31%	171 31%
Not Sure	3 1%	-	-	-	-	-	-	-	-	-	3 1%	-
Sigma	550 100%	551 100%	-	-	-	-	-	-	-	-	550 100%	551 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	52*	52*	..**	..**	..**	..**	..**	..**	..**	..**	52*	52*
STRICT/SOME RESTRICTIONS (NET)	35 67%	43 83%	- -	- -	- -	- -	- -	- -	- -	- -	35 67%	43 83%
Strict purchase restrictions should be required	16 31%	19 37%	- -	- -	- -	- -	- -	- -	- -	- -	16 31%	19 37%
Some purchase restrictions should be required	19 37%	24 46%	- -	- -	- -	- -	- -	- -	- -	- -	19 37%	24 46%
No purchase restrictions should be required	17 33%	9 17%	- -	- -	- -	- -	- -	- -	- -	- -	17 33%	9 17%
Sigma	52 100%	52 100%	- -	- -	- -	- -	- -	- -	- -	- -	52 100%	52 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	102	101	..**	..**	..**	..**	..**	..**	..**	..**	102	101
STRICT/SOME RESTRICTIONS (NET)	84 82%	88 87%	- -	- -	- -	- -	- -	- -	- -	- -	84 82%	88 87%
Strict purchase restrictions should be required	34 33%	34 34%	- -	- -	- -	- -	- -	- -	- -	- -	34 33%	34 34%
Some purchase restrictions should be required	50 49%	54 53%	- -	- -	- -	- -	- -	- -	- -	- -	50 49%	54 53%
No purchase restrictions should be required	18 18%	13 13%	- -	- -	- -	- -	- -	- -	- -	- -	18 18%	13 13%
Sigma	102 100%	101 100%	- -	- -	- -	- -	- -	- -	- -	- -	102 100%	101 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

8. .jp

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	176	176	..**	..**	..**	..**	..**	..**	..**	..**	176	176
STRICT/SOME RESTRICTIONS (NET)	121 69%	122 69%	-	-	-	-	-	-	-	-	121 69%	122 69%
Strict purchase restrictions should be required	37 21%	29 16%	-	-	-	-	-	-	-	-	37 21%	29 16%
Some purchase restrictions should be required	84 48%	93 53%	-	-	-	-	-	-	-	-	84 48%	93 53%
No purchase restrictions should be required	53 30%	54 31%	-	-	-	-	-	-	-	-	53 30%	54 31%
Not Sure	2 1%	-	-	-	-	-	-	-	-	-	2 1%	-
Sigma	176 100%	176 100%	-	-	-	-	-	-	-	-	176 100%	176 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 98

9. .kr

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	101	101	..**	..**	..**	..**	..**	..**	..**	..**	101	101
STRICT/SOME RESTRICTIONS (NET)	64 63%	67 66%	- -	- -	- -	- -	- -	- -	- -	- -	64 63%	67 66%
Strict purchase restrictions should be required	14 14%	21 21%	- -	- -	- -	- -	- -	- -	- -	- -	14 14%	21 21%
Some purchase restrictions should be required	50 50%	46 46%	- -	- -	- -	- -	- -	- -	- -	- -	50 50%	46 46%
No purchase restrictions should be required	35 35%	34 34%	- -	- -	- -	- -	- -	- -	- -	- -	35 35%	34 34%
Not Sure	2 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 2%	- -
Sigma	101 100%	101 100%	- -	- -	- -	- -	- -	- -	- -	- -	101 100%	101 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

10. .ru

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	130	128	..**	..**	..**	..**	..**	..**	..**	..**	130	128
STRICT/SOME RESTRICTIONS (NET)	49 38%	75 59% A	-	-	-	-	-	-	-	-	49 38%	75 59% K
Strict purchase restrictions should be required	9 7%	23 18% A	-	-	-	-	-	-	-	-	9 7%	23 18% K
Some purchase restrictions should be required	40 31%	52 41%	-	-	-	-	-	-	-	-	40 31%	52 41%
No purchase restrictions should be required	81 62% B	53 41%	-	-	-	-	-	-	-	-	81 62% L	53 41%
Sigma	130 100%	128 100%	-	-	-	-	-	-	-	-	130 100%	128 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

11. .in

Base: All Qualified Respondents

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	325	330	..**	..**	..**	..**	..**	..**	..**	..**	325	330
STRICT/SOME RESTRICTIONS (NET)	231 71%	246 75%	-	-	-	-	-	-	-	-	231 71%	246 75%
Strict purchase restrictions should be required	112 34%	106 32%	-	-	-	-	-	-	-	-	112 34%	106 32%
Some purchase restrictions should be required	119 37%	140 42%	-	-	-	-	-	-	-	-	119 37%	140 42%
No purchase restrictions should be required	91 28%	84 25%	-	-	-	-	-	-	-	-	91 28%	84 25%
Not Sure	1 *	-	-	-	-	-	-	-	-	-	1 *	-
Decline to Answer	2 1%	-	-	-	-	-	-	-	-	-	2 1%	-
Sigma	325 100%	330 100%	-	-	-	-	-	-	-	-	325 100%	330 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 101

12. .id

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	101	100	..**	..**	..**	..**	..**	..**	..**	..**	101	100
STRICT/SOME RESTRICTIONS (NET)	51 50%	53 53%	-	-	-	-	-	-	-	-	51 50%	53 53%
Strict purchase restrictions should be required	25 25%	23 23%	-	-	-	-	-	-	-	-	25 25%	23 23%
Some purchase restrictions should be required	26 26%	30 30%	-	-	-	-	-	-	-	-	26 26%	30 30%
No purchase restrictions should be required	50 50%	47 47%	-	-	-	-	-	-	-	-	50 50%	47 47%
Sigma	101 100%	100 100%	-	-	-	-	-	-	-	-	101 100%	100 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 102

13. .ng

Base: All Qualified Respondents

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	207	200	..**	..**	..**	..**	..**	..**	207	200	..**	..**
STRICT/SOME RESTRICTIONS (NET)	131 63%	147 74% A	-	-	-	-	-	-	131 63%	147 74% I	-	-
Strict purchase restrictions should be required	50 24%	54 27%	-	-	-	-	-	-	50 24%	54 27%	-	-
Some purchase restrictions should be required	81 39%	93 47%	-	-	-	-	-	-	81 39%	93 47%	-	-
No purchase restrictions should be required	76 37% B	53 27%	-	-	-	-	-	-	76 37% J	53 27%	-	-
Sigma	207 100%	200 100%	-	-	-	-	-	-	207 100%	200 100%	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 103

14. .za

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	101	101	..**	..**	..**	..**	..**	..**	101	101	..**	..**
STRICT/SOME RESTRICTIONS (NET)	50 50%	78 77% A	-	-	-	-	-	-	50 50%	78 77% I	-	-
Strict purchase restrictions should be required	19 19%	27 27%	-	-	-	-	-	-	19 19%	27 27%	-	-
Some purchase restrictions should be required	31 31%	51 50% A	-	-	-	-	-	-	31 31%	51 50% I	-	-
No purchase restrictions should be required	51 50% B	23 23%	-	-	-	-	-	-	51 50% J	23 23%	-	-
Sigma	101 100%	101 100%	-	-	-	-	-	-	101 100%	101 100%	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 104

15. .eg

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	106	100	..**	..**	..**	..**	..**	..**	106	100	..**	..**
STRICT/SOME RESTRICTIONS (NET)	75 71%	78 78%	-	-	-	-	-	-	75 71%	78 78%	-	-
Strict purchase restrictions should be required	21 20%	26 26%	-	-	-	-	-	-	21 20%	26 26%	-	-
Some purchase restrictions should be required	54 51%	52 52%	-	-	-	-	-	-	54 51%	52 52%	-	-
No purchase restrictions should be required	30 28%	22 22%	-	-	-	-	-	-	30 28%	22 22%	-	-
Not Sure	1 1%	-	-	-	-	-	-	-	1 1%	-	-	-
Sigma	106 100%	100 100%	-	-	-	-	-	-	106 100%	100 100%	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 105

16. .co

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	125	125	-.**	-.**	125	125	-.**	-.**	-.**	-.**	-.**	-.**
STRICT/SOME RESTRICTIONS (NET)	59 47%	74 59%	-	-	59 47%	74 59%	-	-	-	-	-	-
Strict purchase restrictions should be required	16 13%	14 11%	-	-	16 13%	14 11%	-	-	-	-	-	-
Some purchase restrictions should be required	43 34%	60 48% A	-	-	43 34%	60 48% E	-	-	-	-	-	-
No purchase restrictions should be required	66 53%	51 41%	-	-	66 53%	51 41%	-	-	-	-	-	-
Sigma	125 100%	125 100%	-	-	125 100%	125 100%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

17. .ar

Base: All Qualified Respondents

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	100	104	..**	..**	100	104	..**	..**	..**	..**	..**	..**
STRICT/SOME RESTRICTIONS (NET)	39 39%	48 46%	-	-	39 39%	48 46%	-	-	-	-	-	-
Strict purchase restrictions should be required	15 15%	9 9%	-	-	15 15%	9 9%	-	-	-	-	-	-
Some purchase restrictions should be required	24 24%	39 38% A	-	-	24 24%	39 38% E	-	-	-	-	-	-
No purchase restrictions should be required	61 61%	56 54%	-	-	61 61%	56 54%	-	-	-	-	-	-
Sigma	100 100%	104 100%	-	-	100 100%	104 100%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 107

18. .br

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	175	186	-.**	-.**	175	186	-.**	-.**	-.**	-.**	-.**	-.**
STRICT/SOME RESTRICTIONS (NET)	88 50%	111 60%	-	-	88 50%	111 60%	-	-	-	-	-	-
Strict purchase restrictions should be required	25 14%	40 22%	-	-	25 14%	40 22%	-	-	-	-	-	-
Some purchase restrictions should be required	63 36%	71 38%	-	-	63 36%	71 38%	-	-	-	-	-	-
No purchase restrictions should be required	86 49%	75 40%	-	-	86 49%	75 40%	-	-	-	-	-	-
Decline to Answer	1 1%	-	-	-	1 1%	-	-	-	-	-	-	-
Sigma	175 100%	186 100%	-	-	175 100%	186 100%	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

2 Aug 2016
Table 108

19. .it

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	54*	50*	-.**	-.**	-.**	-.**	54*	50*	-.**	-.**	-.**	-.**
STRICT/SOME RESTRICTIONS (NET)	18 33%	28 56% A	-	-	-	-	18 33%	28 56% G	-	-	-	-
Strict purchase restrictions should be required	3 6%	8 16%	-	-	-	-	3 6%	8 16%	-	-	-	-
Some purchase restrictions should be required	15 28%	20 40%	-	-	-	-	15 28%	20 40%	-	-	-	-
No purchase restrictions should be required	35 65% B	22 44%	-	-	-	-	35 65% H	22 44%	-	-	-	-
Not Sure	1 2%	-	-	-	-	-	1 2%	-	-	-	-	-
Sigma	54 100%	50 100%	-	-	-	-	54 100%	50 100%	-	-	-	-

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

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

2 Aug 2016
Table 109

20. .tr

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	50*	50*	-.**	-.**	-.**	-.**	50*	50*	-.**	-.**	-.**	-.**
STRICT/SOME RESTRICTIONS (NET)	32 64%	32 64%	-	-	-	-	32 64%	32 64%	-	-	-	-
Strict purchase restrictions should be required	11 22%	14 28%	-	-	-	-	11 22%	14 28%	-	-	-	-
Some purchase restrictions should be required	21 42%	18 36%	-	-	-	-	21 42%	18 36%	-	-	-	-
No purchase restrictions should be required	17 34%	18 36%	-	-	-	-	17 34%	18 36%	-	-	-	-
Not Sure	1 2%	-	-	-	-	-	1 2%	-	-	-	-	-
Sigma	50 100%	50 100%	-	-	-	-	50 100%	50 100%	-	-	-	-

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

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

2 Aug 2016
Table 110

21. .es

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	50*	50*	..**	..**	..**	..**	50*	50*	..**	..**	..**	..**
STRICT/SOME RESTRICTIONS (NET)	23 46%	27 54%	-	-	-	-	23 46%	27 54%	-	-	-	-
Strict purchase restrictions should be required	2 4%	4 8%	-	-	-	-	2 4%	4 8%	-	-	-	-
Some purchase restrictions should be required	21 42%	23 46%	-	-	-	-	21 42%	23 46%	-	-	-	-
No purchase restrictions should be required	25 50%	23 46%	-	-	-	-	25 50%	23 46%	-	-	-	-
Not Sure	1 2%	-	-	-	-	-	1 2%	-	-	-	-	-
Decline to Answer	1 2%	-	-	-	-	-	1 2%	-	-	-	-	-
Sigma	50 100%	50 100%	-	-	-	-	50 100%	50 100%	-	-	-	-

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

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

2 Aug 2016
Table 111

22. .pl

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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 - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 112

23. .uk

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	100	100	..**	..**	..**	..**	100	100	..**	..**	..**	..**
STRICT/SOME RESTRICTIONS (NET)	55 55%	71 71% A	-	-	-	-	55 55%	71 71% G	-	-	-	-
Strict purchase restrictions should be required	19 19%	21 21%	-	-	-	-	19 19%	21 21%	-	-	-	-
Some purchase restrictions should be required	36 36%	50 50% A	-	-	-	-	36 36%	50 50% G	-	-	-	-
No purchase restrictions should be required	44 44% B	29 29%	-	-	-	-	44 44% H	29 29%	-	-	-	-
Not Sure	1 1%	-	-	-	-	-	1 1%	-	-	-	-	-
Sigma	100 100%	100 100%	-	-	-	-	100 100%	100 100%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 113

24. .fr

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	101	106	..**	..**	..**	..**	101	106	..**	..**	..**	..**
STRICT/SOME RESTRICTIONS (NET)	53 52%	66 62%	-	-	-	-	53 52%	66 62%	-	-	-	-
Strict purchase restrictions should be required	15 15%	19 18%	-	-	-	-	15 15%	19 18%	-	-	-	-
Some purchase restrictions should be required	38 38%	47 44%	-	-	-	-	38 38%	47 44%	-	-	-	-
No purchase restrictions should be required	44 44%	40 38%	-	-	-	-	44 44%	40 38%	-	-	-	-
Not Sure	4 4% B	-	-	-	-	-	4 4% H	-	-	-	-	-
Sigma	101 100%	106 100%	-	-	-	-	101 100%	106 100%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 114

25. .de

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	125	125	-.**	-.**	-.**	-.**	125	125	-.**	-.**	-.**	-.**
STRICT/SOME RESTRICTIONS (NET)	62 50%	63 50%	-	-	-	-	62 50%	63 50%	-	-	-	-
Strict purchase restrictions should be required	18 14%	20 16%	-	-	-	-	18 14%	20 16%	-	-	-	-
Some purchase restrictions should be required	44 35%	43 34%	-	-	-	-	44 35%	43 34%	-	-	-	-
No purchase restrictions should be required	62 50%	62 50%	-	-	-	-	62 50%	62 50%	-	-	-	-
Not Sure	1 1%	-	-	-	-	-	1 1%	-	-	-	-	-
Sigma	125 100%	125 100%	-	-	-	-	125 100%	125 100%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 115

26. .us

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	268	255	268	255	..**	..**	..**	..**	..**	..**	..**	..**
STRICT/SOME RESTRICTIONS (NET)	173 65%	177 69%	173 65%	177 69%	- -	- -	- -	- -	- -	- -	- -	- -
Strict purchase restrictions should be required	60 22%	75 29%	60 22%	75 29%	- -	- -	- -	- -	- -	- -	- -	- -
Some purchase restrictions should be required	113 42%	102 40%	113 42%	102 40%	- -	- -	- -	- -	- -	- -	- -	- -
No purchase restrictions should be required	91 34%	78 31%	91 34%	78 31%	- -	- -	- -	- -	- -	- -	- -	- -
Not Sure	4 1%	- -	4 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sigma	268 100%	255 100%	268 100%	255 100%	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 116

27. .ca

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	103	105	103	105	..**	..**	..**	..**	..**	..**	..**	..**
STRICT/SOME RESTRICTIONS (NET)	69 67%	73 70%	69 67%	73 70%	- -	- -	- -	- -	- -	- -	- -	- -
Strict purchase restrictions should be required	21 20%	30 29%	21 20%	30 29%	- -	- -	- -	- -	- -	- -	- -	- -
Some purchase restrictions should be required	48 47%	43 41%	48 47%	43 41%	- -	- -	- -	- -	- -	- -	- -	- -
No purchase restrictions should be required	33 32%	32 30%	33 32%	32 30%	- -	- -	- -	- -	- -	- -	- -	- -
Not Sure	1 1%	-	1 1%	-	- -	- -	- -	- -	- -	- -	- -	- -
Sigma	103 100%	105 100%	103 100%	105 100%	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 117

28. .mx

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	102	100	102	100	..**	..**	..**	..**	..**	..**	..**	..**
STRICT/SOME RESTRICTIONS (NET)	42 41%	63 63% A	42 41%	63 63% C	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	12 12%	25 25% A	12 12%	25 25% C	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	30 29%	38 38%	30 29%	38 38%	-	-	-	-	-	-	-	-
No purchase restrictions should be required	59 58% B	37 37%	59 58% D	37 37%	-	-	-	-	-	-	-	-
Not Sure	1 1%	-	1 1%	-	-	-	-	-	-	-	-	-
Sigma	102 100%	100 100%	102 100%	100 100%	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 118

29. .eu

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	484	-.**	-.**	-.**	-.**	-.**	484	-.**	-.**	-.**	-.**
STRICT/SOME RESTRICTIONS (NET)	-	316 65%	-	-	-	-	-	316 65%	-	-	-	-
Strict purchase restrictions should be required	-	73 15%	-	-	-	-	-	73 15%	-	-	-	-
Some purchase restrictions should be required	-	243 50%	-	-	-	-	-	243 50%	-	-	-	-
No purchase restrictions should be required	-	168 35%	-	-	-	-	-	168 35%	-	-	-	-
Sigma	-	484 100%	-	-	-	-	-	484 100%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

SUMMARY TABLE OF YES

Base: All Qualified Respondents

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	3349	-**	460	-**	415	-**	534	-**	401	-**	1539
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% L	- -	365 79% L	- -	317 76%	- -	420 79% L	- -	310 77%	- -	1139 74%
Requirements for validated credentials related to the gTLD (e.g., must be a licensed contractor to register a .builder domain)	- -	2481 74% DF	- -	310 67%	- -	276 67%	- -	392 73% DF	- -	298 74% DF	- -	1205 78% BDFH
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% H	- -	333 72%	- -	305 73%	- -	365 68%	- -	305 76% H	- -	1118 73%
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% FH	- -	350 76% BFHJ	- -	273 66%	- -	349 65%	- -	281 70%	- -	1109 72% FH

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	3349	-.**	460	-.**	415	-.**	534	-.**	401	-.**	1539
Yes	-	2481 74% DF	-	310 67%	-	276 67%	-	392 73% DF	-	298 74% DF	-	1205 78% BDFH
No	-	868 26% L	-	150 33% BHJL	-	139 33% BHJL	-	142 27% L	-	103 26%	-	334 22%
Sigma	-	3349 100%	-	460 100%	-	415 100%	-	534 100%	-	401 100%	-	1539 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	3349	-**	460	-**	415	-**	534	-**	401	-**	1539
Yes	-	2551 76% L	-	365 79% L	-	317 76%	-	420 79% L	-	310 77%	-	1139 74%
No	-	798 24%	-	95 21%	-	98 24%	-	114 21%	-	91 23%	-	400 26% BDH
Sigma	-	3349 100%	-	460 100%	-	415 100%	-	534 100%	-	401 100%	-	1539 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	3349	-.**	460	-.**	415	-.**	534	-.**	401	-.**	1539
Yes	-	2362 71% FH	-	350 76% BFHJ	-	273 66%	-	349 65%	-	281 70%	-	1109 72% FH
No	-	987 29% D	-	110 24%	-	142 34% BDL	-	185 35% BDL	-	120 30% D	-	430 28%
Sigma	-	3349 100%	-	460 100%	-	415 100%	-	534 100%	-	401 100%	-	1539 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	3349	-**	460	-**	415	-**	534	-**	401	-**	1539
Yes	-	2426 72% H	-	333 72%	-	305 73%	-	365 68%	-	305 76% H	-	1118 73%
No	-	923 28%	-	127 28%	-	110 27%	-	169 32% BJ	-	96 24%	-	421 27%
Sigma	-	3349 100%	-	460 100%	-	415 100%	-	534 100%	-	401 100%	-	1539 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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...?

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Table 124

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
More trustworthy	2030 60% G	2308 69% AH	279 59% G	320 70% CH	274 69% ACGI	324 78% EBDHL	240 45%	308 58% G	251 61% G	291 73% IH	986 64% ACG	1065 69% KH
Doesn't make a difference	869 26% BE	666 20% F	145 31% DAEIK	98 21% F	61 15% F	43 10%	188 35% HAEIK	148 28% BDFJL	100 24% JE	70 17% F	375 24% LE	307 20% F
Less trustworthy	167 5% CK	154 5% D	14 3%	10 2%	25 6% C	23 6% D	40 8% ACK	33 6% DJ	26 6% JC	13 3%	62 4%	75 5% D
Not sure	290 9% BK	221 7%	35 7%	32 7%	40 10% F	25 6%	65 12% HACK	45 8% L	37 9%	27 7%	113 7%	92 6%
Decline to Answer	1 *	-	-	-	-	-	-	-	-	-	1 *	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
Weighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
RESEARCH (NET)	698 21% EG	878 26% AFH	93 20% G	125 27% CFH	60 15%	74 18%	76 14%	87 16%	96 23% EG	123 31% IBFH	373 24% ACEG	469 30% KBFH
Researching online/Internet searches	293 9% E	366 11% AFH	44 9%	73 16% CBFHL	24 6%	32 8%	36 7%	34 6%	53 13% AEGK	73 18% IBFHL	136 9%	154 10% H
Check registration/If it's registered	136 4% CEG	194 6% ADFH	5 1%	16 3% C	1 *	15 4% E	1 *	10 2% G	11 3% EG	17 4% H	118 8% ACEGI	136 9% BDFHJ
If it's verified/Can be verified	48 1% G	103 3% AF	5 1%	9 2%	10 3% G	6 1%	1 *	15 3% G	8 2% G	14 3% G	24 2% G	59 4% KBF
Using specific sites that classify/provide information on sites (i.e., whois.org)	124 4%	102 3% F	20 4%	13 3%	9 2%	6 1%	21 4%	11 2%	20 5% JE	9 2%	54 4%	63 4% BFH
Sites credibility/Being legitimate/trustworthy	117 3% B	84 3% J	18 4% D	7 2%	10 3%	12 3%	19 4%	11 2%	13 3% J	4 1%	57 4%	50 3% BJ
Attempt to contact the site/Call/Email/Visit their location	-	38 1% A	-	3 1%	-	7 2% E	-	6 1% G	-	8 2% I	-	14 1% K
Other research mentions	59 2%	57 2%	8 2%	9 2%	7 2%	3 1%	7 1%	7 1%	6 1%	7 2%	31 2%	31 2%
APPEARANCE/CONTEN T (NET)	1092 33% BK	628 19% L	186 39% DAGK	100 22% L	165 41% FAGK	86 21% L	169 32% HK	111 21% L	163 39% JAGK	84 21% L	409 27% L	247 16% L
Content/Information on site	596 18% BGK	262 8% L	95 20% DGK	43 9%	107 27% FACGIK	41 10% L	78 15% H	36 7%	79 19% J	37 9%	237 15% L	105 7% L
Look for contact information/Ability to contact site	108 3% K	84 3% L	17 4%	13 3%	15 4%	14 3% L	11 2%	14 3%	28 7% ACGK	17 4% BL	37 2%	26 2%
Initial appearance/layout/ design	153 5% BK	81 2% L	35 7% DAIK	14 3%	29 7% FAIK	11 3%	33 6% HIK	17 3%	14 3%	8 2%	42 3%	31 2%
Owner/Registered owner of site	53 2%	76 2% A	13 3% AK	14 3%	8 2%	8 2%	7 1%	13 2%	4 1%	13 3% I	21 1%	28 2%
From the services/What is offered	37 1% K	47 1%	7 1% K	9 2%	3 1%	4 1%	7 1% K	5 1%	13 3% AEK	12 3% BFHL	7 *	17 1% K
Finding something wrong/suspicious/illegal	131 4% BC	47 1%	10 2%	3 1%	20 5% FCG	6 1%	13 2%	6 1%	32 8% JACGK	3 1%	56 4% L	29 2% B
Look for "About Us" section	22 1% K	37 1% AL	1 *	6 1% L	-	1 *	19 4% ACEIK	25 5% BDFJL	-	2 *	2 *	3 *

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Weighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
Accuracy of information	26 1% K	27 1% H	9 2% AGK	4 1% H	4 1% *	7 2% BH	1 *	-	5 1% *	3 1% H	7 *	13 1% H
Correct spelling/grammar	46 1% BEK	22 1% *	22 5% DAEIK	3 1% *	1 *	2 *	14 3% HAEK	2 *	5 1% K	7 2% BHL	4 *	8 1% *
Site requesting payments	21 1% *	12 *	2 *	2 *	-	-	6 1% HE	-	2 *	2 *	11 1% *	8 1% *
Information/Personal information requested	45 1% BK	5 *	15 3% DAGIK	1 *	8 2% FK	1 *	7 1% H	1 *	5 1% J	-	10 1% L	2 *
Other appearance/content mentions	67 2% E	64 2% *	12 3% E	12 3% *	3 1% *	14 3% EBJL	11 2% *	11 2% *	8 2% *	5 1% *	33 2% *	22 1% *
DOMAIN/NAME/EXTENSION (NET)	514 15% GK	612 18% A	81 17% GK	76 17% *	91 23% ACGIK	109 26% BDHJL	66 12% *	85 16% *	69 17% *	74 18% *	207 13% *	268 17% K
Domain/Domain name/Name	204 6% G	350 10% AH	22 5% *	44 10% C	30 8% G	41 10% *	22 4% *	36 7% *	24 6% *	40 10% I	106 7% G	189 12% KBH
By it's extension	65 2% K	120 4% A	13 3% K	13 3% *	14 4% AK	26 6% BDJL	12 2% *	23 4% *	7 2% *	12 3% *	19 1% *	46 3% K
If it has "https"/Make sure the "S" is in the "https" link	126 4% BK	96 3% L	21 4% K	12 3% *	29 7% AGK	31 7% BDHJL	19 4% *	18 3% L	20 5% K	11 3% *	37 2% *	24 2% *
Web address (Unspec.)	76 2% B	40 1% *	12 3% *	4 1% *	10 3% *	10 2% BL	8 2% *	6 1% *	10 2% *	4 1% *	36 2% L	16 1% *
Through URL	44 1% K	32 1% L	16 3% DAGIK	3 1% *	8 2% K	11 3% BDL	7 1% *	7 1% L	4 1% *	4 1% *	9 1% *	7 *
SSL/SSL certificate	28 1% *	18 1% L	5 1% *	5 1% L	4 1% *	2 *	3 1% *	3 1% *	8 2% AK	5 1% L	8 1% *	3 *
Other domain/name/extension mentions	33 1% *	24 1% *	4 1% *	1 *	5 1% *	3 1% *	4 1% *	1 *	6 1% *	7 2% BDH	14 1% *	12 1% *
SAFETY PROTOCOLS (NET)	517 15% BK	404 12% L	106 22% DAEGK	56 12% L	68 17% K	94 23% EBDHJL	92 17% HK	66 12% L	86 21% JAK	62 15% BL	165 11% L	126 8% *
INTERNET SAFETY (SUB-NET)	161 5% K	145 4% L	30 6% K	19 4% *	24 6% K	33 8% BDL	33 6% K	29 5% L	23 6% K	20 5% L	51 3% *	44 3% *
Security certificate	97 3% K	81 2% L	19 4% K	10 2% *	19 5% AK	24 6% BDHJL	24 5% AK	13 2% *	11 3% *	10 2% *	24 2% *	24 2% *
Security (Unspec.)	47 1% *	42 1% *	6 1% *	7 2% *	4 1% *	4 1% *	9 2% *	10 2% *	9 2% *	5 1% *	19 1% *	16 1% *

Proportions/Means: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Weighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
Other internet safety mentions	24 1%	25 1%	7 1% AG	2 *	2 1%	5 1%	1 *	7 1% GL	4 1%	6 1% L	10 1%	5 *
HARDWARE/SOFTWARE (SUB-NET)	153 5% BK	93 3%	37 8% DAEGK	14 3%	13 3%	18 4% BL	25 5% H	12 2%	26 6% JEK	11 3%	52 3%	38 2%
Use of anti-virus software/virus protection	71 2% K	58 2%	18 4% AK	9 2%	9 2%	12 3% L	15 3% K	9 2%	9 2%	7 2%	20 1%	21 1%
Use of protection software/filter/program	26 1%	31 1%	4 1%	6 1%	-	4 1% E	4 1%	3 1%	3 1%	3 1%	15 1% E	15 1%
Malware/Spyware/Spam software	52 2% BK	6 *	14 3% DAEGK	1 *	3 1%	2 *	6 1%	1 *	14 3% JAEGK	1 *	15 1% L	1 *
Other hardware/software mentions	8 *	2 *	2 *	-	1 *	1 *	-	-	2 *	-	3 *	1 *
SYMBOLS/LOGOS (SUB-NET)	74 2% K	90 3% L	10 2%	14 3% L	19 5% ACGK	28 7% BDHJL	12 2%	17 3% L	14 3% K	13 3% L	19 1%	18 1%
Padlock symbol	37 1% K	48 1% L	3 1%	7 2% L	11 3% ACK	16 4% BDHL	8 2% K	9 2% L	9 2% ACK	8 2% L	6 *	8 1%
Security logos/symbols (Unspec.)	31 1%	19 1%	6 1%	3 1%	7 2% G	5 1% L	2 *	4 1%	4 1%	2 *	12 1%	5 *
Other symbols/logos mentions	7 *	24 1% AL	1 *	4 1%	2 1% K	7 2% BL	2 *	5 1%	1 *	3 1%	1 *	5 *
SITE SECURITY (SUB-NET)	83 2% K	65 2% L	10 2%	7 2%	9 2%	10 2%	17 3% K	9 2%	21 5% ACEK	17 4% BDHL	26 2%	22 1%
Terms and conditions	30 1%	40 1% L	3 1%	4 1%	2 1%	7 2% L	10 2% AK	7 1%	4 1%	12 3% IBDL	11 1%	10 1%
Trademarks/Copyright	13 *	20 1%	1 *	3 1%	1 *	3 1%	1 *	1 *	5 1% AK	2 *	5 *	11 1%
Other site security mentions	42 1% BK	5 *	6 1% D	-	6 2% F	-	7 1% H	1 *	13 3% JAK	3 1% BL	10 1% L	1 *
ALERTS/FLAGS/POP-UPS (SUB-NET)	85 3% BK	42 1% L	32 7% DAEGIK	6 1%	7 2%	12 3% BL	15 3% K	7 1%	9 2%	6 1%	22 1%	11 1%
Browser flags/Alerts if site is unsafe	32 1% K	27 1% L	13 3% DAEIK	1 *	2 1%	7 2% BDL	6 1%	7 1% L	3 1%	5 1%	8 1%	7 *
If site has pop-ups/unwanted offers	40 1% BK	9 *	16 3% DAEGIK	5 1% BHJL	4 1%	3 1% HL	7 1% H	-	3 1%	-	10 1% L	1 *

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Weighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
Warnings/Warning tabs	9 *	2 *	3 1%	-	-	1 *	1 *	-	1 *	1 *	4 *	-
Other alerts/flags/pop-up mentions	8 *	4 *	2 *	-	1 *	1 *	2 *	-	2 *	-	1 *	3 *
PUBLIC AWARENESS/RECOMMENDATIONS (NET)	298 9%	286 9%	54 11% AK	50 11% HL	32 8%	35 8%	45 8%	39 7%	45 11%	47 12% BHL	122 8%	115 7%
Reviews/Comments/Complaints/Compliments	174 5% K	156 5%	32 7% EK	29 6% HL	14 4%	18 4%	32 6% H	17 3%	29 7% EK	30 7% BHL	67 4%	62 4%
How well known site is/Reputation	71 2% G	75 2%	12 3% G	15 3% L	12 3% G	8 2%	5 1%	14 3% G	12 3% G	11 3%	30 2%	27 2%
Family/Friends referral/recommendations	28 1%	25 1%	8 2% DAK	-	4 1%	8 2% BDHL	3 1%	2 *	4 1%	4 1% D	9 1%	11 1%
Through forums/blogs/articles	23 1%	17 1%	1 *	2 *	3 1%	1 *	4 1%	5 1%	2 *	2 *	13 1%	7 *
Other public awareness/recommendations mentions	16 *	31 1% A	4 1%	8 2%	1 *	2 *	3 1%	3 1%	-	4 1% I	8 1%	14 1%
USAGE (NET)	265 8% K	258 8% H	49 10% AGK	49 11% BHJ	33 8%	29 7%	33 6%	27 5%	48 12% JAGK	27 7%	102 7%	126 8% H
By trying it out/visiting it	78 2%	144 4% AF	10 2% CBFHJ	31 7%	10 3%	7 2%	8 2%	18 3% G	8 2%	11 3%	42 3%	77 5% KF
Problems with links/broken links	35 1% K	37 1% L	11 2% AK	8 2% HL	5 1% K	15 4% EBHJL	9 2% HK	2 *	4 1%	4 1%	6 *	8 1%
Through site usage/Activity through users	59 2% BG	30 1% H	4 1%	3 1%	3 1%	4 1% H	4 1% H	-	23 6% JACEGK	4 1% H	25 2%	19 1% H
Prior use/experience with it	62 2% B	23 1%	13 3% D	4 1%	9 2% F	2 *	8 2%	5 1%	9 2%	4 1%	23 1% L	8 1%
Other usage mentions	38 1% K	28 1%	13 3% DAGK	3 1%	7 2% K	4 1%	4 1%	2 *	8 2% K	4 1%	6 *	15 1% K
MISCELLANEOUS (NET)	389 12% BK	309 9%	65 14% DK	42 9%	41 10%	30 7%	80 15% AEIK	67 13% BFJL	43 10%	30 7%	160 10%	140 9%
Don't/Cannot determine if a website is legitimate	91 3% C	149 4% A	5 1%	17 4% C	8 2%	13 3%	29 5% ACEIK	41 8% BDFJL	11 3%	16 4%	38 2%	62 4% K
Common sense/Gut feeling	103 3% BE	53 2% FJ	30 6% DAEGIK	14 3% BFJL	4 1%	2 *	13 2%	13 2% FJ	7 2% J	1 *	49 3% LE	23 1% J

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Weighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
Quality/Reliability of site	32 1% K	46 1% K	7 1% K	5 1% K	10 3% AIK	8 2% K	6 1% K	6 1% K	1 * K	5 1% K	8 1% K	22 1% K
Through ads/advertisement	50 1% BK	23 1% K	12 3% K	4 1% H	11 3% FAK	3 1% H	8 2% H	- - H	6 1% H	3 1% H	13 1% H	13 1% H
Other mentions	119 4% B	41 1% D	12 3% D	3 1% D	11 3% D	4 1% D	26 5% H	9 2% H	18 4% J	5 1% J	52 3% L	20 1% L
EXCLUSIVE (NET)	532 16% EI	679 20% AFJ	61 13% J	97 21% CJ	48 12% J	69 17% J	114 21% ACEI	150 28% GBDFJL	38 9% J	54 13% J	271 18% ACEI	309 20% J
Illegible data	-	-	-	-	-	-	-	-	-	-	-	-
None	57 2% EI	66 2% F	6 1% F	6 1% F	1 * F	1 * F	6 1% F	11 2% F	1 * F	3 1% F	43 3% AEGI	45 3% BFJ
Don't know	300 9% AL	409 12% AL	36 8% AL	56 12% C	34 9% C	54 13% E	67 13% ACEIK	92 17% GBDJL	34 8% K	41 10% K	129 8% K	166 11% K
Declined to answer	175 5% I	204 6% FJ	19 4% I	35 8% CFJ	13 3% I	14 3% I	41 8% ACEI	47 9% BFJ	3 1% I	10 2% I	99 6% AEI	98 6% FJ
Sigma	4743 141%	4388 131%	790 167%	641 139%	593 148%	584 141%	748 140%	682 128%	662 160%	554 138%	1950 127%	1927 125%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Base: All Qualified Respondents

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

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
Yes	1832 55% BGK	1713 51% H DAEGK	299 63% DAEGK	216 47%	217 54%	206 50% H	264 50% H	228 43%	253 61% AEGK	225 56% BDH	799 52%	838 54% BDH
No	1503 45% CI	1636 49% AJL	171 36%	244 53% CJL	182 46% CI	209 50%	259 49% CI	306 57% GBFJL	160 39%	176 44%	731 48% ACI	701 46%
Not Sure	22 1% B	-	3 1%	-	1 *	-	10 2% HAEIK	-	1 *	-	7 * L	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

Base: Tried To Identify

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1832	1713	299	216	217	206	264	228	253	225	799	838
Weighted Base	1832	1713	299	216	217	206	264	228	253	225	799	838
ONLINE ACTIVITY (NET)	1144 62% K	1021 60% L	220 74% DAGIK	127 59% L	160 74% AGIK	144 70% BDHL	158 60% L	131 57% L	164 65% K	144 64% L	442 55% L	475 57% L
SPECIFIC SITE SEARCH (SUB-NET)	626 34% BK	450 26% L	154 52% DAEGIK	65 30% L	90 41% FAK	63 31% L	91 34% K	68 30% L	100 40% JK	66 29% L	191 24% L	188 22% L
Google	143 8% K	180 11% ADL	23 8% L	14 6% L	30 14% ACGK	34 17% BDL	15 6% L	31 14% GDL	32 13% AGK	39 17% BDL	43 5% L	62 7% L
Whois search	409 22% BK	149 9% L	127 42% DAEGIK	51 24% BFHJL	57 26% FK	16 8% L	71 27% HK	25 11% L	65 26% JK	22 10% L	89 11% L	35 4% L
Baidu search	39 2% CEGI	63 4% ADFHJ	-	-	-	-	-	-	-	-	39 5% ACEGI	63 8% KBDFHJ
Denic	-	11 1% AL	-	-	-	-	-	11 5% GBDFJL	-	-	-	-
Go Daddy	11 1% K	4 * L	6 2% AEGK	1 * L	-	1 * L	-	-	5 2% JAEGK	-	-	2 * L
DNS records	11 1% B	1 * L	2 1% L	-	2 1% L	-	3 1% L	-	1 * L	1 * L	3 * L	-
Other specific site search mentions	72 4% L	72 4% L	15 5% L	7 3% L	7 3% L	13 6% L	12 5% L	6 3% L	9 4% L	8 4% L	29 4% L	38 5% L
GENERAL ONLINE ACTIVITY (SUB-NET)	369 20% L	422 25% AD	48 16% L	37 17% L	49 23% DH	61 30% L	43 16% L	46 20% L	42 17% L	62 28% ID	187 23% ACGI	216 26% D
Internet search/Search engine (Unspec.)	294 16% C	331 19% AD	34 11% L	29 13% L	31 14% L	45 22% ED	37 14% L	34 15% L	39 15% L	52 23% IDH	153 19% AC	171 20% D
Online/Internet tools (Unspec.)	20 1% L	30 2% L	-	1 * L	2 1% L	2 1% L	-	2 1% L	1 * L	3 1% L	17 2% ACG	22 3% B
Wikipedia/Web Encyclopedia	7 * L	21 1% A	2 1% L	2 1% L	-	1 * L	1 * L	3 1% L	1 * L	4 2% L	3 * L	11 1% K
Email	35 2% BK	18 1% L	10 3% IK	4 2% J	15 7% AGIK	7 3% BJL	3 1% L	2 1% L	2 1% L	-	5 1% L	5 1% L
Other general online activity mentions	16 1% L	27 2% L	3 1% L	2 1% L	1 * L	6 3% E	2 1% L	5 2% L	-	3 1% L	10 1% L	11 1% L
SOURCE OF SEARCH (SUB-NET)	279 15% K	232 14% L	54 18% K	38 18% H	39 18% K	31 15% L	44 17% HK	24 11% L	47 19% K	33 15% L	95 12% L	106 13% L

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

Base: Tried To Identify

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Weighted Base	1832	1713	299	216	217	206	264	228	253	225	799	838
Domain/IP Address Search	98 5% BE	63 4% H	17 6% H	9 4% H	5 2% H	4 2% H	13 5% H	2 1% H	23 9% JAEK	7 3% H	40 5% H	41 5% BH
Check website itself	48 3% L	57 3% L	6 2% L	11 5% L	10 5% L	10 5% L	8 3% L	11 5% L	6 2% L	11 5% L	18 2% L	14 2% L
HTML/Source Code	66 4% BIK	41 2% L	26 9% AIK	10 5% BL	13 6% IK	7 3% BDHL	14 5% IK	7 3% IK	3 1% IK	5 2% IK	10 1% IK	12 1% IK
Social media/blogs	19 1% L	19 1% L	1 * L	1 * L	6 3% ACK	7 3% BDHL	4 2% L	- L	2 1% L	2 1% L	6 1% L	9 1% L
Using specific sites that classify/provide information on sites	28 2% L	18 1% L	2 1% L	2 1% L	2 1% L	1 * L	5 2% L	2 1% L	9 4% JACK	1 * L	10 1% L	12 1% L
Hosting options	10 1% B	2 * L	3 1% L	- L	- L	- L	- L	- L	2 1% L	1 * L	5 1% L	1 * L
Online forums	13 1% B	1 * L	2 1% L	- L	1 * L	1 * BL	4 2% L	- L	- L	- L	6 1% L	- L
Other source of search mentions	16 1% K	44 3% A	6 2% AK	8 4% L	3 1% L	2 1% L	2 1% L	3 1% L	2 1% L	6 3% L	3 * L	25 3% K
SITE ATTRIBUTES/TRAD EMARKS (NET)	454 25% K	408 24% L	98 33% AEK	66 31% BL	48 22% L	48 23% L	87 33% AEK	59 26% L	75 30% K	74 33% BFL	146 18% L	161 19% K
Site contact information	71 4% K	96 6% AL	23 8% AEGK	15 7% L	6 3% L	12 6% L	6 2% L	26 11% GBFL	21 8% AEGK	18 8% L	15 2% L	25 3% L
Owner of site/Who programmed/developed the website	95 5% G	91 5% L	29 10% AEGK	19 9% BHL	8 4% L	13 6% L	6 2% L	9 4% L	15 6% G	12 5% L	37 5% L	38 5% L
Company details/information	85 5% C	86 5% L	6 2% L	17 8% CBL	7 3% L	12 6% HACEIK	35 13% L	15 7% L	6 2% L	16 7% IL	31 4% L	26 3% L
Sites credibility/being legitimate/trustworthy	30 2% L	68 4% AF	3 1% L	10 5% C	2 1% L	3 1% L	1 * L	4 2% L	8 3% G	10 4% L	16 2% L	41 5% KFH
Check registration/if it's registered/certificate	57 3% K	46 3% L	18 6% AIK	9 4% L	8 4% L	4 2% L	14 5% AIK	5 2% L	4 2% L	10 4% L	13 2% L	18 2% L
Through the footer/Bottom of page	84 5% BK	40 2% L	23 8% AK	8 4% L	14 6% K	10 5% BL	11 4% L	4 2% L	19 8% AK	11 5% BL	17 2% L	7 1% L
Website's administrator	15 1% L	18 1% L	3 1% L	2 1% L	4 2% L	2 1% L	1 * L	1 * L	1 * L	3 1% L	6 1% L	10 1% L
Trademarks/Copyright	16 1% K	11 1% L	3 1% L	2 1% L	2 1% L	1 * L	3 1% L	1 * L	5 2% K	1 * L	3 * L	6 1% L

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

Base: Tried To Identify

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Weighted Base	1832	1713	299	216	217	206	264	228	253	225	799	838
Security/Security certificate	8 *	10 1%	-	1 *	1 *	2 1%	1 *	-	2 1%	1 *	4 1%	6 1%
Site's legal conditions	11 1% K	6 *	-	1 *	-	-	10 4% HACEIK	1 *	-	-	1 *	4 *
Age/History of website	-	5 * A	-	3 1% CBL	-	-	-	-	-	-	-	2 *
Credits for the page/website	12 1% BK	2 *	3 1%	1 * L	2 1%	1 * L	3 1%	-	2 1%	-	2 *	-
Privacy information link	3 *	-	3 1% AK	-	-	-	-	-	-	-	-	-
Other site attributes/trademarks mentions	44 2% B	24 1%	9 3%	2 1%	7 3% F	-	7 3%	2 1%	4 2%	6 3% F	17 2%	14 2%
RESEARCH (NET)	29 2% C	29 2%	1 *	6 3% CH	3 1%	3 1%	7 3% C	1 *	4 2%	8 4% BHL	14 2%	11 1%
Research (Unspec.)	26 1%	17 1%	1 *	6 3% CBFHL	3 1%	-	6 2% C	1 *	4 2%	4 2%	12 2%	6 1%
Other research mentions	3 *	12 1% A	-	-	-	3 1%	1 *	-	-	4 2% IDH	2 *	5 1%
OFFLINE ACTIVITY (NET)	26 1%	17 1%	4 1%	-	5 2%	6 3% BDHJL	5 2%	1 *	3 1%	1 *	9 1%	9 1%
Telephone	16 1%	11 1%	2 1%	-	5 2% AK	2 1%	3 1%	1 *	1 *	-	5 1%	8 1%
Other offline activity mentions	10 1%	7 *	2 1%	-	-	4 2% EBDHL	2 1%	-	2 1%	1 *	4 1%	2 *
MISCELLANEOUS (NET)	220 12% G	288 17% AD	26 9%	26 12%	19 9%	27 13%	12 5%	33 14% G	23 9% G	30 13%	140 18% ACEGI	172 21% BDFHJ
Information (Unspec.)	15 1%	61 4% A	-	5 2% C	1 *	10 5% E	1 *	6 3% G	2 1%	9 4% I	11 1% AC	31 4% K
Reviews/Comments/Complaints/Compliments	17 1%	43 3% A	6 2% AEK	4 2%	-	8 4% E	1 *	6 3% G	5 2% E	9 4%	5 1%	16 2% K
Curiosity/I just wanted to know	10 1%	31 2% A	2 1%	4 2%	-	-	-	2 1%	-	2 1%	8 1% A	23 3% KBF
Good/Positive response mentions	34 2%	31 2%	5 2%	3 1%	2 1%	2 1%	5 2%	6 3%	1 *	1 *	21 3% AI	19 2%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

Base: Tried To Identify

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Weighted Base	1832	1713	299	216	217	206	264	228	253	225	799	838
Use of software/filter/program	23 1%	20 1%	2 1%	-	3 1%	-	-	-	2 1%	2 1%	16 2% AG	18 2% BDFH
Records/Record information	17 1%	11 1%	1 *	-	-	-	-	1 *	-	-	16 2% ACEGI	10 1% B
Tools/Development tools (Unspec.)	11 1%	10 1%	3 1%	-	2 1%	1 *	-	1 *	1 *	-	5 1%	8 1%
Friend/Family Help	14 1%	7 *	2 1%	-	1 *	2 1%	-	1 *	4 2% G	1 *	7 1%	3 *
Various means/ways	10 1%	7 *	1 *	-	1 *	1 *	-	1 *	-	-	8 1% A	5 1%
Other	73 4% C	75 4%	6 2%	11 5%	9 4%	5 2%	5 2%	9 4%	8 3%	7 3%	45 6% ACG	43 5%
EXCLUSIVE (NET)	182 10% CEI	161 9% FJ	19 6%	25 12% CFJ	8 4%	10 5%	33 13% CEI	28 12% FJ	9 4%	6 3%	113 14% ACEI	92 11% BFJ
Illegible data	-	-	-	-	-	-	-	-	-	-	-	-
None	46 3% E	31 2%	4 1%	4 2%	1 *	-	3 1%	1 *	4 2%	2 1%	34 4% ACEGI	24 3% BFH
Don't know	33 2%	45 3%	5 2%	5 2%	3 1%	6 3%	11 4% AIK	9 4% J	3 1%	2 1%	11 1%	23 3%
Declined to answer	103 6% EI	85 5% FJ	10 3% I	16 7% CFJ	4 2%	4 2%	19 7% CEI	18 8% BFJ	2 1%	2 1%	68 9% LACEI	45 5% FJ
Sigma	2347 128%	2159 126%	460 154%	300 139%	281 129%	265 129%	349 132%	275 121%	328 130%	299 133%	929 116%	1020 122%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

Base: All Qualified Respondents

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
Weighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
CONSUMER DEMAND (NET)	1423 42%	1040 31%	260 55%	175 38%	165 41%	128 31%	211 40%	156 29%	194 47%	128 32%	593 39%	453 29%
Create new/additional domains/websites	269 8% K	280 8% H	38 8%	42 9%	44 11% AK	34 8%	48 9% K	33 6%	47 11% AK	33 8%	92 6%	138 9% KH
Availability/Ran out/Shortage of names/domains	501 15% BEIK	256 8% F	128 27% DAEGIK	60 13% BFJL	45 11% F	15 4%	85 16% HEI	50 9% FJ	46 11% J	23 6%	197 13% L	108 7% F
It's needed/Growing demand	292 9% I	254 8% J	44 9% I	47 10% BJ	27 7%	31 7%	38 7%	42 8%	21 5%	19 5%	162 11% LAEGI	115 7%
Provide/Offer new/variety /choices/options	271 8% BK	208 6% L	42 9% DK	22 5%	55 14% ACGK	42 10% BDHL	38 7%	32 6%	44 11% AK	44 11% BDHL	92 6%	68 4%
To customize/add personality/meet specific needs	203 6% BEK	155 5% H	42 9% DAEGK	18 4%	13 3%	24 6% H	27 5%	16 3%	50 12% JAEGK	26 6% H	71 5%	71 5%
Other consumer demand mentions	38 1% B	14 *	2 *	3 1%	4 1% F	-	3 1%	2 *	11 3% JACGK	1 *	18 1% L	8 1%
PROVIDE STRUCTURE (NET)	599 18% GK	657 20% H	114 24% AGIK	107 23% BHJ	107 27% AGIK	106 26% BHJL	61 11%	74 14%	72 17% G	71 18%	245 16% G	299 19% KH
To identify/differentiate between businesses/sites	333 10% GK	286 9% H	65 14% AGK	52 11% BHL	70 18% AGIK	56 13% BHJL	36 7%	24 4%	40 10%	35 9% H	122 8%	119 8% H
Too many/Large volume of sites/domains	106 3% G	151 5% A	15 3%	27 6% C	13 3%	15 4%	9 2%	23 4% G	24 6% AGK	20 5%	45 3%	66 4% K
To organize/categorize the internet	113 3% GI	140 4% J	31 7% AGIK	24 5% J	22 6% AGIK	25 6% HJ	9 2%	15 3%	6 1%	4 1%	45 3%	72 5% KJ
Reduce redundancy/sites with the same name	30 1%	67 2% A	5 1%	12 3%	4 1%	6 1%	2 *	8 1%	2 *	6 1%	17 1%	35 2% K
To differentiate different locations/countries	-	33 1% A	-	4 1% C	-	6 1% E	-	3 1%	-	7 2% I	-	13 1% K
Other provide structure mentions	41 1%	36 1%	3 1%	4 1%	4 1%	7 2% H	6 1%	2 *	3 1%	6 1%	25 2%	17 1%
IMPROVE CREDIBILITY (NET)	110 3% G	289 9% AD	10 2%	22 5% C	20 5% ACG	50 12% EBDH	7 1%	35 7% G	18 4% G	37 9% ID	55 4% G	145 9% KDH
Improve security/Make it safer	68 2% G	182 5% AD	5 1%	10 2%	15 4% ACG	40 10% EBDHJL	5 1%	25 5% GD	9 2%	21 5% ID	34 2%	86 6% KD

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Weighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
More legitimate/credible	-	38 1% A	-	4 1% C	-	3 1%	-	5 1% G	-	3 1%	-	23 1% K
More reliable/trustworthy	17 1%	33 1% A	3 1%	4 1%	2 1%	4 1%	-	2 *	6 1% AGK	3 1%	6 *	20 1% K
Improve reputation/More known	17 1% B	6 *	2 *	-	3 1%	-	1 *	1 *	-	4 1% IBDFL	11 1% L	1 *
Other improve credibility mentions	13 *	43 1% A	1 *	4 1%	1 *	5 1%	1 *	3 1%	3 1%	9 2% H	7 *	22 1% K
IMPROVE BUSINESS (NET)	323 10% BK	227 7% L	73 15% DAEIK	32 7%	36 9%	33 8%	68 13% HAK	30 6%	37 9%	44 11% BDHL	109 7%	88 6%
To advertise/market/attract new customers	75 2%	58 2%	18 4% DAK	7 2%	9 2%	11 3% H	10 2%	5 1%	9 2%	14 3% BHL	29 2%	21 1%
Economic interests/Make money/Profits	133 4% BEIK	52 2% DAEIK	49 10% FJ	11 2% FJ	7 2%	3 1% HAEIK	44 8% BFJL	16 3% ACEGK	3 1%	2 *	30 2%	20 1%
Competition/To compete	50 1% C	48 1% H	2 *	6 1%	8 2% C	12 3% BHL	4 1%	2 *	19 5% ACEGK	9 2% H	17 1%	19 1%
For business purposes (Unspec.)	64 2%	45 1%	5 1%	4 1%	9 2%	4 1%	10 2%	6 1%	8 2%	8 2%	32 2%	23 1%
Industry demand/New business types/development	-	30 1% AH	-	6 1% CH	-	2 *	-	1 *	-	11 3% IBFHL	-	10 1% K
Other improve business mentions	22 1% B	9 *	4 1%	1 *	5 1%	2 *	4 1%	1 *	1 *	2 *	8 1%	3 *
INNOVATION/DEVELOPMENT (NET)	150 4% CG	208 6% ADH	12 3%	16 3%	18 5% G	22 5%	11 2%	16 3%	23 6% CG	34 8% BDH	86 6% ACG	120 8% KBDH
Progress/Improved development/Make it better	27 1%	103 3% ADFH	2 *	7 2%	4 1%	6 1%	4 1%	7 1%	7 2% AK	18 4% IDFH	10 1%	65 4% KBDFH
Innovation	66 2%	62 2% H	6 1%	4 1%	9 2%	11 3% DH	5 1%	4 1%	14 3% ACG	10 2% H	32 2%	33 2% H
Good/Improved technology	30 1% G	27 1%	1 *	3 1%	1 *	1 *	1 *	1 *	4 1%	7 2% BFH	23 1% ACEG	15 1%
Good/Improve quality	23 1%	18 1%	3 1%	1 *	4 1% I	3 1%	1 *	4 1%	-	-	15 1% I	10 1%
Other innovation/development mentions	8 *	4 *	-	1 *	-	1 *	-	-	2 *	-	6 *	2 *

Proportions/Means: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Weighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
ACCESSIBILITY (NET)	133 4% G	189 6% AH	16 3%	22 5%	22 6% G	20 5%	9 2%	15 3%	22 5% G	35 9% BDFH	64 4% G	97 6% KH
Easy/Easy to use/access the web	56 2% G	104 3% AH	4 1%	13 3% C	17 4% ACGK	14 3%	1 *	9 2% G	12 3% ACGK	27 7% IBDFHL	22 1% G	41 3% K
Improve search function/Making searching easier	35 1% E	31 1%	7 1% E	3 1%	-	3 1%	7 1% E	3 1%	8 2% E	4 1%	13 1%	18 1%
Convenience	27 1% G	27 1%	1 *	1 *	2 1%	-	-	1 *	-	1 *	24 2% ACGI	24 2% BDFHJ
Allowing for more flexibility	-	11 * A	-	4 1% CBH	-	-	-	-	-	2 *	-	5 * K
Other accessibility mentions	16 *	27 1%	4 1%	2 *	3 1%	3 1%	1 *	2 *	2 *	3 1%	6 *	17 1% K
IMPROVE EFFICIENCY (NET)	117 3% K	107 3%	28 6% AEGK	17 4%	8 2%	10 2%	17 3%	14 3%	25 6% AEGK	25 6% BFHL	39 3%	41 3%
Lack of space/To create more space	64 2% K	49 1% L	21 4% AEGK	12 3% BL	4 1%	5 1%	10 2% K	10 2% L	20 5% AEGK	13 3% BFL	9 1%	9 1%
For use/To use/Usability	8 *	31 1% A	1 *	3 1%	-	3 1%	2 *	2 *	-	5 1% I	5 *	18 1% K
Other improve efficiency mentions	46 1% B	28 1%	7 1%	2 *	4 1%	3 1%	5 1%	2 *	5 1%	7 2% BH	25 2%	14 1%
MISCELLANEOUS (NET)	205 6%	171 5% F	29 6%	23 5% F	16 4%	10 2%	27 5%	21 4%	35 8% JAEG	20 5%	98 6%	97 6% BFH
Information/More information	59 2%	40 1%	11 2%	7 2%	7 2%	4 1%	9 2%	3 1%	11 3%	5 1%	21 1%	21 1%
To be unique/different	41 1% E	26 1%	6 1%	4 1%	1 *	1 *	5 1%	3 1%	7 2% E	3 1%	22 1%	15 1%
Keep up with the market/trend	14 *	17 1%	-	-	1 *	-	2 *	1 *	2 *	1 *	9 1%	15 1% BDF
Cheaper/More affordable	17 1%	14 *	2 *	3 1%	-	1 *	1 *	4 1%	7 2% AEGK	2 *	7 *	4 *
Other mentions	75 2%	77 2% F	10 2%	9 2%	7 2%	4 1%	10 2%	10 2%	8 2%	10 2%	40 3%	44 3% F
EXCLUSIVE (NET)	795 24% CEI	986 29% AJ	55 12%	123 27% C	77 19% C	112 27% E	175 33% ACEIK	228 43% GBDFJL	76 18% C	88 22%	412 27% ACEI	435 28% J

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

Base: All Qualified Respondents

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Weighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
Illegible data	-	-	-	-	-	-	-	-	-	-	-	-
None	69 2% E	58 2% F	6 1%	8 2% F	1 *	-	7 1%	12 2% F	4 1%	5 1% F	51 3% LACEGI	33 2% F
Don't know	522 16% C	749 22% AL	30 6%	91 20% C	65 16% C	95 23% E	119 22% ACEIK	167 31% GBDFJL	64 15% C	77 19%	244 16% C	319 21% K
Declined to answer	204 6% CEI	179 5% J	19 4%	24 5% J	11 3%	17 4% J	49 9% ACEI	49 9% BDFJL	8 2%	6 1%	117 8% LACEI	83 5% J
Sigma	4063 121%	4106 123%	645 136%	574 125%	501 125%	522 126%	619 116%	611 114%	537 130%	516 129%	1761 115%	1883 122%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Base: All Qualified Respondents

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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
.news	-	1253 37% ADH	-	113 25% C	-	144 35% ED	-	162 30% GD	-	191 48% IBDFHL	-	643 42% KBDFH
.email	1269 38% CI	1227 37% D	156 33% D	103 22%	166 42% CI	190 46% BDHJL	188 35%	182 34% D	136 33%	151 38% D	623 41% ACGI	601 39% BDH
.online	-	1142 34% AD	-	86 19% C	-	181 44% EBDHL	-	190 36% GD	-	165 41% IBDL	-	520 34% KD
.link	1121 33% CG	1118 33% DH	102 22%	88 19%	173 43% ACGIK	183 44% BDHJL	130 24%	131 25% D	145 35% CG	141 35% DH	571 37% ACG	575 37% BDH
.website	-	886 26% AD	-	73 16% C	-	182 44% EBDHJL	-	129 24% GD	-	100 25% ID	-	402 26% KD
.site	-	862 26% ADH	-	76 17% C	-	167 40% EBDHJL	-	114 21% G	-	113 28% IDH	-	392 25% KD
.space	-	700 21% AD	-	68 15% C	-	131 32% EBDHJL	-	100 19% G	-	82 20% ID	-	319 21% KD
.club	861 26% BGI	676 20% DHJ	112 24% DI	55 12%	101 25% FI	80 19% DH	115 22% H	71 13%	71 17%	64 16%	462 30% LACGI	406 26% BDFHJ
.guru	720 21% BG	511 15% DH	137 29% DAEGK	50 11%	88 22% G	71 17% DH	81 15% H	45 8%	101 24% G	84 21% BDH	313 20% LG	261 17% BDH
.photography	638 19% BI	491 15% DJ	107 23% DAGI	40 9%	77 19%	82 20% BDHJ	90 17% H	67 13%	60 14%	45 11%	304 20% LI	257 17% BDHJ
.pics	-	485 14% AD	-	50 11% C	-	49 12% E	-	73 14% G	-	61 15% I	-	252 16% KBDF
.top	-	466 14% ADFHJ	-	16 3% C	-	44 11% ED	-	46 9% GD	-	29 7% ID	-	331 22% KBDFHJ
.xyz	464 14% EI	443 13% DFH	57 12%	38 8%	38 10%	40 10%	67 13% H	47 9%	38 9%	59 15% IDFH	264 17% ACEGI	259 17% BDFH
.realtor	399 12% BEGI	258 8% FH	134 28% DAEGIK	68 15% BFHJL	20 5%	11 3%	38 7% H	20 4%	23 6%	23 6% F	184 12% LEGI	136 9% BFHJ
.wang	124 4% CEGI	110 3% DFHJ	-	-	-	-	-	-	-	-	124 8% ACEGI	110 7% BDFHJ
Foshan	-	82 2% ADFHJ	-	-	-	-	-	-	-	-	-	82 5% KBDFHJ
.tokyo	-	70 2% ADFHJ	-	-	-	-	-	-	-	-	-	70 5% KBDFHJ

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Base: All Qualified Respondents

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

2 Aug 2016
Table 129

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
.delhi	-	59 2% ADFHJ	-	-	-	-	-	-	-	-	-	59 4% KBDFHJ
.xn-55qx5d (Chinese for company)	115 3% BCEGI	47 1% DFHJ	-	-	-	-	-	-	-	-	115 7% LACEGI	47 3% BDFHJ
.xn-ses554g (Chinese for network address)	114 3% BCEGI	37 1% DFHJ	-	-	-	-	-	-	-	-	114 7% LACEGI	37 2% BDFHJ
.berlin	41 1% CEIK	32 1% DFJL	-	-	-	-	41 8% ACEIK	32 6% BDFJL	-	-	-	-
.seoul	-	28 1% ADH	-	-	-	-	-	-	-	-	-	28 2% KBDFHJ
.paris	-	28 1% ADL	-	-	-	-	-	28 5% GBDFJL	-	-	-	-
.cairo	-	26 1% AHL	-	-	-	-	-	-	-	26 6% IBDFHL	-	-
.bogota	-	26 1% AHL	-	-	-	26 6% EBDHJL	-	-	-	-	-	-
.nyc	71 2% BEGIK	23 1% L DAEGIK	71 15% BFHJL	23 5% BFHJL	-	-	-	-	-	-	-	-
.rio	-	21 1% AL	-	-	-	21 5% EBDHJL	-	-	-	-	-	-
.capetown	-	20 1% AL	-	-	-	-	-	-	-	20 5% IBDFHL	-	-
.london	96 3% BCEIK	20 1% L	-	-	-	-	96 18% HACEIK	20 4% BDFJL	-	-	-	-
.jakarta	-	19 1% A	-	-	-	-	-	-	-	-	-	19 1% KBDFHJ
.toronto	-	18 1% AL	-	18 4% CBFHJL	-	-	-	-	-	-	-	-
.MOCKBa	-	18 1% A	-	-	-	-	-	-	-	-	-	18 1% KBDFHJ
.abuja	-	17 1% AL	-	-	-	-	-	-	-	17 4% IBDFHL	-	-
.manilla	-	16 * A	-	-	-	-	-	-	-	-	-	16 1% KBDFHJ
.istanbul	-	13 * AL	-	-	-	-	-	13 2% GBDFJL	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Base: All Qualified Respondents

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

2 Aug 2016
Table 129

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
.cordoba	-	10 *	-	-	-	10 2%	-	-	-	-	-	-
		AL				EBDHJL						
.warszawa	-	9 *	-	-	-	-	-	9 2%	-	-	-	-
	-	AL						GBDFJL				
.hanoi	-	9 *	-	-	-	-	-	-	-	-	-	9 1%
	-	A										KB
.roma	-	8 *	-	-	-	-	-	8 1%	-	-	-	-
	-	A						GBDFJL				
.guadalajara	-	7 *	-	7 2%	-	-	-	-	-	-	-	-
	-	A		CBFHJL								
.ovh	9 *	6 *	-	-	-	-	9 2%	6 1%	-	-	-	-
	K						ACEIK	BDFJL				
.madrid	-	5 *	-	-	-	-	-	5 1%	-	-	-	-
	-	A						GBDFL				
I am not aware of any of these	1182 35% BK	809 24% FL	195 41% AEK	203 44% BFHJL	135 34% F	83 20% HAEK	223 42% HAEK	159 30% BFJL	174 42% JAEK	89 22% L	455 30% L	275 18% LA
Not Sure	13 *	-	-	-	2 1%	-	1 *	-	-	-	10 1%	-
	B											
TOTAL AWARENESS (NET)	2162 64% CGI	2540 76% ADH	278 59% D	257 56% C	263 66% CGI	332 80% EBDH	309 58% HAEK	375 70% GD	240 58% JAEK	312 78% IDH	1072 70% ACGI	1264 82% KBDHJ
AWARENESS OF GLOBAL (NET)	2099 63% CGI	2487 74% ADH	268 57% D	255 55% C	263 66% CGI	330 80% EBDH	285 53% HAEK	356 67% GD	240 58% JAEK	311 78% IDH	1043 68% ACGI	1235 80% KBDH
TOTAL ADDED AWARENESS (NET)	-	2228 67% ADH	-	200 43% C	-	308 74% EBDH	-	321 60% GD	-	280 70% IDH	-	1119 73% KBDH
AWARENESS OF GLOBAL ADDED (NET)	-	2152 64% ADH	-	198 43% C	-	303 73% EBDH	-	310 58% GD	-	272 68% IDH	-	1069 69% KBDH
TOTAL CONSISTENT AWARENESS (NET)	2162 64% CGI	2147 64% DH	278 59% D	219 48% C	263 66% CGI	292 70% BDH	309 58% HAEK	293 55% D	240 58% JAEK	260 65% IDH	1072 70% ACGI	1083 70% BDHJ
AWARENESS OF GLOBAL CONSISTENT (NET)	2099 63% CGI	2107 63% DH	268 57% D	216 47% C	263 66% CGI	292 70% BDH	285 53% HAEK	275 51% DFJ	240 58% JAEK	260 65% IDH	1043 68% ACGI	1064 69% BDH
AWARENESS OF GEO-SPECIFIC (NET)	419 12% EI	677 20% ADFJ	71 15% DEI	48 10% C	-	57 14% E	124 23% ACEIK	115 22% DFJ	-	63 16% ID	224 15% AEI	394 26% KBDFJ
AWARENESS OF GEO-SPECIFIC ADDED (NET)	-	509 15% ADH	-	25 5% C	-	57 14% ED	-	63 12% GD	-	63 16% ID	-	301 20% KBDFH
AWARENESS OF GEO-SPECIFIC CONSISTENT (NET)	419 12% BEI	216 6% FJ	71 15% DEI	23 5% FJ	-	-	124 23% HACEIK	52 10% BDFJ	-	-	224 15% LAEI	141 9% BDFJ

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Base: All Qualified Respondents

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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
Sigma	7237 216%	12111 362%	1071 226%	1175 255%	800 200%	1695 408%	1079 202%	1657 310%	748 181%	1460 364%	3539 230%	6124 398%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Base: Heard Of New gTLDs

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

2 Aug 2016
Table 130

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	2540	-.**	257	-.**	332	-.**	375	-.**	312	-.**	1264
.email	-	387 15%	-	31 12%	-	62 19% D	-	58 15%	-	41 13%	-	195 15%
.photography	-	64 3%	-	6 2%	-	6 2%	-	13 3% J	-	3 1%	-	36 3%
.link	-	154 6% D	-	8 3%	-	25 8% D	-	20 5%	-	19 6%	-	82 6% D
.guru	-	72 3% F	-	6 2%	-	3 1%	-	9 2%	-	6 2%	-	48 4% BF
.realtor	-	31 1% F	-	4 2% F	-	-	-	6 2% F	-	1 *	-	20 2% F
.club	-	98 4% F	-	8 3%	-	5 2%	-	11 3%	-	6 2%	-	68 5% BFJ
.xyz	-	70 3%	-	7 3%	-	9 3%	-	7 2%	-	7 2%	-	40 3%
.top	-	79 3% F	-	4 2%	-	3 1%	-	6 2%	-	6 2%	-	60 5% BDFHJ
.pics	-	72 3% F	-	5 2%	-	2 1%	-	14 4% F	-	7 2%	-	44 3% F
.online	-	227 9%	-	16 6%	-	28 8%	-	35 9%	-	27 9%	-	121 10%
.space	-	97 4%	-	8 3%	-	14 4%	-	18 5% J	-	6 2%	-	51 4%
.website	-	169 7%	-	13 5%	-	26 8%	-	26 7%	-	19 6%	-	85 7%
.news	-	157 6% DF	-	6 2%	-	7 2%	-	15 4%	-	14 4%	-	115 9% BDFHJ
.site	-	126 5%	-	7 3%	-	28 8% BDJL	-	18 5%	-	11 4%	-	62 5%
.toronto	-	1 *	-	1 * BL	-	-	-	-	-	-	-	-
.guadalajara	-	1 *	-	1 * BL	-	-	-	-	-	-	-	-
.roma	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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?

2 Aug 2016
Table 130

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	2540	-.**	257	-.**	332	-.**	375	-.**	312	-.**	1264
.istanbul	-	1*	-	-	-	-	-	1*	-	-	-	-
.madrid	-	-	-	-	-	-	-	-	-	-	-	-
.warszawa	-	-	-	-	-	-	-	-	-	-	-	-
.paris	-	5*	-	-	-	-	-	51% BFJL	-	-	-	-
Foshan	-	231% BDFHJ	-	-	-	-	-	-	-	-	-	232% BDFHJ
.hanoi	-	1*	-	-	-	-	-	-	-	-	-	1*
.manilla	-	1*	-	-	-	-	-	-	-	-	-	1*
.tokyo	-	11*	-	-	-	-	-	-	-	-	-	111% B
.seoul	-	3*	-	-	-	-	-	-	-	-	-	3*
.MOCKBa	-	4*	-	-	-	-	-	-	-	-	-	4*
.delhi	-	171% BFHJ	-	-	-	-	-	-	-	-	-	171% BFHJ
.jakarta	-	3*	-	-	-	-	-	-	-	-	-	3*
.abuja	-	1*	-	-	-	-	-	-	-	1* BL	-	-
.capetown	-	1*	-	-	-	-	-	-	-	1* BL	-	-
.cairo	-	8* L	-	-	-	-	-	-	-	83% BDFHL	-	-
.bogota	-	4*	-	-	-	41% BHL	-	-	-	-	-	-
.cordoba	-	1*	-	-	-	1*	-	-	-	-	-	-
.rio	-	2*	-	-	-	21% BL	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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?

2 Aug 2016
Table 130

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	2540	-.**	257	-.**	332	-.**	375	-.**	312	-.**	1264
.berlin	-	1*	-	-	-	-	-	1*	-	-	-	-
.ovh	-	1*	-	-	-	-	-	1*	-	-	-	-
.london	-	2*	-	-	-	-	-	2 19% BL	-	-	-	-
.nyc	-	1*	-	1* BL	-	-	-	-	-	-	-	-
.wang	-	29 19% H	-	-	-	-	-	-	-	-	-	29 2% BDFHJ
.xn-ses554g (Chinese for network address)	-	4*	-	-	-	-	-	-	-	-	-	4*
.xn-55qx5d (Chinese for company)	-	7*	-	-	-	-	-	-	-	-	-	7 1% B
I have not registered a new gTLD domain	-	1643 65% L	-	186 72% BL	-	219 66%	-	247 66% L	-	231 74% BFHL	-	760 60%
None of these, but I have registered a different new gTLD	-	32 1% L	-	10 4% BHJL	-	7 2% L	-	3 1%	-	4 1%	-	8 1%
TOTAL REGISTERED (NET)	-	897 35% DJ	-	71 28%	-	113 34% J	-	128 34% J	-	81 26%	-	504 40% BDHJ
REGISTERED GLOBAL (NET)	-	840 33% DJ	-	61 24%	-	104 31% D	-	122 33% DJ	-	77 25%	-	476 38% BDFJ
REGISTERED GEO-SPECIFIC (NET)	-	578 23% DJ	-	33 13%	-	65 20% D	-	81 22% D	-	54 17%	-	345 27% BDFHJ
Sigma	-	3611 142%	-	328 128%	-	451 136%	-	516 138%	-	418 134%	-	1898 150%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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?

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	693	-.**	54*	-.**	82*	-.**	102	-.**	68*	-.**	387
1	-	358 52% F	-	21 39%	-	32 39%	-	47 46%	-	33 49%	-	225 58% BDFH
2 - 3	-	238 34%	-	20 37%	-	38 46% BL	-	35 34%	-	22 32%	-	123 32%
4 - 5	-	39 6% L	-	4 7%	-	7 9%	-	9 9%	-	3 4%	-	16 4%
6 or more	-	58 8% L	-	9 17% BL	-	5 6%	-	11 11%	-	10 15% L	-	23 6%
MEAN	-	4.2 L	-	9.5 BHL	-	7.2 L	-	3.2	-	6.8 L	-	2.7
STD. DEV.	-	17.01	-	29.70	-	34.59	-	5.12	-	20.25	-	7.69
STD. ERR.	-	0.65	-	4.04	-	3.82	-	0.51	-	2.46	-	0.39
MEDIAN	-	1	-	2	-	2	-	2	-	2	-	1
Sigma	-	693 100%	-	54 100%	-	82 100%	-	102 100%	-	68 100%	-	387 100%

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

Base: Registered New gTLDs

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

2 Aug 2016
Table 132

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	896	-.**	71*	-.**	113	-.**	128	-.**	81*	-.**	503
To protect my existing domain(s) and ensure no one else got a domain similar to one I already have registered	-	534 60%	-	38 54%	-	70 62%	-	81 63%	-	46 57%	-	299 59%
Because they will appeal to new Internet users or new types of customers-they will be effective and provide benefits	-	305 34%	-	24 34%	-	31 27%	-	42 33%	-	24 30%	-	184 37%
Because the name I wanted was not available using one of the older gTLDs	-	57 6% L	-	9 13% BHL	-	12 11% HL	-	5 4%	-	11 14% BHL	-	20 4%
Sigma	-	896 100%	-	71 100%	-	113 100%	-	128 100%	-	81 100%	-	503 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

2 Aug 2016
Table 133

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

Base: Registered New gTLDs

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	897	-**	71*	-**	113	-**	128	-**	81*	-**	504
TOP 2 BOX (NET)	-	570	-	46	-	49	-	68	-	47	-	360
	-	64% FH	-	65% F	-	43%	-	53%	-	58% F	-	71% BFHJ
Applies to ALL of my new gTLD registrations	-	166	-	16	-	11	-	20	-	13	-	106
	-	19% F	-	23% F	-	10%	-	16%	-	16%	-	21% BF
Applies to SOME of my new gTLD registrations	-	404	-	30	-	38	-	48	-	34	-	254
	-	45% F	-	42%	-	34%	-	38%	-	42%	-	50% BFH
DOES NOT apply to any of my new gTLD registrations	-	327	-	25	-	64	-	60	-	34	-	144
	-	36% L	-	35%	-	57% BDJL	-	47% BL	-	42% L	-	29%
Sigma	-	897	-	71	-	113	-	128	-	81	-	504
	-	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 - A/C/E/G/I/K - B/D/F/H/J/L
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

2 Aug 2016
Table 134

Base: Registered New gTLDs

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	897	-.**	71*	-.**	113	-.**	128	-.**	81*	-.**	504
TOP 2 BOX (NET)	-	755 84% J	-	60 85%	-	88 78%	-	108 84% J	-	59 73%	-	440 87% BFJ
Applies to ALL of my new gTLD registrations	-	271 30%	-	20 28%	-	33 29%	-	30 23%	-	23 28%	-	165 33% H
Applies to SOME of my new gTLD registrations	-	484 54%	-	40 56%	-	55 49%	-	78 61% J	-	36 44%	-	275 55%
DOES NOT apply to any of my new gTLD registrations	-	142 16% L	-	11 15%	-	25 22% L	-	20 16%	-	22 27% BHL	-	64 13%
Sigma	-	897 100%	-	71 100%	-	113 100%	-	128 100%	-	81 100%	-	504 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

2 Aug 2016
Table 135

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

Base: Registered New gTLDs

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	897	-**	71*	-**	113	-**	128	-**	81*	-**	504
TOP 2 BOX (NET)	-	733 82%	-	53 75%	-	88 78%	-	108 84%	-	61 75%	-	423 84% B
Applies to ALL of my new gTLD registrations	-	312 35%	-	27 38%	-	42 37%	-	40 31%	-	28 35%	-	175 35%
Applies to SOME of my new gTLD registrations	-	421 47%	-	26 37%	-	46 41%	-	68 53% D	-	33 41%	-	248 49% D
DOES NOT apply to any of my new gTLD registrations	-	164 18% L	-	18 25%	-	25 22%	-	20 16%	-	20 25%	-	81 16%
Sigma	-	897 100%	-	71 100%	-	113 100%	-	128 100%	-	81 100%	-	504 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

2 Aug 2016
Table 136

Base: Has Not Registered New gTLDs

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	1643	-**	186	-**	219	-**	247	-**	231	-**	760
YES (NET)	-	694 42% DHJ	-	38 20%	-	104 47% DHJ	-	80 32% D	-	59 26%	-	413 54% BDHJ
Yes, I considered switching and may do so	-	415 25% DHJ	-	22 12%	-	52 24% DJ	-	50 20% D	-	34 15%	-	257 34% BDFHJ
Yes, I considered switching but decided not to	-	279 17% DHJ	-	16 9%	-	52 24% BDHJ	-	30 12%	-	25 11%	-	156 21% BDHJ
No, have not considered	-	949 58% L	-	148 80% BFHL	-	115 53%	-	167 68% BFL	-	172 74% BFL	-	347 46%
Sigma	-	1643 100%	-	186 100%	-	219 100%	-	247 100%	-	231 100%	-	760 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: Has Not Registered New gTLDs And Considered Switching

Q828. Why have you considered switching?

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	694	-.**	38*	-.**	104	-.**	80*	-.**	59*	-.**	413
The new gTLDs are modern	-	324 47%	-	15 39%	-	52 50%	-	36 45%	-	33 56%	-	188 46%
New gTLDs better target specific groups of people/communities	-	299 43%	-	18 47%	-	38 37%	-	30 38%	-	30 51%	-	183 44%
The new gTLDs are better focused on specific topics versus general uses	-	293 42% J	-	16 42%	-	49 47% J	-	39 49% J	-	16 27%	-	173 42% J
The new gTLDs will be more effective	-	267 38%	-	12 32%	-	37 36%	-	35 44%	-	25 42%	-	158 38%
The new gTLDs are a good value/priced well	-	258 37%	-	13 34%	-	37 36%	-	24 30%	-	18 31%	-	166 40% B
The new gTLDs allow more flexibility to use my language in their names	-	232 33%	-	9 24%	-	33 32%	-	23 29%	-	16 27%	-	151 37% B
The new gTLDs allow a greater range of characters/symbols in their names	-	223 32%	-	11 29%	-	25 24%	-	25 31%	-	18 31%	-	144 35% F
Something else	-	4 1%	-	2 5% BFL	-	-	-	1 1%	-	-	-	1 *
Sigma	-	1900 274%	-	96 253%	-	271 261%	-	213 266%	-	156 264%	-	1164 282%

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

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

Q829. Why did you decide not to switch?

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	279	-.**	16**	-.**	52*	-.**	30*	-.**	25**	-.**	156
Waiting until new gTLDs get more popular	-	147 53% L	-	7 44%	-	32 62%	-	19 63%	-	15 60%	-	74 47%
New gTLDs did not seem relevant to my needs	-	79 28% H	-	4 25%	-	20 38% H	-	2 7%	-	5 20%	-	48 31% H
Cost to switch to new gTLDs was too high	-	76 27%	-	4 25%	-	12 23%	-	7 23%	-	6 24%	-	47 30%
New gTLDs will not be as effective as hoped	-	61 22%	-	4 25%	-	7 13%	-	5 17%	-	7 28%	-	38 24%
Something else	-	7 3%	-	3 19%	-	1 2%	-	1 3%	-	-	-	2 1%
Sigma	-	370 133%	-	22 138%	-	72 138%	-	34 113%	-	33 132%	-	209 134%

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

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

Q831. Why have you not considered switching?

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	949	-.**	148	-.**	115	-.**	167	-.**	172	-.**	347
We are satisfied with the performance of our domains on existing gTLDs	-	482 51%	-	84 57% F	-	49 43%	-	88 53%	-	91 53%	-	170 49%
Just not a high enough business priority for us at this time	-	360 38%	-	49 33%	-	53 46% DH	-	54 32%	-	61 35%	-	143 41%
New gTLDs are too new and need to be proven	-	210 22% DF	-	20 14%	-	14 12%	-	35 21%	-	45 26% DF	-	96 28% BDF
Cost to switch to new gTLDs is too high	-	111 12%	-	17 11%	-	11 10%	-	20 12%	-	18 10%	-	45 13%
New gTLDs will not be as effective as hoped	-	86 9% J	-	13 9%	-	6 5%	-	12 7%	-	7 4%	-	48 14% BFHJ
Something else	-	71 7% L	-	23 16% BHJL	-	10 9%	-	11 7%	-	13 8%	-	14 4%
Sigma	-	1320 139%	-	206 139%	-	143 124%	-	220 132%	-	235 137%	-	516 149%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 140

SUMMARY TABLE OF TOP 2 BOX

Base: Has Heard Of New gTLDs (Variable Bases)

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
.email	1465 44% CG	842 69% ADFH	105 22%	55 53% C	171 43% CG	112 59% E	163 31% C	113 62% G	182 44% CG	106 70% IDF	844 55% ACEGI	456 76% KBDFH
.photography	1248 37% CG	289 59% AD	105 22%	14 35% C	140 35% CG	43 52% E	134 25% G	40 60% GD	139 34% CG	22 49% I	730 47% ACEGI	170 66% KBDFJ
.link	1386 41% CG	686 61% ADF	90 19%	44 50% C	164 41% CG	87 48% E	153 29% C	85 65% GDF	185 45% CG	92 65% IDF	794 52% ACEGI	378 66% KBDF
.guru	1105 33% CEG	303 59% ADF	93 20%	19 38% C	108 27% CG	32 45% E	108 20% G	24 53% G	134 32% CG	43 51% I	662 43% ACEGI	185 71% KBDFHJ
.realtor	937 28% CEGI	145 56% AD	63 13%	11 16% C	87 22% CG	10 91% E	87 16% G	15 75% CG	93 22% CG	10 43% I	607 39% ACEGI	99 73% KBD
.club	1260 38% CGI	423 63% ADF	98 21%	27 49% C	139 35% CG	39 49% E	132 25% G	37 52% CG	132 32% CG	33 52% I	759 49% ACEGI	287 71% KBDFHJ
.xyz	929 28% CEGI	228 51% AJ	51 11%	18 47% C	85 21% C	22 55% E	96 18% C	24 51% G	72 17% C	21 36% I	625 41% ACEGI	143 55% KJ
.top	-	297 64% F	-	6 38% C	-	19 43% E	-	25 54% G	-	16 55% I	-	231 70% BFH
.pics	-	313 65% DJ	-	25 50% C	-	31 63% E	-	42 58% G	-	32 52% I	-	183 73% BDHJ
.online	-	805 70% H	-	57 66% C	-	117 65% E	-	118 62% G	-	111 67% I	-	402 77% BDFHJ
.space	-	417 60% FJ	-	33 49% C	-	60 46% E	-	65 65% DFJ	-	39 48% I	-	220 69% BDFJ
.website	-	594 67% F	-	51 70% C	-	110 60% E	-	81 63% G	-	65 65% I	-	287 71% BF
.news	-	717 57% DJ	-	34 30% C	-	73 51% D	-	88 54% D	-	92 48% D	-	430 67% BDFHJ
.site	-	573 66% J	-	47 62% C	-	102 61% E	-	74 65% G	-	64 57% I	-	286 73% BFJ
.toronto	-	9 50% C	-	9 50% C	-	-	-	-	-	-	-	-
.guadalajara	-	3 43% C	-	3 43% C	-	-	-	-	-	-	-	-
.roma	-	4 50% C	-	-	-	-	-	4 50% C	-	-	-	-

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

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

2 Aug 2016
Table 140

SUMMARY TABLE OF TOP 2 BOX

Base: Has Heard Of New gTLDs (Variable Bases)

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
.istanbul	-	12 92%	-	-	-	-	-	12 92%	-	-	-	-
.madrid	-	3 60%	-	-	-	-	-	3 60%	-	-	-	-
.warszawa	-	3 33%	-	-	-	-	-	3 33%	-	-	-	-
.paris	-	15 54%	-	-	-	-	-	15 54%	-	-	-	-
Foshan	-	53 65%	-	-	-	-	-	-	-	-	-	53 65%
.hanoi	-	6 67%	-	-	-	-	-	-	-	-	-	6 67%
.manilla	-	12 75%	-	-	-	-	-	-	-	-	-	12 75%
.tokyo	-	31 44%	-	-	-	-	-	-	-	-	-	31 44%
.seoul	-	15 54%	-	-	-	-	-	-	-	-	-	15 54%
.MOCKBa	-	12 67%	-	-	-	-	-	-	-	-	-	12 67%
.delhi	-	44 75%	-	-	-	-	-	-	-	-	-	44 75%
.jakarta	-	12 63%	-	-	-	-	-	-	-	-	-	12 63%
.abuja	-	9 53%	-	-	-	-	-	-	-	9 53%	-	-
.capetown	-	10 50%	-	-	-	-	-	-	-	10 50%	-	-
.cairo	-	20 77%	-	-	-	-	-	-	-	20 77%	-	-
.bogota	-	13 50%	-	-	-	13 50%	-	-	-	-	-	-
.cordoba	-	2 20%	-	-	-	2 20%	-	-	-	-	-	-

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

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

2 Aug 2016
Table 140

SUMMARY TABLE OF TOP 2 BOX

Base: Has Heard Of New gTLDs (Variable Bases)

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
.rio	-	9 43%	-	-	-	9 43%	-	-	-	-	-	-
.berlin	32 26%	8 25%	-	-	-	-	32 26%	8 25%	-	-	-	-
.ovh	19 15%	3 50%	-	-	-	-	19 15%	3 50%	-	-	-	-
.london	108 20%	3 15%	-	-	-	-	108 20%	3 15%	-	-	-	-
.nyc	28 10%	8 35%	28 10%	8 35%	-	-	-	-	-	-	-	-
.wang	313 57%	82 75% A	-	-	-	-	-	-	-	-	313 57%	82 75% K
.xn-ses554g (Chinese for network address)	327 59%	30 81% A	-	-	-	-	-	-	-	-	327 59%	30 81% K
.xn-55qx5d (Chinese for company)	331 60%	40 85% A	-	-	-	-	-	-	-	-	331 60%	40 85% K
CONSIDERED ALL (NET)	2047 61% CG	1957 77% ADH	206 44%	155 60% C	247 62% CG	247 74% ED	243 46%	259 69% GD	273 66% ACG	241 77% IDH	1078 70% ACEG	1055 83% KBDFHJ
CONSIDERED CONSISTENT (NET)	2047 61% CG	1537 72% ADFH	206 44%	116 53% C	247 62% CG	193 66% D	243 46%	183 62% GD	273 66% ACG	188 72% DH	1078 70% ACEG	857 79% KBDFHJ
CONSIDERED ADDED (NET)	-	1646 74% DH	-	122 61%	-	217 70% D	-	221 69%	-	199 71% D	-	887 79% BDFHJ
CONSIDERED GLOBAL (NET)	2024 60% CG	1910 77% ADH	204 43%	150 59% C	247 62% CG	244 74% ED	232 44%	250 70% GD	273 66% ACG	239 77% ID	1068 69% ACEG	1027 83% KBDFHJ
CONSIDERED GLOBAL CONSISTENT (NET)	2024 60% CG	1513 72% ADFH	204 43%	114 53% C	247 62% CG	193 66% D	232 44%	179 65% GD	273 66% ACG	188 72% D	1068 69% ACEG	839 79% KBDFHJ
CONSIDERED GLOBAL ADDED (NET)	-	1586 74% DH	-	118 60%	-	213 70% D	-	212 68% D	-	190 70% D	-	853 80% BDFHJ
CONSIDERED GEO-SPECIFIC (NET)	528 39% CG	399 59% ADFH	28 10%	20 42% C	-	24 42%	121 23% C	48 42% G	-	39 62% DFH	379 69% ACG	268 68% BDFH
CONSIDERED GEO-SPECIFIC CONSISTENT (NET)	528 39% CG	131 61% AH	28 10%	8 35%	-	-	121 23% C	11 21%	-	-	379 69% ACG	112 79% KBH
CONSIDERED GEO-SPECIFIC ADDED (NET)	-	297 58% F	-	12 48%	-	24 42%	-	37 59%	-	39 62% F	-	185 61% F

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

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

2 Aug 2016
Table 141

SUMMARY TABLE OF BOTTOM 2 BOX

Base: Has Heard Of New gTLDs (Variable Bases)

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
.email	1538 46% BK	297 24% L	339 72% DAEGIK	35 34% BJL	194 49% FK	62 33% BJL	299 56% HAEIK	58 32% BJL	188 45% JK	33 22% L	518 34% L	109 18% L
.photography	1701 51% BK	158 32% L	330 70% DAEGIK	19 48% BL	213 53% FK	29 35% HAEIK	322 60% HAEK	25 37% JK	227 55% JK	15 33% L	609 40% L	70 27% L
.link	1574 47% BK	338 30% DAEGIK	338 71% DAEGIK	33 38% FK	196 49% FK	68 37% BJL	304 57% HAEIK	39 30% L	187 45% JK	37 26% L	549 36% L	161 28% L
.guru	1825 54% BK	156 31% L	343 73% DAEGIK	25 50% BL	243 61% FAK	30 42% BL	346 65% HAIK	20 44% BL	224 54% JK	28 33% L	669 44% L	53 20% L
.realtor	1965 59% BK	99 38% L	372 79% AEGIK	53 78% BL	261 65% AK	1 9% L	365 68% AK	5 25% L	261 63% AK	13 57% L	706 46% L	27 20% L
.club	1683 50% BK	205 30% L	339 72% DAEGIK	18 33% L	215 54% FK	33 41% BL	327 61% HAEIK	31 44% BL	226 55% JK	22 34% L	576 37% L	101 25% L
.xyz	1976 59% BK	171 39% L	384 81% DAEGIK	16 42% L	262 66% FAK	12 30% L	356 67% HAK	23 49% L	278 67% JAK	28 47% L	696 45% L	92 36% L
.top	-	133 29% L	-	8 50% L	-	18 41% L	-	18 39% L	-	9 31% L	-	80 24% L
.pics	-	136 28% L	-	19 38% L	-	13 27% L	-	29 40% BL	-	22 36% L	-	53 21% L
.online	-	253 22% L	-	20 23% L	-	46 25% L	-	63 33% BJL	-	34 21% L	-	90 17% L
.space	-	215 31% L	-	29 43% BL	-	48 37% L	-	31 31% L	-	25 30% L	-	82 26% L
.website	-	216 24% L	-	14 19% L	-	51 28% L	-	41 32% BL	-	24 24% L	-	86 21% L
.news	-	439 35% L	-	70 62% BFHJL	-	55 38% L	-	67 41% L	-	77 40% L	-	170 26% L
.site	-	222 26% L	-	21 28% L	-	48 29% L	-	34 30% L	-	36 32% L	-	83 21% L
.toronto	-	9 50% L	-	9 50% L	-	-	-	-	-	-	-	-
.guadalajara	-	3 43% L	-	3 43% L	-	-	-	-	-	-	-	-
.roma	-	4 50% L	-	-	-	-	-	4 50% L	-	-	-	-

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

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

2 Aug 2016
Table 141

SUMMARY TABLE OF BOTTOM 2 BOX

Base: Has Heard Of New gTLDs (Variable Bases)

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
.istanbul	-	1 8%	-	-	-	-	-	1 8%	-	-	-	-
.madrid	-	2 40%	-	-	-	-	-	2 40%	-	-	-	-
.warszawa	-	6 67%	-	-	-	-	-	6 67%	-	-	-	-
.paris	-	12 43%	-	-	-	-	-	12 43%	-	-	-	-
Foshan	-	25 30%	-	-	-	-	-	-	-	-	-	25 30%
.hanoi	-	3 33%	-	-	-	-	-	-	-	-	-	3 33%
.manilla	-	4 25%	-	-	-	-	-	-	-	-	-	4 25%
.tokyo	-	35 50%	-	-	-	-	-	-	-	-	-	35 50%
.seoul	-	11 39%	-	-	-	-	-	-	-	-	-	11 39%
.MOCKBa	-	6 33%	-	-	-	-	-	-	-	-	-	6 33%
.delhi	-	13 22%	-	-	-	-	-	-	-	-	-	13 22%
.jakarta	-	6 32%	-	-	-	-	-	-	-	-	-	6 32%
.abuja	-	7 41%	-	-	-	-	-	-	-	7 41%	-	-
.capetown	-	8 40%	-	-	-	-	-	-	-	8 40%	-	-
.cairo	-	5 19%	-	-	-	-	-	-	-	5 19%	-	-
.bogota	-	10 38%	-	-	-	10 38%	-	-	-	-	-	-
.cordoba	-	8 80%	-	-	-	8 80%	-	-	-	-	-	-

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

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

2 Aug 2016
Table 141

SUMMARY TABLE OF BOTTOM 2 BOX

Base: Has Heard Of New gTLDs (Variable Bases)

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
.rio	-	10 48%	-	-	-	10 48%	-	-	-	-	-	-
.berlin	81 65%	21 66%	-	-	-	-	81 65%	21 66%	-	-	-	-
.ovh	92 74%	3 50%	-	-	-	-	92 74%	3 50%	-	-	-	-
.london	341 64%	14 70%	-	-	-	-	341 64%	14 70%	-	-	-	-
.nyc	228 85%	15 65%	228 85%	15 65%	-	-	-	-	-	-	-	-
.wang	177 32% B	23 21%	-	-	-	-	-	-	-	-	177 32% L	23 21%
.xn-ses554g (Chinese for network address)	177 32% B	5 14%	-	-	-	-	-	-	-	-	177 32% L	5 14%
.xn-55qx5d (Chinese for company)	169 31% B	7 15%	-	-	-	-	-	-	-	-	169 31% L	7 15%

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

1. .email

Base: Has Heard Of New gTLDs

	Region											
	2015 Total Registrants	2016 Total Registrants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	1227	473	103	400	190	533	182	414	151	1537	601
TOP 2 BOX (NET)	1465 44% CG	842 69% ADFH	105 22%	55 53% C	171 43% CG	112 59% E	163 31% C	113 62% G	182 44% CG	106 70% IDF	844 55% ACEGI	456 76% KBDFH
Very likely	691 21% CG	454 37% A	39 8%	29 28% C	89 22% CG	66 35% E	67 13% C	59 32% G	76 18% CG	60 40% I	420 27% ACEGI	240 40% KBD
Somewhat likely	774 23% CG	388 32% AF	66 14%	26 25% C	82 21% C	46 24% C	96 18% G	54 30% G	106 26% CG	46 30% CG	424 28% ACEG	216 36% KBDF
BOTTOM 2 BOX (NET)	1538 46% BK	297 24% L	339 72% DAEGIK	35 34% BJL	194 49% FK	62 33% BJL	299 56% HAEIK	58 32% BJL	188 45% JK	33 22% JK	518 34% L	109 18% L
Somewhat unlikely	511 15% BI	147 12% L	76 16%	13 13%	61 15%	27 14%	95 18% I	29 16%	48 12%	14 9%	231 15% L	64 11% L
Very unlikely	1027 31% BK	150 12% L	263 56% DAEGIK	22 21% BL	133 33% FK	35 18% BL	204 38% HAK	29 16% L	140 34% JK	19 13% L	287 19% L	45 7% L
Not sure	352 10% BC	88 7%	29 6%	13 13% CBL	35 9%	16 8%	70 13% HACE	11 6%	44 11% C	12 8%	174 11% LC	36 6%
Decline to Answer	2 *	-	-	-	-	-	1 *	-	-	-	1 *	-
Sigma	3357 100%	1227 100%	473 100%	103 100%	400 100%	190 100%	533 100%	182 100%	414 100%	151 100%	1537 100%	601 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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?

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Table 143

2. .photography

Base: Has Heard Of New gTLDs

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	491	473	40*	400	82*	533	67*	414	45*	1537	257
TOP 2 BOX (NET)	1248 37% CG	289 59% AD	105 22%	14 35%	140 35% CG	43 52% E	134 25%	40 60% GD	139 34% CG	22 49% I	730 47% ACEGI	170 66% KBDFJ
Very likely	469 14% CG	136 28% A	30 6%	8 20% C	52 13% C	25 30% E	49 9%	19 28% G	50 12% C	14 31% I	288 19% ACEGI	70 27% K
Somewhat likely	779 23% CG	153 31% ADFJ	75 16%	6 15%	88 22% CG	18 22%	85 16%	21 31% G	89 21% CG	8 18%	442 29% ACEGI	100 39% KBDFJ
BOTTOM 2 BOX (NET)	1701 51% BK	158 32% L	330 70% DAEGIK	19 48% BL	213 53% FK	29 35%	322 60% HAEK	25 37%	227 55% JK	15 33%	609 40% L	70 27%
Somewhat unlikely	609 18% C	80 16%	61 13%	5 13%	78 20% C	12 15%	105 20% C	9 13%	70 17%	7 16%	295 19% C	47 18%
Very unlikely	1092 33% BK	78 16% L	269 57% DAEGIK	14 35% BL	135 34% FK	17 21% L	217 41% HAEK	16 24% L	157 38% JAK	8 18%	314 20% L	23 9%
Not sure	406 12% BC	44 9% L	38 8%	7 18% CHL	47 12%	10 12% H	76 14% HC	2 3%	48 12%	8 18% BHL	197 13% LC	17 7%
Decline to Answer	2 *	-	-	-	-	-	1 *	-	-	-	1 *	-
Sigma	3357 100%	491 100%	473 100%	40 100%	400 100%	82 100%	533 100%	67 100%	414 100%	45 100%	1537 100%	257 100%

Proportions/Means: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. * small base

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

2 Aug 2016
Table 144

3. .link

Base: Has Heard Of New gTLDs

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	1118	473	88*	400	183	533	131	414	141	1537	575
TOP 2 BOX (NET)	1386 41% CG	686 61% ADF	90 19%	44 50% C	164 41% CG	87 48%	153 29% C	85 65% GDF	185 45% CG	92 65% IDF	794 52% ACEGI	378 66% KBDF
Very likely	551 16% CG	297 27% A	28 6%	17 19% C	75 19% CG	44 24%	55 10% C	33 25% G	69 17% CG	38 27% I	324 21% ACGI	165 29% K
Somewhat likely	835 25% CG	389 35% AF	62 13%	27 31% C	89 22% C	43 23%	98 18% C	52 40% GF	116 28% CG	54 38% IF	470 31% ACEG	213 37% KF
BOTTOM 2 BOX (NET)	1574 47% BK	338 30% DAEGIK	338 71% DAEGIK	33 38%	196 49% FK	68 37% BJL	304 57% HAEIK	39 30%	187 45% JK	37 26%	549 36% L	161 28%
Somewhat unlikely	514 15% C	187 17%	53 11%	17 19% C	58 15%	28 15%	94 18% CI	22 17%	52 13%	20 14%	257 17% ACI	100 17%
Very unlikely	1060 32% BK	151 14% L	285 60% DAEGIK	16 18% L	138 35% FK	40 22% BHJL	210 39% HAIK	17 13%	135 33% JK	17 12%	292 19% L	61 11%
Not sure	395 12% B	94 8% L	45 10%	11 13% L	40 10%	28 15% BHL	75 14% HC	7 5%	42 10%	12 9%	193 13% L	36 6%
Decline to Answer	2 *	-	-	-	-	-	1 *	-	-	-	1 *	-
Sigma	3357 100%	1118 100%	473 100%	88 100%	400 100%	183 100%	533 100%	131 100%	414 100%	141 100%	1537 100%	575 100%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. * small base

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

2 Aug 2016
Table 145

4. .guru

Base: Has Heard Of New gTLDs

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	511	473	50*	400	71*	533	45*	414	84*	1537	261
TOP 2 BOX (NET)	1105 33% CEG	303 59% ADF	93 20%	19 38% C	108 27% CG	32 45% E	108 20%	24 53% G	134 32% CG	43 51% I	662 43% ACEGI	185 71% KBDFHJ
Very likely	414 12% CEG	144 28% AF	28 6%	11 22% C	32 8%	11 15% E	46 9%	10 22% G	44 11% C	24 29% I	264 17% ACEGI	88 34% KBF
Somewhat likely	691 21% CG	159 31% AD	65 14%	8 16%	76 19% CG	21 30% E	62 12%	14 31% G	90 22% CG	19 23%	398 26% ACEG	97 37% KBDJ
BOTTOM 2 BOX (NET)	1825 54% BK	156 31% L	343 73% DAEGIK	25 50% BL	243 61% FAK	30 42% BL	346 65% HAIK	20 44% BL	224 54% JK	28 33% L	669 44% L	53 20%
Somewhat unlikely	640 19% B	74 14%	77 16%	7 14%	74 19%	19 27% BHJL	96 18%	5 11%	67 16%	9 11%	326 21% LACI	34 13%
Very unlikely	1185 35% BK	82 16% L	266 56% DAEGIK	18 36% BFL	169 42% FAK	11 15% L	250 47% AIK	15 33% BFL	157 38% JK	19 23% L	343 22% L	19 7%
Not sure	425 13% C	52 10%	37 8%	6 12%	49 12% C	9 13%	78 15% HC	1 2%	56 14% C	13 15% H	205 13% LC	23 9%
Decline to Answer	2 *	-	-	-	-	-	1 *	-	-	-	1 *	-
Sigma	3357 100%	511 100%	473 100%	50 100%	400 100%	71 100%	533 100%	45 100%	414 100%	84 100%	1537 100%	261 100%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. * small base

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?

2 Aug 2016
Table 146

5. .realtor

Base: Has Heard Of New gTLDs

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	258	473	68*	400	11**	533	20**	414	23**	1537	136
TOP 2 BOX (NET)	937 28% CEGI	145 56% AD	63 13%	11 16%	87 22% CG	10 91%	87 16%	15 75%	93 22% CG	10 43%	607 39% ACEGI	99 73% KBD
Very likely	332 10% CGI	58 22% AD	28 6%	5 7%	29 7%	5 45%	29 5%	7 35%	21 5%	3 13%	225 15% ACEGI	38 28% KBD
Somewhat likely	605 18% CEG	87 34% AD	35 7%	6 9%	58 15% C	5 45%	58 11%	8 40%	72 17% CG	7 30%	382 25% ACEGI	61 45% KBD
BOTTOM 2 BOX (NET)	1965 59% BK	99 38% L	372 79% AEGIK	53 78% BL	261 65% AK	1 9%	365 68% AK	5 25%	261 63% AK	13 57%	706 46% L	27 20%
Somewhat unlikely	640 19% BC	28 11%	65 14%	8 12%	77 19% C	- -	107 20% C	2 10%	70 17%	3 13%	321 21% LAC	15 11%
Very unlikely	1325 39% BK	71 28% L	307 65% AEGIK	45 66% BL	184 46% AK	1 9%	258 48% AK	3 15%	191 46% AK	10 43%	385 25% L	12 9%
Not sure	453 13% BC	14 5%	38 8%	4 6%	52 13% C	- -	80 15% C	- -	60 14% C	- -	223 15% LC	10 7%
Decline to Answer	2 *	-	-	-	-	-	1 *	-	-	-	1 *	-
Sigma	3357 100%	258 100%	473 100%	68 100%	400 100%	11 100%	533 100%	20 100%	414 100%	23 100%	1537 100%	136 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

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Table 147

6. .club

Base: Has Heard Of New gTLDs

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	676	473	55*	400	80*	533	71*	414	64*	1537	406
TOP 2 BOX (NET)	1260 38% CGI	423 63% ADF	98 21%	27 49% C	139 35% CG	39 49% E	132 25%	37 52% G	132 32% CG	33 52% I	759 49% ACEGI	287 71% KBDFHJ
Very likely	500 15% CEGI	208 31% AF	36 8%	16 29% C	44 11%	17 21% E	54 10%	22 31% G	40 10%	13 20% I	326 21% ACEGI	140 34% KBFJ
Somewhat likely	760 23% CG	215 32% ADH	62 13%	11 20%	95 24% CG	22 28%	78 15%	15 21%	92 22% CG	20 31%	433 28% ACGI	147 36% KBDH
BOTTOM 2 BOX (NET)	1683 50% BK	205 30% L	339 72% DAEGIK	18 33%	215 54% FK	33 41% BL	327 61% HAEIK	31 44% BL	226 55% JK	22 34%	576 37% L	101 25%
Somewhat unlikely	585 17%	102 15%	72 15%	6 11%	81 20% I	15 19%	101 19%	13 18%	60 14%	12 19%	271 18%	56 14%
Very unlikely	1098 33% BK	103 15% L	267 56% DAEGIK	12 22% L	134 34% K	18 23% L	226 42% HAEK	18 25% BL	166 40% JAK	10 16%	305 20% L	45 11%
Not sure	412 12% BC	48 7% L	36 8%	10 18% CBHL	46 12%	8 10% L	73 14% HC	3 4%	56 14% C	9 14% BHL	201 13% LC	18 4%
Decline to Answer	2 *	-	-	-	-	-	1 *	-	-	-	1 *	-
Sigma	3357 100%	676 100%	473 100%	55 100%	400 100%	80 100%	533 100%	71 100%	414 100%	64 100%	1537 100%	406 100%

Proportions/Means: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. * small base

O820 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. .xvz

Base: Has Heard Of New gTLDs

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	443	473	38*	400	40*	533	47*	414	59*	1537	259
TOP 2 BOX (NET)	929 28% CEGI	228 51% AJ	51 11% 11%	18 47% C	85 21% C	22 55% E	96 18% C	24 51% G	72 17% C	21 36% I	625 41% ACEGI	143 55% KJ
Very likely	359 11% CEI	96 22% AJ	12 3% 3%	10 26% C	28 7% C	7 18% E	45 8% CI	11 23% G	21 5% C	12 12% I	253 16% ACEGI	61 24% KJ
Somewhat likely	570 17% CGI	132 30% A	39 8% 8%	8 21% C	57 14% CG	15 38% E	51 10% C	13 28% G	51 12% C	14 24% I	372 24% ACEGI	82 32% K
BOTTOM 2 BOX (NET)	1976 59% BK	171 39% DAEGIK	384 81% DAEGIK	16 42% FAK	262 66% FAK	12 30% HAK	356 67% HAK	23 49% JAK	278 67% JAK	28 47% L	696 45% L	92 36% L
Somewhat unlikely	628 19% C	80 18% 18%	55 12% 12%	4 11% 11%	79 20% C	6 15% 15%	101 19% C	10 21% C	86 21% C	11 19% 19%	307 20% C	49 19% 19%
Very unlikely	1348 40% BK	91 21% L	329 70% DAEGIK	12 32% L	183 46% FAK	6 15% 15%	255 48% HAK	13 28% JAK	192 46% JAK	17 29% L	389 25% L	43 17% 17%
Not sure	450 13% BC	44 10% H	38 8% 8%	4 11% H	53 13% C	6 15% H	80 15% HC	- - -	64 15% C	10 17% H	215 14% LC	24 9% H
Decline to Answer	2 *	-	-	-	-	-	1 *	-	-	-	1 *	-
Sigma	3357 100%	443 100%	473 100%	38 100%	400 100%	40 100%	533 100%	47 100%	414 100%	59 100%	1537 100%	259 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. * small base

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?

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Table 149

16. .top

Base: Has Heard Of New gTLDs

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	466	-**	16**	-**	44*	-**	46*	-**	29**	-**	331
TOP 2 BOX (NET)	-	297	-	6	-	19	-	25	-	16	-	231
	-	64%	-	38%	-	43%	-	54%	-	55%	-	70%
		F										BFH
Very likely	-	148	-	4	-	9	-	13	-	5	-	117
	-	32%	-	25%	-	20%	-	28%	-	17%	-	35%
												B
Somewhat likely	-	149	-	2	-	10	-	12	-	11	-	114
	-	32%	-	13%	-	23%	-	26%	-	38%	-	34%
BOTTOM 2 BOX (NET)	-	133	-	8	-	18	-	18	-	9	-	80
	-	29%	-	50%	-	41%	-	39%	-	31%	-	24%
		L										
Somewhat unlikely	-	77	-	5	-	11	-	5	-	5	-	51
	-	17%	-	31%	-	25%	-	11%	-	17%	-	15%
Very unlikely	-	56	-	3	-	7	-	13	-	4	-	29
	-	12%	-	19%	-	16%	-	28%	-	14%	-	9%
		L						BL				
Not sure	-	36	-	2	-	7	-	3	-	4	-	20
	-	8%	-	13%	-	16%	-	7%	-	14%	-	6%
		L				BL						
Sigma	-	466	-	16	-	44	-	46	-	29	-	331
	-	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 - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 150

17. .pics

Base: Has Heard Of New gTLDs

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	485	-**	50*	-**	49*	-**	73*	-**	61*	-**	252
TOP 2 BOX (NET)	-	313 65% DJ	-	25 50%	-	31 63%	-	42 58%	-	32 52%	-	183 73% BDHJ
Very likely	-	134 28%	-	13 26%	-	11 22%	-	14 19%	-	16 26%	-	80 32% BH
Somewhat likely	-	179 37% D	-	12 24%	-	20 41%	-	28 38%	-	16 26%	-	103 41% DJ
BOTTOM 2 BOX (NET)	-	136 28% L	-	19 38%	-	13 27%	-	29 40% BL	-	22 36%	-	53 21%
Somewhat unlikely	-	77 16%	-	10 20%	-	10 20%	-	12 16%	-	11 18%	-	34 13%
Very unlikely	-	59 12% L	-	9 18% L	-	3 6%	-	17 23% BFL	-	11 18% L	-	19 8%
Not sure	-	36 7%	-	6 12% H	-	5 10%	-	2 3%	-	7 11% H	-	16 6%
Sigma	-	485 100%	-	50 100%	-	49 100%	-	73 100%	-	61 100%	-	252 100%

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

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

2 Aug 2016
Table 151

18. .online

Base: Has Heard Of New gTLDs

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	1142	-**	86*	-**	181	-**	190	-**	165	-**	520
TOP 2 BOX (NET)	-	805	-	57	-	117	-	118	-	111	-	402
	-	70% H	-	66%	-	65%	-	62%	-	67%	-	77% BDFHJ
Very likely	-	418	-	27	-	72	-	52	-	64	-	203
	-	37% H	-	31%	-	40% H	-	27%	-	39% H	-	39% H
Somewhat likely	-	387	-	30	-	45	-	66	-	47	-	199
	-	34% F	-	35%	-	25%	-	35% F	-	28%	-	38% BFJ
BOTTOM 2 BOX (NET)	-	253	-	20	-	46	-	63	-	34	-	90
	-	22% L	-	23%	-	25% L	-	33% BJL	-	21%	-	17%
Somewhat unlikely	-	138	-	10	-	19	-	33	-	15	-	61
	-	12%	-	12%	-	10%	-	17% BJ	-	9%	-	12%
Very unlikely	-	115	-	10	-	27	-	30	-	19	-	29
	-	10% L	-	12% L	-	15% BL	-	16% BL	-	12% L	-	6%
Not sure	-	84	-	9	-	18	-	9	-	20	-	28
	-	7% L	-	10%	-	10% L	-	5%	-	12% BHL	-	5%
Sigma	-	1142	-	86	-	181	-	190	-	165	-	520
	-	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 - A/C/E/G/I/K - B/D/F/H/J/L
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?

2 Aug 2016
Table 152

19. .space

Base: Has Heard Of New gTLDs

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	700	-**	68*	-**	131	-**	100	-**	82*	-**	319
TOP 2 BOX (NET)	-	417	-	33	-	60	-	65	-	39	-	220
	-	60% FJ	-	49%	-	46%	-	65% DFJ	-	48%	-	69% BDFJ
Very likely	-	190	-	13	-	26	-	28	-	20	-	103
	-	27% F	-	19%	-	20%	-	28%	-	24%	-	32% BDF
Somewhat likely	-	227	-	20	-	34	-	37	-	19	-	117
	-	32%	-	29%	-	26%	-	37% J	-	23%	-	37% BFJ
BOTTOM 2 BOX (NET)	-	215	-	29	-	48	-	31	-	25	-	82
	-	31% L	-	43% BL	-	37%	-	31%	-	30%	-	26%
Somewhat unlikely	-	106	-	16	-	22	-	12	-	12	-	44
	-	15%	-	24% BL	-	17%	-	12%	-	15%	-	14%
Very unlikely	-	109	-	13	-	26	-	19	-	13	-	38
	-	16% L	-	19%	-	20% L	-	19%	-	16%	-	12%
Not sure	-	68	-	6	-	23	-	4	-	18	-	17
	-	10% HL	-	9%	-	18% BHL	-	4%	-	22% BDHL	-	5%
Sigma	-	700	-	68	-	131	-	100	-	82	-	319
	-	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 - A/C/E/G/I/K - B/D/F/H/J/L
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?

2 Aug 2016
Table 153

20. .website

Base: Has Heard Of New gTLDs

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	886	-**	73*	-**	182	-**	129	-**	100	-**	402
TOP 2 BOX (NET)	-	594	-	51	-	110	-	81	-	65	-	287
	-	67% F	-	70%	-	60%	-	63%	-	65%	-	71% BF
Very likely	-	318	-	28	-	68	-	42	-	35	-	145
	-	36%	-	38%	-	37%	-	33%	-	35%	-	36%
Somewhat likely	-	276	-	23	-	42	-	39	-	30	-	142
	-	31% F	-	32%	-	23%	-	30%	-	30%	-	35% BF
BOTTOM 2 BOX (NET)	-	216	-	14	-	51	-	41	-	24	-	86
	-	24%	-	19%	-	28%	-	32% BL	-	24%	-	21%
Somewhat unlikely	-	109	-	3	-	21	-	19	-	8	-	58
	-	12% D	-	4%	-	12%	-	15% D	-	8%	-	14% D
Very unlikely	-	107	-	11	-	30	-	22	-	16	-	28
	-	12% L	-	15% L	-	16% BL	-	17% L	-	16% L	-	7%
Not sure	-	76	-	8	-	21	-	7	-	11	-	29
	-	9%	-	11%	-	12%	-	5%	-	11%	-	7%
Sigma	-	886	-	73	-	182	-	129	-	100	-	402
	-	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 - A/C/E/G/I/K - B/D/F/H/J/L
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?

2 Aug 2016
Table 154

21. .news

Base: Has Heard Of New gTLDs

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	1253	-**	113	-**	144	-**	162	-**	191	-**	643
TOP 2 BOX (NET)	-	717 57% DJ	-	34 30%	-	73 51% D	-	88 54% D	-	92 48% D	-	430 67% BDFHJ
Very likely	-	346 28% D	-	15 13%	-	42 29% D	-	36 22%	-	42 22%	-	211 33% BDHJ
Somewhat likely	-	371 30% DF	-	19 17%	-	31 22%	-	52 32% DF	-	50 26%	-	219 34% BDFJ
BOTTOM 2 BOX (NET)	-	439 35% L	-	70 62% BFHJL	-	55 38% L	-	67 41% L	-	77 40% L	-	170 26% L
Somewhat unlikely	-	217 17%	-	21 19%	-	24 17%	-	25 15%	-	39 20%	-	108 17%
Very unlikely	-	222 18% L	-	49 43% BFHJL	-	31 22% L	-	42 26% BL	-	38 20% L	-	62 10% L
Not sure	-	97 8%	-	9 8%	-	16 11% H	-	7 4%	-	22 12% BHL	-	43 7% L
Sigma	-	1253 100%	-	113 100%	-	144 100%	-	162 100%	-	191 100%	-	643 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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

2 Aug 2016
Table 155

Base: Has Heard Of New gTLDs

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	862	-**	76*	-**	167	-**	114	-**	113	-**	392
TOP 2 BOX (NET)	-	573 66% J	-	47 62%	-	102 61%	-	74 65%	-	64 57%	-	286 73% BFJ
Very likely	-	280 32%	-	25 33%	-	61 37%	-	36 32%	-	33 29%	-	125 32%
Somewhat likely	-	293 34% F	-	22 29%	-	41 25%	-	38 33%	-	31 27%	-	161 41% BDFJ
BOTTOM 2 BOX (NET)	-	222 26% L	-	21 28%	-	48 29%	-	34 30%	-	36 32%	-	83 21%
Somewhat unlikely	-	128 15%	-	7 9%	-	27 16%	-	15 13%	-	24 21% BD	-	55 14%
Very unlikely	-	94 11% L	-	14 18% BL	-	21 13% L	-	19 17% BL	-	12 11%	-	28 7%
Not sure	-	67 8% L	-	8 11%	-	17 10%	-	6 5%	-	13 12% L	-	23 6%
Sigma	-	862 100%	-	76 100%	-	167 100%	-	114 100%	-	113 100%	-	392 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

2 Aug 2016
Table 156

23. .toronto

Base: Has Heard Of New gTLDs

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

2 Aug 2016
Table 157

24. .guadalajara

Base: Has Heard Of New gTLDs

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

2 Aug 2016
Table 158

25. .roma

Base: Has Heard Of New gTLDs

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

2 Aug 2016
Table 159

26. .istanbul

Base: Has Heard Of New gTLDs

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

2 Aug 2016
Table 160

27. .madrid

Base: Has Heard Of New gTLDs

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

2 Aug 2016
Table 161

28. .warszawa

Base: Has Heard Of New gTLDs

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

2 Aug 2016
Table 162

29. .paris

Base: Has Heard Of New gTLDs

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

2 Aug 2016
Table 163

30. Foshan

Base: Has Heard Of New gTLDs

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	82*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	82*
TOP 2 BOX (NET)	-	53 65%	-	-	-	-	-	-	-	-	-	53 65%
Very likely	-	32 39%	-	-	-	-	-	-	-	-	-	32 39%
Somewhat likely	-	21 26%	-	-	-	-	-	-	-	-	-	21 26%
BOTTOM 2 BOX (NET)	-	25 30%	-	-	-	-	-	-	-	-	-	25 30%
Somewhat unlikely	-	16 20%	-	-	-	-	-	-	-	-	-	16 20%
Very unlikely	-	9 11%	-	-	-	-	-	-	-	-	-	9 11%
Not sure	-	4 5%	-	-	-	-	-	-	-	-	-	4 5%
Sigma	-	82 100%	-	-	-	-	-	-	-	-	-	82 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

2 Aug 2016
Table 164

31. .hanoi

Base: Has Heard Of New gTLDs

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	..	9**	..	..	..	..	..	..	..	..	..	9**
TOP 2 BOX (NET)	-	6 67%	-	-	-	-	-	-	-	-	-	6 67%
Very likely	-	2 22%	-	-	-	-	-	-	-	-	-	2 22%
Somewhat likely	-	4 44%	-	-	-	-	-	-	-	-	-	4 44%
BOTTOM 2 BOX (NET)	-	3 33%	-	-	-	-	-	-	-	-	-	3 33%
Somewhat unlikely	-	2 22%	-	-	-	-	-	-	-	-	-	2 22%
Very unlikely	-	1 11%	-	-	-	-	-	-	-	-	-	1 11%
Not sure	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	9 100%	-	-	-	-	-	-	-	-	-	9 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

2 Aug 2016
Table 165

32. .manilla

Base: Has Heard Of New gTLDs

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	16**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	16**
TOP 2 BOX (NET)	-	12 75%	-	-	-	-	-	-	-	-	-	12 75%
Very likely	-	6 38%	-	-	-	-	-	-	-	-	-	6 38%
Somewhat likely	-	6 38%	-	-	-	-	-	-	-	-	-	6 38%
BOTTOM 2 BOX (NET)	-	4 25%	-	-	-	-	-	-	-	-	-	4 25%
Somewhat unlikely	-	3 19%	-	-	-	-	-	-	-	-	-	3 19%
Very unlikely	-	1 6%	-	-	-	-	-	-	-	-	-	1 6%
Not sure	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	16 100%	-	-	-	-	-	-	-	-	-	16 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

2 Aug 2016
Table 166

33. .tokyo

Base: Has Heard Of New gTLDs

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	70*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	70*
TOP 2 BOX (NET)	-	31 44%	-	-	-	-	-	-	-	-	-	31 44%
Very likely	-	9 13%	-	-	-	-	-	-	-	-	-	9 13%
Somewhat likely	-	22 31%	-	-	-	-	-	-	-	-	-	22 31%
BOTTOM 2 BOX (NET)	-	35 50%	-	-	-	-	-	-	-	-	-	35 50%
Somewhat unlikely	-	16 23%	-	-	-	-	-	-	-	-	-	16 23%
Very unlikely	-	19 27%	-	-	-	-	-	-	-	-	-	19 27%
Not sure	-	4 6%	-	-	-	-	-	-	-	-	-	4 6%
Sigma	-	70 100%	-	-	-	-	-	-	-	-	-	70 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

2 Aug 2016
Table 167

34. .seoul

Base: Has Heard Of New gTLDs

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	28**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	28**
TOP 2 BOX (NET)	-	15 54%	-	-	-	-	-	-	-	-	-	15 54%
Very likely	-	6 21%	-	-	-	-	-	-	-	-	-	6 21%
Somewhat likely	-	9 32%	-	-	-	-	-	-	-	-	-	9 32%
BOTTOM 2 BOX (NET)	-	11 39%	-	-	-	-	-	-	-	-	-	11 39%
Somewhat unlikely	-	6 21%	-	-	-	-	-	-	-	-	-	6 21%
Very unlikely	-	5 18%	-	-	-	-	-	-	-	-	-	5 18%
Not sure	-	2 7%	-	-	-	-	-	-	-	-	-	2 7%
Sigma	-	28 100%	-	-	-	-	-	-	-	-	-	28 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

2 Aug 2016
Table 168

35. .MOCKBa

Base: Has Heard Of New gTLDs

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	18**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	18**
TOP 2 BOX (NET)	-	12 67%	-	-	-	-	-	-	-	-	-	12 67%
Very likely	-	8 44%	-	-	-	-	-	-	-	-	-	8 44%
Somewhat likely	-	4 22%	-	-	-	-	-	-	-	-	-	4 22%
BOTTOM 2 BOX (NET)	-	6 33%	-	-	-	-	-	-	-	-	-	6 33%
Somewhat unlikely	-	2 11%	-	-	-	-	-	-	-	-	-	2 11%
Very unlikely	-	4 22%	-	-	-	-	-	-	-	-	-	4 22%
Not sure	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	18 100%	-	-	-	-	-	-	-	-	-	18 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

2 Aug 2016
Table 169

36. .delhi

Base: Has Heard Of New gTLDs

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	59*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	59*
TOP 2 BOX (NET)	-	44 75%	-	-	-	-	-	-	-	-	-	44 75%
Very likely	-	25 42%	-	-	-	-	-	-	-	-	-	25 42%
Somewhat likely	-	19 32%	-	-	-	-	-	-	-	-	-	19 32%
BOTTOM 2 BOX (NET)	-	13 22%	-	-	-	-	-	-	-	-	-	13 22%
Somewhat unlikely	-	5 8%	-	-	-	-	-	-	-	-	-	5 8%
Very unlikely	-	8 14%	-	-	-	-	-	-	-	-	-	8 14%
Not sure	-	2 3%	-	-	-	-	-	-	-	-	-	2 3%
Sigma	-	59 100%	-	-	-	-	-	-	-	-	-	59 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

2 Aug 2016
Table 170

37. .jakarta

Base: Has Heard Of New gTLDs

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	19**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	19**
TOP 2 BOX (NET)	-	12 63%	-	-	-	-	-	-	-	-	-	12 63%
Very likely	-	6 32%	-	-	-	-	-	-	-	-	-	6 32%
Somewhat likely	-	6 32%	-	-	-	-	-	-	-	-	-	6 32%
BOTTOM 2 BOX (NET)	-	6 32%	-	-	-	-	-	-	-	-	-	6 32%
Somewhat unlikely	-	5 26%	-	-	-	-	-	-	-	-	-	5 26%
Very unlikely	-	1 5%	-	-	-	-	-	-	-	-	-	1 5%
Not sure	-	1 5%	-	-	-	-	-	-	-	-	-	1 5%
Sigma	-	19 100%	-	-	-	-	-	-	-	-	-	19 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 171

38. .abuja

Base: Has Heard Of New gTLDs

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	17**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	17**	-.**	-.**
TOP 2 BOX (NET)	-	9 53%	-	-	-	-	-	-	-	9 53%	-	-
Very likely	-	5 29%	-	-	-	-	-	-	-	5 29%	-	-
Somewhat likely	-	4 24%	-	-	-	-	-	-	-	4 24%	-	-
BOTTOM 2 BOX (NET)	-	7 41%	-	-	-	-	-	-	-	7 41%	-	-
Somewhat unlikely	-	2 12%	-	-	-	-	-	-	-	2 12%	-	-
Very unlikely	-	5 29%	-	-	-	-	-	-	-	5 29%	-	-
Not sure	-	1 6%	-	-	-	-	-	-	-	1 6%	-	-
Sigma	-	17 100%	-	-	-	-	-	-	-	17 100%	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 172

39. .capetown

Base: Has Heard Of New gTLDs

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	20**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	20**	-.**	-.**
TOP 2 BOX (NET)	-	10 50%	-	-	-	-	-	-	-	10 50%	-	-
Very likely	-	4 20%	-	-	-	-	-	-	-	4 20%	-	-
Somewhat likely	-	6 30%	-	-	-	-	-	-	-	6 30%	-	-
BOTTOM 2 BOX (NET)	-	8 40%	-	-	-	-	-	-	-	8 40%	-	-
Somewhat unlikely	-	3 15%	-	-	-	-	-	-	-	3 15%	-	-
Very unlikely	-	5 25%	-	-	-	-	-	-	-	5 25%	-	-
Not sure	-	2 10%	-	-	-	-	-	-	-	2 10%	-	-
Sigma	-	20 100%	-	-	-	-	-	-	-	20 100%	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

2 Aug 2016
Table 173

40. .cairo

Base: Has Heard Of New gTLDs

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	26**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	26**	-.**	-.**
TOP 2 BOX (NET)	-	20 77%	-	-	-	-	-	-	-	20 77%	-	-
Very likely	-	6 23%	-	-	-	-	-	-	-	6 23%	-	-
Somewhat likely	-	14 54%	-	-	-	-	-	-	-	14 54%	-	-
BOTTOM 2 BOX (NET)	-	5 19%	-	-	-	-	-	-	-	5 19%	-	-
Somewhat unlikely	-	2 8%	-	-	-	-	-	-	-	2 8%	-	-
Very unlikely	-	3 12%	-	-	-	-	-	-	-	3 12%	-	-
Not sure	-	1 4%	-	-	-	-	-	-	-	1 4%	-	-
Sigma	-	26 100%	-	-	-	-	-	-	-	26 100%	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

2 Aug 2016
Table 174

41. .bogota

Base: Has Heard Of New gTLDs

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	26**	-.**	-.**	-.**	26**	-.**	-.**	-.**	-.**	-.**	-.**
TOP 2 BOX (NET)	-	13 50%	-	-	-	13 50%	-	-	-	-	-	-
Very likely	-	6 23%	-	-	-	6 23%	-	-	-	-	-	-
Somewhat likely	-	7 27%	-	-	-	7 27%	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	10 38%	-	-	-	10 38%	-	-	-	-	-	-
Somewhat unlikely	-	3 12%	-	-	-	3 12%	-	-	-	-	-	-
Very unlikely	-	7 27%	-	-	-	7 27%	-	-	-	-	-	-
Not sure	-	3 12%	-	-	-	3 12%	-	-	-	-	-	-
Sigma	-	26 100%	-	-	-	26 100%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

2 Aug 2016
Table 175

42. .cordoba

Base: Has Heard Of New gTLDs

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	10**	-.**	-.**	-.**	10**	-.**	-.**	-.**	-.**	-.**	-.**
TOP 2 BOX (NET)	-	2 20%	-	-	-	2 20%	-	-	-	-	-	-
Very likely	-	1 10%	-	-	-	1 10%	-	-	-	-	-	-
Somewhat likely	-	1 10%	-	-	-	1 10%	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	8 80%	-	-	-	8 80%	-	-	-	-	-	-
Somewhat unlikely	-	1 10%	-	-	-	1 10%	-	-	-	-	-	-
Very unlikely	-	7 70%	-	-	-	7 70%	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	10 100%	-	-	-	10 100%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

2 Aug 2016
Table 176

43. .rio

Base: Has Heard Of New gTLDs

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	..	21**	..	..	..	21**	..	..	..	..	..	..
TOP 2 BOX (NET)	-	9 43%	-	-	-	9 43%	-	-	-	-	-	-
Very likely	-	3 14%	-	-	-	3 14%	-	-	-	-	-	-
Somewhat likely	-	6 29%	-	-	-	6 29%	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	10 48%	-	-	-	10 48%	-	-	-	-	-	-
Somewhat unlikely	-	7 33%	-	-	-	7 33%	-	-	-	-	-	-
Very unlikely	-	3 14%	-	-	-	3 14%	-	-	-	-	-	-
Not sure	-	2 10%	-	-	-	2 10%	-	-	-	-	-	-
Sigma	-	21 100%	-	-	-	21 100%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

2 Aug 2016
Table 177

8. .berlin

Base: Has Heard Of New gTLDs

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	125	32*	-.**	-.**	-.**	-.**	125	32*	-.**	-.**	-.**	-.**
TOP 2 BOX (NET)	32 26%	8 25%	-	-	-	-	32 26%	8 25%	-	-	-	-
Very likely	16 13%	5 16%	-	-	-	-	16 13%	5 16%	-	-	-	-
Somewhat likely	16 13%	3 9%	-	-	-	-	16 13%	3 9%	-	-	-	-
BOTTOM 2 BOX (NET)	81 65%	21 66%	-	-	-	-	81 65%	21 66%	-	-	-	-
Somewhat unlikely	26 21%	6 19%	-	-	-	-	26 21%	6 19%	-	-	-	-
Very unlikely	55 44%	15 47%	-	-	-	-	55 44%	15 47%	-	-	-	-
Not sure	12 10%	3 9%	-	-	-	-	12 10%	3 9%	-	-	-	-
Sigma	125 100%	32 100%	-	-	-	-	125 100%	32 100%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

2 Aug 2016
Table 178

9. .ovh

Base: Has Heard Of New gTLDs

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	125	6**	-.**	-.**	-.**	-.**	125	6**	-.**	-.**	-.**	-.**
TOP 2 BOX (NET)	19 15%	3 50%	-	-	-	-	19 15%	3 50%	-	-	-	-
Very likely	11 9%	3 50%	-	-	-	-	11 9%	3 50%	-	-	-	-
Somewhat likely	8 6%	-	-	-	-	-	8 6%	-	-	-	-	-
BOTTOM 2 BOX (NET)	92 74%	3 50%	-	-	-	-	92 74%	3 50%	-	-	-	-
Somewhat unlikely	24 19%	1 17%	-	-	-	-	24 19%	1 17%	-	-	-	-
Very unlikely	68 54%	2 33%	-	-	-	-	68 54%	2 33%	-	-	-	-
Not sure	14 11%	-	-	-	-	-	14 11%	-	-	-	-	-
Sigma	125 100%	6 100%	-	-	-	-	125 100%	6 100%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

2 Aug 2016
Table 179

10. .london

Base: Has Heard Of New gTLDs

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	533	20**	-.**	-.**	-.**	-.**	533	20**	-.**	-.**	-.**	-.**
TOP 2 BOX (NET)	108 20%	3 15%	-	-	-	-	108 20%	3 15%	-	-	-	-
Very likely	40 8%	1 5%	-	-	-	-	40 8%	1 5%	-	-	-	-
Somewhat likely	68 13%	2 10%	-	-	-	-	68 13%	2 10%	-	-	-	-
BOTTOM 2 BOX (NET)	341 64%	14 70%	-	-	-	-	341 64%	14 70%	-	-	-	-
Somewhat unlikely	108 20%	4 20%	-	-	-	-	108 20%	4 20%	-	-	-	-
Very unlikely	233 44%	10 50%	-	-	-	-	233 44%	10 50%	-	-	-	-
Not sure	83 16%	3 15%	-	-	-	-	83 16%	3 15%	-	-	-	-
Decline to Answer	1 *	-	-	-	-	-	1 *	-	-	-	-	-
Sigma	533 100%	20 100%	-	-	-	-	533 100%	20 100%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 180

11. .nyc

Base: Has Heard Of New gTLDs

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	268	23**	268	23**	..**	..**	..**	..**	..**	..**	..**	..**
TOP 2 BOX (NET)	28 10%	8 35%	28 10%	8 35%	-	-	-	-	-	-	-	-
Very likely	19 7%	2 9%	19 7%	2 9%	-	-	-	-	-	-	-	-
Somewhat likely	9 3%	6 26%	9 3%	6 26%	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	228 85%	15 65%	228 85%	15 65%	-	-	-	-	-	-	-	-
Somewhat unlikely	14 5%	5 22%	14 5%	5 22%	-	-	-	-	-	-	-	-
Very unlikely	214 80%	10 43%	214 80%	10 43%	-	-	-	-	-	-	-	-
Not sure	12 4%	-	12 4%	-	-	-	-	-	-	-	-	-
Sigma	268 100%	23 100%	268 100%	23 100%	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 181

12. .wang

Base: Has Heard Of New gTLDs

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	550	110	..**	..**	..**	..**	..**	..**	..**	..**	550	110
TOP 2 BOX (NET)	313 57%	82 75% A	-	-	-	-	-	-	-	-	313 57%	82 75% K
Very likely	138 25%	38 35% A	-	-	-	-	-	-	-	-	138 25%	38 35% K
Somewhat likely	175 32%	44 40%	-	-	-	-	-	-	-	-	175 32%	44 40%
BOTTOM 2 BOX (NET)	177 32% B	23 21%	-	-	-	-	-	-	-	-	177 32% L	23 21%
Somewhat unlikely	111 20%	18 16%	-	-	-	-	-	-	-	-	111 20%	18 16%
Very unlikely	66 12% B	5 5%	-	-	-	-	-	-	-	-	66 12% L	5 5%
Not sure	60 11% B	5 5%	-	-	-	-	-	-	-	-	60 11% L	5 5%
Sigma	550 100%	110 100%	-	-	-	-	-	-	-	-	550 100%	110 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

2 Aug 2016
Table 182

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

Base: Has Heard Of New gTLDs

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	550	37*	..	..	..	..	..	..	..	..	550	37*
TOP 2 BOX (NET)	327 59%	30 81% A	-	-	-	-	-	-	-	-	327 59%	30 81% K
Very likely	153 28%	13 35%	-	-	-	-	-	-	-	-	153 28%	13 35%
Somewhat likely	174 32%	17 46%	-	-	-	-	-	-	-	-	174 32%	17 46%
BOTTOM 2 BOX (NET)	177 32% B	5 14%	-	-	-	-	-	-	-	-	177 32% L	5 14%
Somewhat unlikely	112 20%	3 8%	-	-	-	-	-	-	-	-	112 20%	3 8%
Very unlikely	65 12%	2 5%	-	-	-	-	-	-	-	-	65 12%	2 5%
Not sure	46 8%	2 5%	-	-	-	-	-	-	-	-	46 8%	2 5%
Sigma	550 100%	37 100%	-	-	-	-	-	-	-	-	550 100%	37 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

2 Aug 2016
Table 183

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

Base: Has Heard Of New gTLDs

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	550	47*	..**	..**	..**	..**	..**	..**	..**	..**	550	47*
TOP 2 BOX (NET)	331 60%	40 85% A	-	-	-	-	-	-	-	-	331 60%	40 85% K
Very likely	138 25%	18 38% A	-	-	-	-	-	-	-	-	138 25%	18 38% K
Somewhat likely	193 35%	22 47%	-	-	-	-	-	-	-	-	193 35%	22 47%
BOTTOM 2 BOX (NET)	169 31% B	7 15%	-	-	-	-	-	-	-	-	169 31% L	7 15%
Somewhat unlikely	96 17%	3 6%	-	-	-	-	-	-	-	-	96 17%	3 6%
Very unlikely	73 13%	4 9%	-	-	-	-	-	-	-	-	73 13%	4 9%
Not sure	50 9% B	-	-	-	-	-	-	-	-	-	50 9% L	-
Sigma	550 100%	47 100%	-	-	-	-	-	-	-	-	550 100%	47 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
One that seems most relevant to my needs	-	1094 33% AHL	-	204 44% CBFHL	-	123 30% E	-	152 28% G	-	161 40% IBFHL	-	454 29% K
Reasonable price	970 29% BCE	774 23% D	109 23% D	82 18%	97 24%	89 21%	183 34% ACE	173 32% BDFJL	122 29% JC	93 23%	459 30% LCE	337 22%
Has a well-known extension	1642 49% BG	722 22%	227 48% DG	100 22%	220 55% FACGK	92 22%	220 41% H	107 20%	229 55% JACGK	81 20%	746 49% LG	342 22%
One that is close to the one I wanted and is available to register	-	514 15% ADJ	-	54 12% C	-	82 20% EBDHJ	-	73 14% G	-	45 11% I	-	260 17% KBDJ
Has a new extension	312 9% BCGI	227 7% DH	18 4%	17 4%	30 8% C	26 6%	34 6%	24 4%	18 4%	20 5%	212 14% LACEGI	140 9% BDHJ
All of my other preferred gTLDs are unavailable	329 10% BK	-	82 17% DAEIK	-	38 10% FK	-	74 14% HAEIK	-	38 9% JK	-	97 6% L	-
Other	86 3% BK	18 1% DAEGIK	35 7%	3 1%	14 4% FK	3 1%	15 3% HK	5 1%	6 1%	1 *	16 1% L	6 *
Not Sure	17 1% B	-	2 *	-	1 *	-	6 1% HA	-	1 *	-	7 * L	-
Decline to Answer	1 *	-	-	-	-	-	1 *	-	-	-	-	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

2 Aug 2016
Table 185

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
.email	2126 63% CG	2270 68% ADH	264 56%	262 57%	244 61% G	288 69% ED	288 54%	341 64% GD	263 64% CG	264 66% D	1067 69% ACEGI	1115 72% BDHJ
.photography	1979 59% BG	1857 55% F	310 66% DAEGK	256 56% F	219 55% F	189 46%	287 54%	290 54% F	250 60% G	222 55% F	913 59% G	900 58% BF
.link	1922 57% CG	2024 60% ADH	203 43%	221 48%	228 57% CG	252 61% DH	266 50% C	275 51%	259 63% ACG	239 60% DH	966 63% ACEG	1037 67% KBDFHJ
.guru	1581 47% BCEG	1433 43% DH	202 43% DG	149 32%	166 42% G	164 40% DH	180 34%	178 33%	200 48% G	179 45% DH	833 54% LACEGI	763 50% BDFH
.realtor	1558 46% EG	1560 47% FH	287 61% AEGIK	276 60% BFHJL	134 34%	127 31%	161 30%	198 37% GF	202 49% EG	200 50% FH	774 50% AEG	759 49% BFH
.club	1795 53% G	1752 52% DFH	234 49% G	207 45%	201 50% FG	178 43%	222 42%	235 44%	215 52% G	194 48%	923 60% ACEGI	938 61% BDFHJ
.xyz	1255 37% CEGI	1284 38% DFH	120 25%	119 26%	117 29%	121 29%	157 29%	168 31%	132 32% C	143 36% DF	729 47% ACEGI	733 48% BDFHJ
.top	-	1578 47% DFHJ	-	144 31%	-	151 36%	-	221 41% D	-	169 42% D	-	893 58% BDFHJ
.pics	-	1649 49% DFH	-	205 45% F	-	155 37%	-	230 43%	-	207 52% DFH	-	852 55% BDFH
.online	-	2175 65% D	-	221 48%	-	270 65% D	-	338 63% D	-	283 71% BDH	-	1063 69% BDH
.space	-	1743 52% DH	-	196 43%	-	201 48%	-	255 48%	-	202 50% D	-	889 58% BDFHJ
.website	-	2059 61% D	-	221 48%	-	281 68% BDHJ	-	323 60% D	-	241 60% D	-	993 65% BD
.news	-	2403 72% FH	-	313 68%	-	269 65%	-	354 66%	-	305 76% BDFH	-	1162 76% BDFH
.site	-	1971 59% D	-	218 47%	-	247 60% D	-	295 55% D	-	238 59% D	-	973 63% BDH
.toronto	-	67 64%	-	67 64%	-	-	-	-	-	-	-	-
.guadalajara	-	45 45%	-	45 45%	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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

2 Aug 2016
Table 185

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
.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%	-	-	-	-	-	-	-	-	-	351 64%
.hanoi	-	27 52%	-	-	-	-	-	-	-	-	-	27 52%
.manilla	-	57 56%	-	-	-	-	-	-	-	-	-	57 56%
.tokyo	-	111 63%	-	-	-	-	-	-	-	-	-	111 63%
.seoul	-	63 62%	-	-	-	-	-	-	-	-	-	63 62%
.MOCKBa	-	77 60%	-	-	-	-	-	-	-	-	-	77 60%
.delhi	-	194 59%	-	-	-	-	-	-	-	-	-	194 59%
.jakarta	-	79 79%	-	-	-	-	-	-	-	-	-	79 79%
.abuja	-	106 53%	-	-	-	-	-	-	-	106 53%	-	-
.capetown	-	77 76%	-	-	-	-	-	-	-	77 76%	-	-
.cairo	-	61 61%	-	-	-	-	-	-	-	61 61%	-	-
.bogota	-	71 57%	-	-	-	71 57%	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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.

2 Aug 2016
Table 185

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
.cordoba	-	28 27%	-	-	-	28 27%	-	-	-	-	-	-
.rio	-	89 48%	-	-	-	89 48%	-	-	-	-	-	-
.berlin	83 66%	75 60%	-	-	-	-	83 66%	75 60%	-	-	-	-
.ovh	32 26%	31 25%	-	-	-	-	32 26%	31 25%	-	-	-	-
.london	281 53%	67 67% A	-	-	-	-	281 53%	67 67% G	-	-	-	-
.nyc	154 57% B	118 46%	154 57% D	118 46%	-	-	-	-	-	-	-	-
.wang	357 65%	333 60%	-	-	-	-	-	-	-	-	357 65%	333 60%
.xn-ses554g (Chinese for network address)	379 69% B	295 54%	-	-	-	-	-	-	-	-	379 69% L	295 54%
.xn-55qx5d (Chinese for company)	370 67% B	312 57%	-	-	-	-	-	-	-	-	370 67% L	312 57%
TOTAL TRUSTWORTHY (NET)	2669 80% G	3016 90% ADH	378 80% G	385 84%	304 76%	375 90% ED	390 73%	466 87% G	335 81% G	371 93% IDH	1262 82% AEG	1419 92% KBDH
TOTAL TRUSTWORTHY CONSISTENT (NET)	2669 80% G	2872 86% ADH	378 80% G	370 80%	304 76%	359 87% ED	390 73%	442 83% G	335 81% G	347 87% ID	1262 82% AEG	1354 88% KBDH
TOTAL TRUSTWORTHY ADDED (NET)	-	2940 88% ADH	-	365 79% C	-	370 89% EDH	-	449 84% G	-	363 91% IDH	-	1393 91% KBDH
TRUSTWORTHY GLOBAL (NET)	2639 79% G	2993 89% ADH	375 79% G	384 83%	304 76% G	375 90% ED	371 70%	461 86% G	335 81% G	367 92% IDH	1254 82% AEG	1406 91% KBDH
TRUSTWORTHY GLOBAL CONSISTENT (NET)	2639 79% G	2853 85% ADH	375 79% G	366 80%	304 76% G	359 87% EDH	371 70%	429 80% G	335 81% G	347 87% IDH	1254 82% AEG	1352 88% KBDH
TRUSTWORTHY GLOBAL ADDED (NET)	-	2901 87% ADH	-	363 79% C	-	369 89% EDH	-	445 83% G	-	354 88% IDH	-	1370 89% KBDH
TRUSTWORTHY GEO-SPECIFIC (NET)	888 26% EI	2042 61% ADF	154 33% AEI	230 50% C	-	188 45% E	294 55% ACEIK	334 63% GDF	-	244 61% IDF	440 29% AEI	1046 68% KBDFHJ
TRUSTWORTHY GEO-SPECIFIC CONSISTENT (NET)	888 26% BEI	663 20% FJ	154 33% DAEI	118 26% BFJ	-	-	294 55% HACEIK	147 28% BFJ	-	-	440 29% AEI	398 26% BFJ

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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

			Region									
	2015 Total Registrants	2016 Total Registrants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TRUSTWORTHY GEO-SPECIFIC ADDED (NET)	-	1690 50% ADFH	-	112 24% C	-	188 45% EDH	-	187 35% GD	-	244 61% IBDFH	-	959 62% KBDFH

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
.email	1172 35% BK	1079 32% L	201 42% AIK	198 43% BFHJL	153 38% FK	127 31% HAIK	233 44% BL	193 36% K	143 35% L	137 34% L	442 29% C	424 28% C
.photography	1306 39% C	1492 45% AL	150 32% C	204 44% C	177 44% ACK	226 54% EBDHJL	233 44% ACK	244 46% ACK	156 38% I	179 45% I	590 38% C	639 42% C
.link	1374 41% IK	1325 40% L	259 55% AEGIK	239 52% BFJL	169 42% K	163 39% L	255 48% AIK	259 49% BFJL	148 36% L	162 40% L	543 35% C	502 33% C
.guru	1701 51% K	1916 57% AL	255 54% K	311 68% CBFJL	231 58% AIK	251 60% L	338 63% ACIK	356 67% BFJL	205 50% K	222 55% L	672 44% C	776 50% K
.realtor	1724 51% CK	1789 53% DL	171 36% DL	184 40% DL	263 66% ACIK	288 69% BDHJL	359 67% ACIK	336 63% BDJL	203 49% C	201 50% D	728 47% C	780 51% D
.club	1490 44% K	1597 48% AL	225 48% K	253 55% CBL	196 49% AK	237 57% EBL	295 55% ACIK	299 56% BL	190 46% K	207 52% L	584 38% C	601 39% C
.xyz	2030 60% K	2065 62% L	340 72% AK	341 74% BJL	280 70% AK	294 71% BJL	361 68% AK	366 69% BL	273 66% AK	258 64% L	776 50% C	806 52% C
.top	-	1771 53% L	-	316 69% BHJL	-	264 64% BL	-	313 59% BL	-	232 58% BL	-	646 42% C
.pics	-	1700 51% L	-	255 55% BJL	-	260 63% BDJL	-	304 57% BJL	-	194 48% L	-	687 45% C
.online	-	1174 35% JL	-	239 52% BFHJL	-	145 35% L	-	196 37% JL	-	118 29% L	-	476 31% C
.space	-	1606 48% L	-	264 57% BJL	-	214 52% L	-	279 52% BL	-	199 50% L	-	650 42% C
.website	-	1290 39% FL	-	239 52% BFHJL	-	134 32% L	-	211 40% F	-	160 40% F	-	546 35% C
.news	-	946 28% JL	-	147 32% JL	-	146 35% BJL	-	180 34% BJL	-	96 24% L	-	377 24% C
.site	-	1378 41% L	-	242 53% BFHJL	-	168 40% L	-	239 45% L	-	163 41% L	-	566 37% C
.toronto	-	38 36% L	-	38 36% L	-	-	-	-	-	-	-	-
.guadalajara	-	55 55% L	-	55 55% L	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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.

2 Aug 2016
Table 186

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
.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%	-	-	-	-	-	-	-	-	-	200 36%
.hanoi	-	25 48%	-	-	-	-	-	-	-	-	-	25 48%
.manilla	-	44 44%	-	-	-	-	-	-	-	-	-	44 44%
.tokyo	-	65 37%	-	-	-	-	-	-	-	-	-	65 37%
.seoul	-	38 38%	-	-	-	-	-	-	-	-	-	38 38%
.MOCKBa	-	51 40%	-	-	-	-	-	-	-	-	-	51 40%
.delhi	-	136 41%	-	-	-	-	-	-	-	-	-	136 41%
.jakarta	-	21 21%	-	-	-	-	-	-	-	-	-	21 21%
.abuja	-	94 47%	-	-	-	-	-	-	-	94 47%	-	-
.capetown	-	24 24%	-	-	-	-	-	-	-	24 24%	-	-
.cairo	-	39 39%	-	-	-	-	-	-	-	39 39%	-	-
.bogota	-	54 43%	-	-	-	54 43%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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.

2 Aug 2016
Table 186

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
.cordoba	-	76 73%	-	-	-	76 73%	-	-	-	-	-	-
.rio	-	97 52%	-	-	-	97 52%	-	-	-	-	-	-
.berlin	42 34%	50 40%	-	-	-	-	42 34%	50 40%	-	-	-	-
.ovh	92 74%	94 75%	-	-	-	-	92 74%	94 75%	-	-	-	-
.london	239 45% B	33 33%	-	-	-	-	239 45% H	33 33%	-	-	-	-
.nyc	108 40%	137 54% A	108 40%	137 54% C	-	-	-	-	-	-	-	-
.wang	183 33%	218 40% A	-	-	-	-	-	-	-	-	183 33%	218 40% K
.xn-ses554g (Chinese for network address)	163 30%	256 46% A	-	-	-	-	-	-	-	-	163 30%	256 46% K
.xn-55qx5d (Chinese for company)	173 31%	239 43% A	-	-	-	-	-	-	-	-	173 31%	239 43% K

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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.

2 Aug 2016
Table 187

1. .email

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	2126 63% CG	2270 68% ADH	264 56%	262 57%	244 61% G	288 69% ED	288 54%	341 64% GD	263 64% CG	264 66% D	1067 69% ACEGI	1115 72% BDHJ
Very trustworthy	672 20% CG	727 22% DH	58 12%	69 15%	95 24% ACGI	111 27% BDHJ	64 12%	78 15%	73 18% CG	78 19% H	382 25% ACGI	391 25% BDHJ
Somewhat trustworthy	1454 43% E	1543 46% A	206 44%	193 42%	149 37%	177 43%	224 42%	263 49% GDF	190 46% E	186 46%	685 45% E	724 47%
BOTTOM 2 BOX (NET)	1172 35% BK	1079 32% L	201 42% AIK	198 43% BFHJL	153 38% FK	127 31%	233 44% HAIK	193 36% BL	143 35% K	137 34% L	442 29%	424 28%
Not very trustworthy	815 24% K	771 23% L	125 26% K	130 28% BFL	93 23%	88 21%	168 32% HAEIK	134 25% L	94 23%	96 24%	335 22%	323 21%
Not at all trustworthy	357 11% BK	308 9% L	76 16% AK	68 15% BFJL	60 15% FAK	39 9% L	65 12% K	59 11% L	49 12% K	41 10% L	107 7%	101 7%
Not sure	58 2% B	-	8 2% D	-	3 1%	-	11 2% H	-	8 2% J	-	28 2% L	-
Decline to Answer	1 *	-	-	-	-	-	1 *	-	-	-	-	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

2 Aug 2016
Table 188

2. .photography

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	1979 59% BG	1857 55% F	310 66% DAEGK	256 56% F	219 55% F	189 46% F	287 54% F	290 54% F	250 60% G	222 55% F	913 59% G	900 58% BF
Very trustworthy	477 14% BG	379 11% HJ	70 15% DG	46 10% DG	53 13% F	48 12% H	54 10% F	38 7% F	51 12% J	32 8% F	249 16% AG	215 14% BDHJ
Somewhat trustworthy	1502 45% F	1478 44% F	240 51% AEGK	210 46% F	166 42% F	141 34% F	233 44% F	252 47% F	199 48% F	190 47% F	664 43% F	685 45% F
BOTTOM 2 BOX (NET)	1306 39% C	1492 45% AL	150 32% C	204 44% C	177 44% ACK	226 54% EBDHJL	233 44% ACK	244 46% F	156 38% C	179 45% I	590 38% C	639 42% C
Not very trustworthy	921 27% C	1107 33% A	93 20% C	146 32% C	109 27% C	159 38% EBDL	168 32% ACI	182 34% F	103 25% F	131 33% I	448 29% AC	489 32% F
Not at all trustworthy	385 11% K	385 11% L	57 12% D	58 13% D	68 17% ACGK	67 16% BHL	65 12% F	62 12% F	53 13% K	48 12% F	142 9% F	150 10% F
Not sure	71 2% B	-	13 3% D	-	4 1% F	-	12 2% H	-	8 2% J	-	34 2% L	-
Decline to Answer	1 *	-	-	-	-	-	1 *	-	-	-	-	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

2 Aug 2016
Table 189

3. .link

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	1922	2024	203	221	228	252	266	275	259	239	966	1037
	57% CG	60% ADH	43% 43%	48% 48%	57% CG	61% DH	50% C	51% 51%	63% ACG	60% DH	63% ACEG	67% KBDFHJ
Very trustworthy	494	528	41	39	64	84	44	53	63	58	282	294
	15% CG	16% DH	9% 9%	8% 8%	16% CG	20% BDHJ	8% 8%	10% 10%	15% CG	14% DH	18% ACG	19% BDHJ
Somewhat trustworthy	1428	1496	162	182	164	168	222	222	196	181	684	743
	43% C	45% D	34% 34%	40% 40%	41% C	40% 40%	42% C	42% 42%	47% AC	45% 45%	45% AC	48% KBDFH
BOTTOM 2 BOX (NET)	1374	1325	259	239	169	163	255	259	148	162	543	502
	41% IK	40% L	55% AEGIK	52% BFJL	42% K	39% L	48% AIK	49% BFJL	36% 36%	40% L	35% 35%	33% 33%
Not very trustworthy	933	927	153	153	103	112	159	174	92	117	426	371
	28% I	28% L	32% AEI	33% BFL	26% 26%	27% 27%	30% I	33% BL	22% 22%	29% IL	28% LI	24% 24%
Not at all trustworthy	441	398	106	86	66	51	96	85	56	45	117	131
	13% K	12% L	22% AEIK	19% BFJL	17% AK	12% L	18% AK	16% BJL	14% K	11% 11%	8% 8%	9% 9%
Not sure	60	-	11	-	3	-	11	-	7	-	28	-
	2% B	-	2% D	-	1% 1%	-	2% H	-	2% J	-	2% L	-
Decline to Answer	1	-	-	-	-	-	1	-	-	-	-	-
	*	-	-	-	-	-	*	-	-	-	-	-
Sigma	3357	3349	473	460	400	415	533	534	414	401	1537	1539
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

2 Aug 2016
Table 190

4. .guru

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	1581 47% BCEG	1433 43% DH	202 43% DG	149 32% G	166 42% G	164 40% DH	180 34% G	178 33% G	200 48% G	179 45% DH	833 54% LACEGI	763 50% BDFH
Very trustworthy	375 11% BCG	310 9% DH	34 7% G	31 7% G	40 10% H	42 10% H	37 7% G	25 5% G	38 9% G	30 7% LACEGI	226 15% LACEGI	182 12% BDHJ
Somewhat trustworthy	1206 36% BEG	1123 34% DH	168 36% DG	118 26% G	126 32% G	122 29% G	143 27% G	153 29% G	162 39% EG	149 37% DFH	607 39% AEG	581 38% BDFH
BOTTOM 2 BOX (NET)	1701 51% K	1916 57% AL	255 54% K	311 68% CBFJL	231 58% AIK	251 60% L	338 63% ACIK	356 67% BFJL	205 50% K	222 55% K	672 44% K	776 50% K
Not very trustworthy	1112 33% K	1251 37% A	151 32% AK	171 37% CBJL	129 32% AIK	145 35% BJL	205 38% ACIK	203 38% BJL	125 30% K	146 36% L	502 33% K	586 38% K
Not at all trustworthy	589 18% K	665 20% AL	104 22% AK	140 30% CBJL	102 26% AIK	106 26% BJL	133 25% AIK	153 29% BJL	80 19% K	76 19% L	170 11% K	190 12% K
Not sure	74 2% BE	- - -	16 3% DE	- - -	3 1% -	- - -	14 3% HE	- - -	9 2% J	- - -	32 2% L	- - -
Decline to Answer	1 *	-	-	-	-	-	1 *	-	-	-	-	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

2 Aug 2016
Table 191

5. .realtor

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	1558 46% EG	1560 47% FH	287 61% AEGIK	276 60% BFHJL	134 34% C	127 31% BDHJL	161 30% ACIK	198 37% GF	202 49% EG	200 50% FH	774 50% AEG	759 49% BFH
Very trustworthy	371 11% GI	322 10% FH	63 13% GI	62 13% BFHJ	37 9% C	29 7% EBDJL	35 7% ACEIK	29 5% D	30 7% JK	35 9% H	206 13% LAEGI	167 11% BFH
Somewhat trustworthy	1187 35% EG	1238 37% FH	224 47% AEGK	214 47% BFHL	97 24% C	98 24% EBDJL	126 24% ACEIK	169 32% GF	172 42% AEG	165 41% FH	568 37% EG	592 38% FH
BOTTOM 2 BOX (NET)	1724 51% OK	1789 53% DL	171 36% C	184 40% FACGK	263 66% ACIK	288 69% BDHJL	359 67% ACIK	336 63% BDJL	203 49% C	201 50% D	728 47% C	780 51% D
Not very trustworthy	1115 33% C	1252 37% AD	100 21% DE	120 26% C	131 33% C	181 44% EBDJL	222 42% ACEIK	219 41% D	124 30% C	145 36% D	538 35% AC	587 38% D
Not at all trustworthy	609 18% BK	537 16% L	71 15% DE	64 14% FACGK	132 33% BDJL	107 26% BDJL	137 26% ACIK	117 22% BDJL	79 19% JK	56 14% H	190 12% LE	193 13% C
Not sure	74 2% BE	- - -	15 3% DE	- - -	3 1% -	- - -	12 2% H	- - -	9 2% J	- - -	35 2% LE	- - -
Decline to Answer	1 *	-	-	-	-	-	1 *	-	-	-	-	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Means: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

2 Aug 2016
Table 192

6. .club

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	1795 53% G	1752 52% DFH	234 49% G	207 45% G	201 50% FG	178 43% FG	222 42% G	235 44% G	215 52% G	194 48% ACEGI	923 60% ACEGI	938 61% BDFHJ
Very trustworthy	421 13% CGI	399 12% HJ	41 9% HJ	53 12% HJ	42 11% G	57 14% HJ	36 7% G	32 6% G	34 8% G	26 6% ACEGI	268 17% ACEGI	231 15% BHJ
Somewhat trustworthy	1374 41% G	1353 40% DF	193 41% D	154 33% G	159 40% F	121 29% HJ	186 35% G	203 38% F	181 44% G	168 42% DF	655 43% G	707 46% BDFH
BOTTOM 2 BOX (NET)	1490 44% K	1597 48% AL	225 48% K	253 55% CBL	196 49% AK	237 57% EBL	295 55% ACIK	299 56% BL	190 46% K	207 52% L	584 38% K	601 39% L
Not very trustworthy	1031 31% AL	1133 34% AL	140 30% AK	155 34% BJL	117 29% AK	161 39% EBL	197 37% ACEIK	207 39% BL	122 29% BL	149 37% IL	455 30% K	461 30% L
Not at all trustworthy	459 14% K	464 14% L	85 18% AK	98 21% BJL	79 20% AK	76 18% BL	98 18% AK	92 17% BL	68 16% K	58 14% L	129 8% K	140 9% L
Not sure	71 2% BE	-	14 3% DE	-	3 1% G	-	15 3% HE	-	9 2% J	-	30 2% L	-
Decline to Answer	1 *	-	-	-	-	-	1 *	-	-	-	-	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

2 Aug 2016
Table 193

7. .xyz

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	1255 37% CEGI	1284 38% DFH	120 25%	119 26%	117 29%	121 29%	157 29%	168 31%	132 32% C	143 36% DF	729 47% ACEGI	733 48% BDFHJ
Very trustworthy	291 9% CI	296 9% HJ	20 4%	30 7%	28 7% I	30 7%	35 7% I	29 5%	15 4%	23 6%	193 13% ACEGI	184 12% BDFHJ
Somewhat trustworthy	964 29% CEG	988 30% DF	100 21%	89 19%	89 22%	91 22%	122 23%	139 26% D	117 28% CE	120 30% DF	536 35% ACEGI	549 36% BDFHJ
BOTTOM 2 BOX (NET)	2030 60% K	2065 62% L	340 72% AK	341 74% BJL	280 70% AK	294 71% BJL	361 68% AK	366 69% BL	273 66% AK	258 64% L	776 50% ACEGI	806 52% BDFHJ
Not very trustworthy	1177 35%	1183 35%	152 32%	161 35%	139 35%	166 40% BL	201 38%	199 37%	153 37%	140 35%	532 35%	517 34%
Not at all trustworthy	853 25% K	882 26% L	188 40% AGIK	180 39% BFHJL	141 35% AK	128 31% BL	160 30% AK	167 31% BL	120 29% K	118 29% L	244 16% ACEGI	289 19% K
Not sure	71 2% BE	-	13 3% DE	-	3 1%	-	14 3% HE	-	9 2% J	-	32 2% L	-
Decline to Answer	1 *	-	-	-	-	-	1 *	-	-	-	-	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

2 Aug 2016
Table 194

16. .top

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	3349	-**	460	-**	415	-**	534	-**	401	-**	1539
TOP 2 BOX (NET)	-	1578	-	144	-	151	-	221	-	169	-	893
	-	47% DFHJ	-	31%	-	36%	-	41% D	-	42% D	-	58% BDFHJ
Very trustworthy	-	355	-	29	-	37	-	36	-	28	-	225
	-	11% DHJ	-	6%	-	9%	-	7%	-	7%	-	15% BDFHJ
Somewhat trustworthy	-	1223	-	115	-	114	-	185	-	141	-	668
	-	37% DF	-	25%	-	27%	-	35% DF	-	35% DF	-	43% BDFHJ
BOTTOM 2 BOX (NET)	-	1771	-	316	-	264	-	313	-	232	-	646
	-	53% L	-	69% BHJL	-	64% BL	-	59% BL	-	58% BL	-	42%
Not very trustworthy	-	1196	-	190	-	176	-	203	-	151	-	476
	-	36% L	-	41% BL	-	42% BL	-	38% L	-	38% L	-	31%
Not at all trustworthy	-	575	-	126	-	88	-	110	-	81	-	170
	-	17% L	-	27% BFHJL	-	21% BL	-	21% BL	-	20% L	-	11%
Not sure	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	3349	-	460	-	415	-	534	-	401	-	1539
	-	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 - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 195

17. .pics

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	3349	-**	460	-**	415	-**	534	-**	401	-**	1539
TOP 2 BOX (NET)	-	1649	-	205	-	155	-	230	-	207	-	852
	-	49% DFH	-	45% F	-	37% F	-	43% DFH	-	52% DFH	-	55% BDFH
Very trustworthy	-	333	-	45	-	34	-	28	-	32	-	194
	-	10% H	-	10% H	-	8% H	-	5% H	-	8% H	-	13% BFHJ
Somewhat trustworthy	-	1316	-	160	-	121	-	202	-	175	-	658
	-	39% DF	-	35% F	-	29% F	-	38% F	-	44% DF	-	43% BDFH
BOTTOM 2 BOX (NET)	-	1700	-	255	-	260	-	304	-	194	-	687
	-	51% L	-	55% BJL	-	63% BDJL	-	57% BJL	-	48% BJL	-	45% BJL
Not very trustworthy	-	1200	-	164	-	170	-	206	-	138	-	522
	-	36% L	-	36% L	-	41% BL	-	39% BL	-	34% BL	-	34% BL
Not at all trustworthy	-	500	-	91	-	90	-	98	-	56	-	165
	-	15% L	-	20% BJL	-	22% BJL	-	18% BL	-	14% BL	-	11% BL
Not sure	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	3349	-	460	-	415	-	534	-	401	-	1539
	-	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 - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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

2 Aug 2016
Table 196

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	3349	-**	460	-**	415	-**	534	-**	401	-**	1539
TOP 2 BOX (NET)	-	2175	-	221	-	270	-	338	-	283	-	1063
	-	65% D	-	48%	-	65% D	-	63% D	-	71% BDH	-	69% BDH
Very trustworthy	-	625	-	52	-	96	-	75	-	88	-	314
	-	19% DH	-	11%	-	23% BDH	-	14%	-	22% DH	-	20% BDH
Somewhat trustworthy	-	1550	-	169	-	174	-	263	-	195	-	749
	-	46% D	-	37%	-	42%	-	49% DF	-	49% D	-	49% BDF
BOTTOM 2 BOX (NET)	-	1174	-	239	-	145	-	196	-	118	-	476
	-	35% JL	-	52% BFHJL	-	35%	-	37% JL	-	29%	-	31%
Not very trustworthy	-	832	-	148	-	102	-	140	-	78	-	364
	-	25% J	-	32% BFHJL	-	25%	-	26% J	-	19%	-	24%
Not at all trustworthy	-	342	-	91	-	43	-	56	-	40	-	112
	-	10% L	-	20% BFHJL	-	10% L	-	10% L	-	10%	-	7%
Not sure	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	3349	-	460	-	415	-	534	-	401	-	1539
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 197

19. .space

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	3349	-**	460	-**	415	-**	534	-**	401	-**	1539
TOP 2 BOX (NET)	-	1743	-	196	-	201	-	255	-	202	-	889
	-	52% DH	-	43%	-	48%	-	48%	-	50% D	-	58% BDFHJ
Very trustworthy	-	377	-	41	-	61	-	39	-	33	-	203
	-	11% HJ	-	9%	-	15% BDHJ	-	7%	-	8%	-	13% BDHJ
Somewhat trustworthy	-	1366	-	155	-	140	-	216	-	169	-	686
	-	41% DF	-	34%	-	34%	-	40% DF	-	42% DF	-	45% BDF
BOTTOM 2 BOX (NET)	-	1606	-	264	-	214	-	279	-	199	-	650
	-	48% L	-	57% BJL	-	52% L	-	52% BL	-	50% L	-	42%
Not very trustworthy	-	1143	-	170	-	147	-	197	-	141	-	488
	-	34% L	-	37% L	-	35%	-	37% L	-	35% L	-	32%
Not at all trustworthy	-	463	-	94	-	67	-	82	-	58	-	162
	-	14% L	-	20% BHJL	-	16% L	-	15% L	-	14% L	-	11%
Not sure	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	3349	-	460	-	415	-	534	-	401	-	1539
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 198

20. .website

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	3349	-**	460	-**	415	-**	534	-**	401	-**	1539
TOP 2 BOX (NET)	-	2059	-	221	-	281	-	323	-	241	-	993
	-	61% D	-	48% BDHJ	-	68% BDHJ	-	60% D	-	60% D	-	65% BD
Very trustworthy	-	572	-	54	-	100	-	72	-	66	-	280
	-	17% DH	-	12% BDHJL	-	24% BDHJL	-	13% D	-	16% D	-	18% DH
Somewhat trustworthy	-	1487	-	167	-	181	-	251	-	175	-	713
	-	44% D	-	36% D	-	44% D	-	47% D	-	44% D	-	46% BD
BOTTOM 2 BOX (NET)	-	1290	-	239	-	134	-	211	-	160	-	546
	-	39% FL	-	52% BFHJL	-	32% F	-	40% F	-	40% F	-	35% F
Not very trustworthy	-	903	-	151	-	90	-	145	-	109	-	408
	-	27% F	-	33% BFL	-	22% F	-	27% F	-	27% F	-	27% F
Not at all trustworthy	-	387	-	88	-	44	-	66	-	51	-	138
	-	12% L	-	19% BFHJL	-	11% L	-	12% L	-	13% L	-	9% L
Not sure	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	3349	-	460	-	415	-	534	-	401	-	1539
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 199

21. .news

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	3349	-**	460	-**	415	-**	534	-**	401	-**	1539
TOP 2 BOX (NET)	-	2403	-	313	-	269	-	354	-	305	-	1162
	-	72% FH	-	68%	-	65%	-	66%	-	76% BDFH	-	76% BDFH
Very trustworthy	-	753	-	66	-	86	-	87	-	104	-	410
	-	22% DH	-	14%	-	21% D	-	16%	-	26% DH	-	27% BDFH
Somewhat trustworthy	-	1650	-	247	-	183	-	267	-	201	-	752
	-	49% F	-	54% BF	-	44%	-	50%	-	50%	-	49%
BOTTOM 2 BOX (NET)	-	946	-	147	-	146	-	180	-	96	-	377
	-	28% JL	-	32% JL	-	35% BJL	-	34% BJL	-	24%	-	24%
Not very trustworthy	-	696	-	99	-	96	-	134	-	74	-	293
	-	21% L	-	22%	-	23%	-	25% BJL	-	18%	-	19%
Not at all trustworthy	-	250	-	48	-	50	-	46	-	22	-	84
	-	7% L	-	10% BJL	-	12% BJL	-	9% L	-	5%	-	5%
Not sure	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	3349	-	460	-	415	-	534	-	401	-	1539
	-	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 - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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

2 Aug 2016
Table 200

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	3349	-**	460	-**	415	-**	534	-**	401	-**	1539
TOP 2 BOX (NET)	-	1971	-	218	-	247	-	295	-	238	-	973
	-	59% D	-	47%	-	60% D	-	55% D	-	59% D	-	63% BDH
Very trustworthy	-	496	-	45	-	78	-	59	-	55	-	259
	-	15% DH	-	10%	-	19% BDH	-	11%	-	14%	-	17% BDH
Somewhat trustworthy	-	1475	-	173	-	169	-	236	-	183	-	714
	-	44% D	-	38%	-	41%	-	44% D	-	46% D	-	46% BDF
BOTTOM 2 BOX (NET)	-	1378	-	242	-	168	-	239	-	163	-	566
	-	41% L	-	53% BFHJL	-	40%	-	45% L	-	41%	-	37%
Not very trustworthy	-	971	-	149	-	119	-	172	-	112	-	419
	-	29% L	-	32% L	-	29%	-	32% L	-	28%	-	27%
Not at all trustworthy	-	407	-	93	-	49	-	67	-	51	-	147
	-	12% L	-	20% BFHJL	-	12%	-	13%	-	13%	-	10%
Not sure	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	3349	-	460	-	415	-	534	-	401	-	1539
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 201

23. .toronto

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 202

24. .guadalajara

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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.

2 Aug 2016
Table 203

25. .roma

Base: All Qualified Respondents

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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.

2 Aug 2016
Table 204

26. .istanbul

Base: All Qualified Respondents

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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.

2 Aug 2016
Table 205

27. .madrid

Base: All Qualified Respondents

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 206

28. .warszawa

Base: All Qualified Respondents

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 207

29. .paris

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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 - A/C/E/G/I/K - B/D/F/H/J/L
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.

2 Aug 2016
Table 208

30. Foshan

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	551	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	551
TOP 2 BOX (NET)	-	351 64%	-	-	-	-	-	-	-	-	-	351 64%
Very trustworthy	-	88 16%	-	-	-	-	-	-	-	-	-	88 16%
Somewhat trustworthy	-	263 48%	-	-	-	-	-	-	-	-	-	263 48%
BOTTOM 2 BOX (NET)	-	200 36%	-	-	-	-	-	-	-	-	-	200 36%
Not very trustworthy	-	159 29%	-	-	-	-	-	-	-	-	-	159 29%
Not at all trustworthy	-	41 7%	-	-	-	-	-	-	-	-	-	41 7%
Not sure	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	551 100%	-	-	-	-	-	-	-	-	-	551 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 209

31. .hanoi

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	52*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	52*
TOP 2 BOX (NET)	-	27 52%	-	-	-	-	-	-	-	-	-	27 52%
Very trustworthy	-	5 10%	-	-	-	-	-	-	-	-	-	5 10%
Somewhat trustworthy	-	22 42%	-	-	-	-	-	-	-	-	-	22 42%
BOTTOM 2 BOX (NET)	-	25 48%	-	-	-	-	-	-	-	-	-	25 48%
Not very trustworthy	-	16 31%	-	-	-	-	-	-	-	-	-	16 31%
Not at all trustworthy	-	9 17%	-	-	-	-	-	-	-	-	-	9 17%
Not sure	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	52 100%	-	-	-	-	-	-	-	-	-	52 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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.

2 Aug 2016
Table 210

32. .manilla

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	101	-**	-**	-**	-**	-**	-**	-**	-**	-**	101
TOP 2 BOX (NET)	-	57 56%	-	-	-	-	-	-	-	-	-	57 56%
Very trustworthy	-	8 8%	-	-	-	-	-	-	-	-	-	8 8%
Somewhat trustworthy	-	49 49%	-	-	-	-	-	-	-	-	-	49 49%
BOTTOM 2 BOX (NET)	-	44 44%	-	-	-	-	-	-	-	-	-	44 44%
Not very trustworthy	-	34 34%	-	-	-	-	-	-	-	-	-	34 34%
Not at all trustworthy	-	10 10%	-	-	-	-	-	-	-	-	-	10 10%
Not sure	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	101 100%	-	-	-	-	-	-	-	-	-	101 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 211

33. .tokyo

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	176	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	176
TOP 2 BOX (NET)	-	111 63%	-	-	-	-	-	-	-	-	-	111 63%
Very trustworthy	-	15 9%	-	-	-	-	-	-	-	-	-	15 9%
Somewhat trustworthy	-	96 55%	-	-	-	-	-	-	-	-	-	96 55%
BOTTOM 2 BOX (NET)	-	65 37%	-	-	-	-	-	-	-	-	-	65 37%
Not very trustworthy	-	52 30%	-	-	-	-	-	-	-	-	-	52 30%
Not at all trustworthy	-	13 7%	-	-	-	-	-	-	-	-	-	13 7%
Not sure	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	176 100%	-	-	-	-	-	-	-	-	-	176 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 212

34. .seoul

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**-	101	**-	**-	**-	**-	**-	**-	**-	**-	**-	101
TOP 2 BOX (NET)	-	63 62%	-	-	-	-	-	-	-	-	-	63 62%
Very trustworthy	-	17 17%	-	-	-	-	-	-	-	-	-	17 17%
Somewhat trustworthy	-	46 46%	-	-	-	-	-	-	-	-	-	46 46%
BOTTOM 2 BOX (NET)	-	38 38%	-	-	-	-	-	-	-	-	-	38 38%
Not very trustworthy	-	29 29%	-	-	-	-	-	-	-	-	-	29 29%
Not at all trustworthy	-	9 9%	-	-	-	-	-	-	-	-	-	9 9%
Not sure	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	101 100%	-	-	-	-	-	-	-	-	-	101 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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.

2 Aug 2016
Table 213

35. .MOCKBa

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	128	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	128
TOP 2 BOX (NET)	-	77 60%	-	-	-	-	-	-	-	-	-	77 60%
Very trustworthy	-	21 16%	-	-	-	-	-	-	-	-	-	21 16%
Somewhat trustworthy	-	56 44%	-	-	-	-	-	-	-	-	-	56 44%
BOTTOM 2 BOX (NET)	-	51 40%	-	-	-	-	-	-	-	-	-	51 40%
Not very trustworthy	-	28 22%	-	-	-	-	-	-	-	-	-	28 22%
Not at all trustworthy	-	23 18%	-	-	-	-	-	-	-	-	-	23 18%
Not sure	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	128 100%	-	-	-	-	-	-	-	-	-	128 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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.

2 Aug 2016
Table 214

36. .delhi

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	330	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	330
TOP 2 BOX (NET)	-	194 59%	-	-	-	-	-	-	-	-	-	194 59%
Very trustworthy	-	62 19%	-	-	-	-	-	-	-	-	-	62 19%
Somewhat trustworthy	-	132 40%	-	-	-	-	-	-	-	-	-	132 40%
BOTTOM 2 BOX (NET)	-	136 41%	-	-	-	-	-	-	-	-	-	136 41%
Not very trustworthy	-	86 26%	-	-	-	-	-	-	-	-	-	86 26%
Not at all trustworthy	-	50 15%	-	-	-	-	-	-	-	-	-	50 15%
Not sure	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	330 100%	-	-	-	-	-	-	-	-	-	330 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 215

37. .jakarta

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	100	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	100
TOP 2 BOX (NET)	-	79 79%	-	-	-	-	-	-	-	-	-	79 79%
Very trustworthy	-	20 20%	-	-	-	-	-	-	-	-	-	20 20%
Somewhat trustworthy	-	59 59%	-	-	-	-	-	-	-	-	-	59 59%
BOTTOM 2 BOX (NET)	-	21 21%	-	-	-	-	-	-	-	-	-	21 21%
Not very trustworthy	-	15 15%	-	-	-	-	-	-	-	-	-	15 15%
Not at all trustworthy	-	6 6%	-	-	-	-	-	-	-	-	-	6 6%
Not sure	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	100 100%	-	-	-	-	-	-	-	-	-	100 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 216

38. .abuja

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	200	-.**	-.**	-.**	-.**	-.**	-.**	-.**	200	-.**	-.**
TOP 2 BOX (NET)	-	106 53%	-	-	-	-	-	-	-	106 53%	-	-
Very trustworthy	-	17 9%	-	-	-	-	-	-	-	17 9%	-	-
Somewhat trustworthy	-	89 45%	-	-	-	-	-	-	-	89 45%	-	-
BOTTOM 2 BOX (NET)	-	94 47%	-	-	-	-	-	-	-	94 47%	-	-
Not very trustworthy	-	60 30%	-	-	-	-	-	-	-	60 30%	-	-
Not at all trustworthy	-	34 17%	-	-	-	-	-	-	-	34 17%	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	200 100%	-	-	-	-	-	-	-	200 100%	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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.

2 Aug 2016
Table 217

39. .capetown

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	..	101	..	..	..	..	..	..	..	101	..	..
TOP 2 BOX (NET)	-	77 76%	-	-	-	-	-	-	-	77 76%	-	-
Very trustworthy	-	16 16%	-	-	-	-	-	-	-	16 16%	-	-
Somewhat trustworthy	-	61 60%	-	-	-	-	-	-	-	61 60%	-	-
BOTTOM 2 BOX (NET)	-	24 24%	-	-	-	-	-	-	-	24 24%	-	-
Not very trustworthy	-	18 18%	-	-	-	-	-	-	-	18 18%	-	-
Not at all trustworthy	-	6 6%	-	-	-	-	-	-	-	6 6%	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	101 100%	-	-	-	-	-	-	-	101 100%	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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.

2 Aug 2016
Table 218

40. .cairo

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	..	100	..	..	..	..	..	..	..	100	..	..
TOP 2 BOX (NET)	-	61 61%	-	-	-	-	-	-	-	61 61%	-	-
Very trustworthy	-	10 10%	-	-	-	-	-	-	-	10 10%	-	-
Somewhat trustworthy	-	51 51%	-	-	-	-	-	-	-	51 51%	-	-
BOTTOM 2 BOX (NET)	-	39 39%	-	-	-	-	-	-	-	39 39%	-	-
Not very trustworthy	-	29 29%	-	-	-	-	-	-	-	29 29%	-	-
Not at all trustworthy	-	10 10%	-	-	-	-	-	-	-	10 10%	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	100 100%	-	-	-	-	-	-	-	100 100%	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 219

41. .bogota

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	.**	125	.**	.**	.**	125	.**	.**	.**	.**	.**	.**
TOP 2 BOX (NET)	-	71 57%	-	-	-	71 57%	-	-	-	-	-	-
Very trustworthy	-	24 19%	-	-	-	24 19%	-	-	-	-	-	-
Somewhat trustworthy	-	47 38%	-	-	-	47 38%	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	54 43%	-	-	-	54 43%	-	-	-	-	-	-
Not very trustworthy	-	37 30%	-	-	-	37 30%	-	-	-	-	-	-
Not at all trustworthy	-	17 14%	-	-	-	17 14%	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	125 100%	-	-	-	125 100%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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.

2 Aug 2016
Table 220

42. .cordoba

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	104	-.**	-.**	-.**	104	-.**	-.**	-.**	-.**	-.**	-.**
TOP 2 BOX (NET)	-	28 27%	-	-	-	28 27%	-	-	-	-	-	-
Very trustworthy	-	7 7%	-	-	-	7 7%	-	-	-	-	-	-
Somewhat trustworthy	-	21 20%	-	-	-	21 20%	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	76 73%	-	-	-	76 73%	-	-	-	-	-	-
Not very trustworthy	-	46 44%	-	-	-	46 44%	-	-	-	-	-	-
Not at all trustworthy	-	30 29%	-	-	-	30 29%	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	104 100%	-	-	-	104 100%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 221

43. .rio

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	..	186	..	..	..	186	..	..	..	..	..	..
TOP 2 BOX (NET)	-	89 48%	-	-	-	89 48%	-	-	-	-	-	-
Very trustworthy	-	27 15%	-	-	-	27 15%	-	-	-	-	-	-
Somewhat trustworthy	-	62 33%	-	-	-	62 33%	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	97 52%	-	-	-	97 52%	-	-	-	-	-	-
Not very trustworthy	-	61 33%	-	-	-	61 33%	-	-	-	-	-	-
Not at all trustworthy	-	36 19%	-	-	-	36 19%	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	186 100%	-	-	-	186 100%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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

2 Aug 2016
Table 222

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	125	125	-.**	-.**	-.**	-.**	125	125	-.**	-.**	-.**	-.**
TOP 2 BOX (NET)	83 66%	75 60%	-	-	-	-	83 66%	75 60%	-	-	-	-
Very trustworthy	19 15%	20 16%	-	-	-	-	19 15%	20 16%	-	-	-	-
Somewhat trustworthy	64 51%	55 44%	-	-	-	-	64 51%	55 44%	-	-	-	-
BOTTOM 2 BOX (NET)	42 34%	50 40%	-	-	-	-	42 34%	50 40%	-	-	-	-
Not very trustworthy	24 19%	36 29%	-	-	-	-	24 19%	36 29%	-	-	-	-
Not at all trustworthy	18 14%	14 11%	-	-	-	-	18 14%	14 11%	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	125 100%	125 100%	-	-	-	-	125 100%	125 100%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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.

2 Aug 2016
Table 223

9. .ovh

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	125	125	-.**	-.**	-.**	-.**	125	125	-.**	-.**	-.**	-.**
TOP 2 BOX (NET)	32 26%	31 25%	-	-	-	-	32 26%	31 25%	-	-	-	-
Very trustworthy	5 4%	5 4%	-	-	-	-	5 4%	5 4%	-	-	-	-
Somewhat trustworthy	27 22%	26 21%	-	-	-	-	27 22%	26 21%	-	-	-	-
BOTTOM 2 BOX (NET)	92 74%	94 75%	-	-	-	-	92 74%	94 75%	-	-	-	-
Not very trustworthy	51 41%	51 41%	-	-	-	-	51 41%	51 41%	-	-	-	-
Not at all trustworthy	41 33%	43 34%	-	-	-	-	41 33%	43 34%	-	-	-	-
Not sure	1 1%	-	-	-	-	-	1 1%	-	-	-	-	-
Sigma	125 100%	125 100%	-	-	-	-	125 100%	125 100%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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.

2 Aug 2016
Table 224

10. .london

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	533	100	..	..	..	..	533	100	..	..	..	..
TOP 2 BOX (NET)	281 53%	67 67% A	-	-	-	-	281 53%	67 67% G	-	-	-	-
Very trustworthy	49 9%	10 10%	-	-	-	-	49 9%	10 10%	-	-	-	-
Somewhat trustworthy	232 44%	57 57% A	-	-	-	-	232 44%	57 57% G	-	-	-	-
BOTTOM 2 BOX (NET)	239 45% B	33 33%	-	-	-	-	239 45% H	33 33%	-	-	-	-
Not very trustworthy	163 31%	21 21%	-	-	-	-	163 31%	21 21%	-	-	-	-
Not at all trustworthy	76 14%	12 12%	-	-	-	-	76 14%	12 12%	-	-	-	-
Not sure	12 2%	-	-	-	-	-	12 2%	-	-	-	-	-
Decline to Answer	1 *	-	-	-	-	-	1 *	-	-	-	-	-
Sigma	533 100%	100 100%	-	-	-	-	533 100%	100 100%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 225

11. .nyc

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	268	255	268	255	..**	..**	..**	..**	..**	..**	..**	..**
TOP 2 BOX (NET)	154 57% B	118 46% D	154 57% D	118 46% C	-	-	-	-	-	-	-	-
Very trustworthy	41 15%	25 10%	41 15%	25 10%	-	-	-	-	-	-	-	-
Somewhat trustworthy	113 42%	93 36%	113 42%	93 36%	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	108 40%	137 54% A	108 40%	137 54% C	-	-	-	-	-	-	-	-
Not very trustworthy	58 22%	86 34% A	58 22%	86 34% C	-	-	-	-	-	-	-	-
Not at all trustworthy	50 19%	51 20%	50 19%	51 20%	-	-	-	-	-	-	-	-
Not sure	6 2% B	-	6 2% D	-	-	-	-	-	-	-	-	-
Sigma	268 100%	255 100%	268 100%	255 100%	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 226

12. .wang

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	550	551	-**	-**	-**	-**	-**	-**	-**	-**	550	551
TOP 2 BOX (NET)	357 65%	333 60%	-	-	-	-	-	-	-	-	357 65%	333 60%
Very trustworthy	101 18%	88 16%	-	-	-	-	-	-	-	-	101 18%	88 16%
Somewhat trustworthy	256 47%	245 44%	-	-	-	-	-	-	-	-	256 47%	245 44%
BOTTOM 2 BOX (NET)	183 33%	218 40% A	-	-	-	-	-	-	-	-	183 33%	218 40% K
Not very trustworthy	150 27%	184 33% A	-	-	-	-	-	-	-	-	150 27%	184 33% K
Not at all trustworthy	33 6%	34 6%	-	-	-	-	-	-	-	-	33 6%	34 6%
Not sure	10 2% B	-	-	-	-	-	-	-	-	-	10 2% L	-
Sigma	550 100%	551 100%	-	-	-	-	-	-	-	-	550 100%	551 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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)

2 Aug 2016
Table 227

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	550	551	..**	..**	..**	..**	..**	..**	..**	..**	550	551
TOP 2 BOX (NET)	379 69% B	295 54% L	-	-	-	-	-	-	-	-	379 69% L	295 54% L
Very trustworthy	122 22% B	67 12% L	-	-	-	-	-	-	-	-	122 22% L	67 12% L
Somewhat trustworthy	257 47% B	228 41% L	-	-	-	-	-	-	-	-	257 47% L	228 41% L
BOTTOM 2 BOX (NET)	163 30% A	256 46% K	-	-	-	-	-	-	-	-	163 30% K	256 46% K
Not very trustworthy	135 25% A	207 38% K	-	-	-	-	-	-	-	-	135 25% K	207 38% K
Not at all trustworthy	28 5% A	49 9% K	-	-	-	-	-	-	-	-	28 5% K	49 9% K
Not sure	8 1% B	-	-	-	-	-	-	-	-	-	8 1% L	-
Sigma	550 100%	551 100%	-	-	-	-	-	-	-	-	550 100%	551 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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.

2 Aug 2016
Table 228

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

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	550	551	..**	..**	..**	..**	..**	..**	..**	..**	550	551
TOP 2 BOX (NET)	370 67% B	312 57% L	-	-	-	-	-	-	-	-	370 67% L	312 57% K
Very trustworthy	127 23% B	59 11% L	-	-	-	-	-	-	-	-	127 23% L	59 11% K
Somewhat trustworthy	243 44% A	253 46% A	-	-	-	-	-	-	-	-	243 44% A	253 46% A
BOTTOM 2 BOX (NET)	173 31% A	239 43% A	-	-	-	-	-	-	-	-	173 31% A	239 43% A
Not very trustworthy	147 27% A	191 35% A	-	-	-	-	-	-	-	-	147 27% A	191 35% A
Not at all trustworthy	26 5% B	48 9% A	-	-	-	-	-	-	-	-	26 5% B	48 9% A
Not sure	7 1% B	-	-	-	-	-	-	-	-	-	7 1% L	-
Sigma	550 100%	551 100%	-	-	-	-	-	-	-	-	550 100%	551 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: Registrants

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

2 Aug 2016
Table 229

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	1706	-**	274	-**	196	-**	287	-**	170	-**	779
TOP 2 BOX (NET)	-	1057	-	132	-	105	-	163	-	103	-	554
	-	62% DFH	-	48%	-	54%	-	57% D	-	61% D	-	71% BDFHJ
Very satisfied	-	409	-	46	-	55	-	46	-	39	-	223
	-	24% DH	-	17%	-	28% DH	-	16%	-	23%	-	29% BDH
Somewhat satisfied	-	648	-	86	-	50	-	117	-	64	-	331
	-	38% DF	-	31%	-	26%	-	41% DF	-	38% F	-	42% BDF
BOTTOM 2 BOX (NET)	-	301	-	48	-	58	-	41	-	25	-	129
	-	18%	-	18%	-	30% BDHJL	-	14%	-	15%	-	17%
Somewhat dissatisfied	-	207	-	28	-	32	-	26	-	17	-	104
	-	12%	-	10%	-	16% H	-	9%	-	10%	-	13%
Very dissatisfied	-	94	-	20	-	26	-	15	-	8	-	25
	-	6% L	-	7% L	-	13% BDHJL	-	5%	-	5%	-	3%
No experience with them	-	348	-	94	-	33	-	83	-	42	-	96
	-	20% L	-	34% BFJL	-	17%	-	29% BFL	-	25% L	-	12%
Sigma	-	1706	-	274	-	196	-	287	-	170	-	779
	-	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 - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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?

2 Aug 2016
Table 230

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
Innovative	2194 65% CG	2386 71% AD	255 54%	282 61% C	246 62% C	301 73% ED	305 57%	368 69% GD	303 73% ACEG	295 74% D	1085 71% ACEG	1140 74% KBDH
Cutting edge	1870 56% CE	1983 59% ADF	202 43%	224 49%	189 47%	198 48%	279 52% C	336 63% GDF	237 57% CE	235 59% DF	963 63% ACEGI	990 64% BDFJ
Extreme	1455 43% CEG	1558 47% ADFH	127 27%	156 34% C	146 37% C	149 36%	164 31%	208 39% G	206 50% ACEG	195 49% DFH	812 53% ACEG	850 55% BDFHJ
Trustworthy	1760 52% CG	2006 60% ADH	175 37%	234 51% C	204 51% CG	243 59% ED	230 43% C	286 54% G	222 54% CG	239 60% D	929 60% ACEGI	1004 65% KBDFHJ
Unconventional	1851 55%	1786 53% D	244 52% D	202 44%	233 58% CG	247 60% BDL	275 52%	297 56% D	228 55%	214 53% D	871 57% G	826 54% D
Practical	2102 63% CG	2349 70% A	266 56%	312 68% C	242 61%	299 72% E	296 56%	360 67% G	269 65% CG	278 69%	1029 67% ACEG	1100 71% K
Technical	2026 60% CG	2193 65% ADH	218 46%	259 56% C	245 61% CG	264 64% D	278 52%	329 62% G	264 64% CG	247 62%	1021 66% ACG	1094 71% KBDFHJ
Confusing	1353 40% CE	1273 38% FJ	167 35%	175 38% F	125 31%	112 27%	215 40% E	221 41% FJ	155 37%	129 32%	691 45% LACEI	636 41% BFJ
Overwhelming	1380 41% CEG	1500 45% ADFH	114 24%	165 36% CF	116 29%	120 29%	165 31% C	192 36% F	189 46% ACEG	196 49% DFH	796 52% ACEGI	827 54% BDFH
Useful	2228 66% CG	2393 71% AH	295 62% G	313 68%	267 67% G	309 74% EDH	299 56%	358 67% G	277 67% G	277 69%	1090 71% ACG	1136 74% BDH
For people like me	1691 50% CG	1934 58% ADH	170 36%	197 43% C	196 49% CG	237 57% ED	213 40%	274 51% GD	210 51% CG	232 58% IDH	902 59% ACEGI	994 65% KBDFHJ
Interesting	2142 64% CG	2306 69% ADH	253 53%	272 59%	263 66% CG	297 72% DH	296 56%	340 64% G	288 70% ACG	292 73% DH	1042 68% ACG	1105 72% KBDH
Exciting	1683 50% CEG	1821 54% ADFH	150 32%	168 42% C	168 47% C	197 47% D	195 37%	255 48% GD	251 61% ACEG	253 63% BDFH	919 60% ACEG	948 62% BDFH
Helpful	2133 64% CG	2346 70% ADH	267 56%	284 62%	249 62% G	285 69% D	280 53%	348 65% G	272 66% CG	284 71% D	1065 69% ACEG	1145 74% KBDFH
Informative	2224 66% G	2425 72% AD	304 64%	315 68%	276 69% G	308 74%	315 59%	370 69% G	285 69% G	300 75% D	1044 68% G	1132 74% KD

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Q855. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

2 Aug 2016
Table 231

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
Innovative	1105 33% BIK	963 29% L	208 44% AIK	178 39% BFHJL	150 38% FAIK	114 27% HAIK	217 41% HAIK	166 31% L	105 25% L	106 26% L	425 28% L	399 26% L
Cutting edge	1424 42% K	1366 41% L	258 55% AGIK	236 51% BHJL	207 52% AIK	217 52% BHJL	244 46% HK	198 37% L	168 41% L	166 41% L	547 36% L	549 36% L
Extreme	1839 55% IK	1791 53% L	334 71% AEIK	304 66% BJL	250 63% AIK	266 64% BJL	357 67% HAIK	326 61% BJL	202 49% L	206 51% L	696 45% L	689 45% L
Trustworthy	1531 46% BK	1343 40% L	284 60% DAEIK	226 49% BFJL	192 48% K	172 41% HAEIK	291 55% L	248 46% BL	185 45% K	162 40% L	579 38% L	535 35% L
Unconventional	1448 43% K	1563 47% AF	218 46% CBFHJL	258 56% L	163 41% L	168 40% L	249 47% K	237 44% L	178 43% L	187 47% L	640 42% L	713 46% KF
Practical	1201 36% BK	1000 30% L	195 41% DAIK	148 32% L	154 39% FK	116 28% L	229 43% HAIK	174 33% L	139 34% L	123 31% L	484 31% L	439 29% L
Technical	1273 38% BK	1156 35% L	246 52% DAEGIK	201 44% BFL	150 38% K	151 36% L	243 46% HAEIK	205 38% BL	143 35% L	154 38% L	491 32% L	445 29% L
Confusing	1945 58% K	2076 62% AL	295 62% AK	285 62% AGIK	272 68% BDHL	303 73% L	308 58% L	313 59% L	252 61% K	272 68% IBHL	818 53% L	903 59% K
Overwhelming	1918 57% K	1849 55% L	349 74% DAGIK	295 64% BJL	281 70% AIK	295 71% BDHJL	357 67% AIK	342 64% BJL	219 53% K	205 51% L	712 46% L	712 46% L
Useful	1079 32% BK	956 29% L	168 36% K	147 32% FL	129 32% F	106 26% HACEIK	226 42% BFL	176 33% L	131 32% L	124 31% L	425 28% L	403 26% L
For people like me	1599 48% BK	1415 42% L	292 62% AEIK	263 57% BFHJL	200 50% FK	178 43% L	307 58% HAEIK	260 49% BJL	198 48% K	169 42% L	602 39% L	545 35% L
Interesting	1156 34% BIK	1043 31% L	209 44% AEIK	188 41% BFJL	133 33% L	118 28% HAEIK	229 43% BFJL	194 36% L	119 29% L	109 27% L	466 30% L	434 28% L
Exciting	1617 48% BIK	1528 46% JL	311 66% AEIK	292 63% BFHJL	227 57% AIK	218 53% BJL	328 62% HAIK	279 52% BJL	156 38% L	148 37% L	595 39% L	591 38% L
Helpful	1165 35% BK	1003 30% L	195 41% AIK	176 38% BFJL	146 37% K	130 31% L	243 46% HAEIK	186 35% BL	135 33% L	117 29% L	446 29% L	394 26% L
Informative	1075 32% B	924 28% L	157 33% L	145 32% BJL	120 30% L	107 26% HACEIK	210 39% L	164 31% L	121 29% L	101 25% L	467 30% L	407 26% L

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

2 Aug 2016
Table 232

1. Innovative

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	2194 65% CG	2386 71% AD	255 54%	282 61% C	246 62% C	301 73% ED	305 57%	368 69% GD	303 73% ACEG	295 74% D	1085 71% ACEG	1140 74% KBDH
Describes very well	758 23% CG	812 24% DH	68 14%	76 17%	98 25% CG	111 27% DH	82 15%	103 19%	122 29% ACG	109 27% DH	388 25% ACG	413 27% BDH
Describes somewhat well	1436 43% E	1574 47% A	187 40%	206 45%	148 37%	190 46% E	223 42%	265 50% G	181 44%	186 46%	697 45% ACE	727 47%
BOTTOM 2 BOX (NET)	1105 33% BIK	963 29% L	208 44% AIK	178 39% BFHJL	150 38% FAIK	114 27% HAIK	217 41% HAIK	166 31% L	105 25%	106 26%	425 28%	399 26%
Does not describe very well	677 20% IK	690 21% J	111 23% IK	110 24% J	89 22% I	84 20%	125 23% AIK	122 23% J	67 16%	67 17%	285 19%	307 20%
Does not describe at all	428 13% BIK	273 8% L	97 21% DAEIK	68 15% BFHJL	61 15% FAIK	30 7%	92 17% HAIK	44 8%	38 9%	39 10% L	140 9% L	92 6%
Decline to Answer	3 *	-	-	-	-	-	1 *	-	-	-	2 *	-
Not Sure	55 2% B	-	10 2% D	-	4 1% F	-	10 2% H	-	6 1% J	-	25 2% L	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

2 Aug 2016
Table 233

2. Cutting edge

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	1870 56% CE	1983 59% ADF	202 43%	224 49%	189 47%	198 48%	279 52% C	336 63% GDF	237 57% CE	235 59% DF	963 63% ACEGI	990 64% BDFJ
Describes very well	597 18% CG	588 18% DF	57 12%	59 13%	64 16%	57 14%	77 14%	89 17%	80 19% CG	75 19% D	319 21% ACEG	308 20% BDF
Describes somewhat well	1273 38% CE	1395 42% ADF	145 31%	165 36%	125 31%	141 34%	202 38% CE	247 46% GBDF	157 38% CE	160 40%	644 42% ACE	682 44% BDF
BOTTOM 2 BOX (NET)	1424 42% K	1366 41% L	258 55% AGIK	236 51% BHJL	207 52% AIK	217 52% BHJL	244 46% HK	198 37%	168 41%	166 41%	547 36%	549 36%
Does not describe very well	876 26%	978 29% AH	127 27%	153 33% CBH	118 30%	139 33% BH	131 25%	134 25%	105 25%	111 28%	395 26%	441 29%
Does not describe at all	548 16% BK	388 12% L	131 28% DAGIK	83 18% BHL	89 22% AIK	78 19% BHL	113 21% HAIK	64 12% L	63 15% K	55 14% L	152 10% L	108 7%
Decline to Answer	4 * B	-	-	-	-	-	1 *	-	-	-	3 *	-
Not Sure	59 2% B	-	13 3% D	-	4 1% F	-	9 2% H	-	9 2% J	-	24 2% L	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

2 Aug 2016
Table 234

3. Extreme

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	1455 43% CEG	1558 47% ADFH	127 27%	156 34% C	146 37% C	149 36%	164 31%	208 39% G	206 50% ACEG	195 49% DFH	812 53% ACEG	850 55% BDFHJ
Describes very well	455 14% CG	458 14% H	37 8%	50 11%	42 11%	47 11%	49 9%	46 9%	62 15% CG	64 16% DH	265 17% ACEG	251 16% BDFH
Describes somewhat well	1000 30% CG	1100 33% ADF	90 19%	106 23%	104 26% C	102 25%	115 22%	162 30% GDF	144 35% ACEG	131 33% DF	547 36% ACEG	599 39% BDFHJ
BOTTOM 2 BOX (NET)	1839 55% IK	1791 53% L	334 71% AEIK	304 66% BJL	250 63% AIK	266 64% BJL	357 67% HAIK	326 61% BJL	202 49% L	206 51% L	696 45% L	689 45% K
Does not describe very well	1001 30%	1170 35% AL	131 28%	169 37% C	122 31%	168 40% EBJL	173 32%	189 35%	126 30%	134 33%	449 29%	510 33% K
Does not describe at all	838 25% BIK	621 19% L	203 43% DAEGIK	135 29% BJL	128 32% FAIK	98 24% BJL	184 35% HAIK	137 26% BJL	76 18% L	72 18% L	247 16% L	179 12% L
Decline to Answer	3 *	-	-	-	-	-	1 *	-	-	-	2 *	-
Not Sure	60 2% B	-	12 3% D	-	4 1% F	-	11 2% H	-	6 1% J	-	27 2% L	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

2 Aug 2016
Table 235

4. Trustworthy

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	1760 52% CG	2006 60% ADH	175 37%	234 51% C	204 51% CG	243 59% ED	230 43% C	286 54% G	222 54% CG	239 60% D	929 60% ACEGI	1004 65% KBDFHJ
Describes very well	578 17% CG	583 17% DH	45 10%	54 12%	76 19% CG	78 19% DH	61 11%	61 11%	67 16% CG	63 16%	329 21% ACGI	327 21% BDHJ
Describes somewhat well	1182 35% C	1423 42% A	130 27%	180 39% C	128 32%	165 40% E	169 32%	225 42% G	155 37% C	176 44%	600 39% ACEG	677 44% K
BOTTOM 2 BOX (NET)	1531 46% BK	1343 40% L	284 60% DAEIK	226 49% BFJL	192 48% K	172 41% L	291 55% HAEIK	248 46% BL	185 45% K	162 40%	579 38%	535 35%
Does not describe very well	934 28% K	982 29% L	148 31% K	144 31% L	106 27%	131 32% L	159 30%	188 35% BJL	119 29%	115 29%	402 26%	404 26%
Does not describe at all	597 18% BK	361 11% L	136 29% DAEIK	82 18% BFHJL	86 22% FAIK	41 10%	132 25% HAIK	60 11%	66 16% K	47 12% L	177 12% L	131 9%
Decline to Answer	3 *	-	-	-	-	-	1 *	-	-	-	2 *	-
Not Sure	63 2% B	-	14 3% DE	-	4 1% F	-	11 2% H	-	7 2% J	-	27 2% L	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

2 Aug 2016
Table 236

5. Unconventional

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	1851 55%	1786 53% D	244 52% D	202 44%	233 58% CG	247 60% BDL	275 52%	297 56% D	228 55%	214 53% D	871 57% G	826 54% D
Describes very well	588 18% BG	506 15% D	87 18% DG	51 11%	83 21% G	92 22% BDHL	65 12%	66 12%	81 20% G	76 19% BDHL	272 18% LG	221 14%
Describes somewhat well	1263 38% C	1280 38% D	157 33%	151 33%	150 38%	155 37%	210 39% C	231 43% BDJ	147 36%	138 34%	599 39% C	605 39% D
BOTTOM 2 BOX (NET)	1448 43%	1563 47% AF	218 46%	258 56% CBFHJL	163 41%	168 40%	249 47% K	237 44%	178 43%	187 47%	640 42%	713 46% KF
Does not describe very well	861 26%	1045 31% AF	114 24%	155 34% CFH	87 22%	99 24%	128 24%	149 28%	106 26%	128 32% IF	426 28% AE	514 33% KBFH
Does not describe at all	587 17% BK	518 15% L	104 22% AK	103 22% BFHJL	76 19% K	69 17%	121 23% HAIK	88 16% L	72 17%	59 15%	214 14%	199 13%
Decline to Answer	4 * B	-	-	-	-	-	2 *	-	-	-	2 *	-
Not Sure	54 2% B	-	11 2% D	-	4 1% F	-	7 1% H	-	8 2% J	-	24 2% L	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

2 Aug 2016
Table 237

6. Practical

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	2102 63% CG	2349 70% A	266 56%	312 68% C	242 61%	299 72% E	296 56%	360 67% G	269 65% CG	278 69%	1029 67% ACEG	1100 71% K
Describes very well	695 21% CG	690 21% DH	81 17%	75 16%	91 23% CG	93 22% DH	76 14%	85 16%	109 26% ACG	95 24% DH	338 22% CG	342 22% BDH
Describes somewhat well	1407 42%	1659 50% A	185 39%	237 52% C	151 38%	206 50% E	220 41%	275 51% G	160 39%	183 46% I	691 45% ACEI	758 49% K
BOTTOM 2 BOX (NET)	1201 36% BK	1000 30%	195 41% DAIK	148 32%	154 39% FK	116 28%	229 43% HAIK	174 33%	139 34%	123 31%	484 31%	439 29%
Does not describe very well	764 23%	727 22%	106 22%	97 21%	96 24%	90 22%	130 24%	124 23%	95 23%	79 20%	337 22%	337 22%
Does not describe at all	437 13% BK	273 8% L	89 19% DAIK	51 11% BFL	58 15% FK	26 6%	99 19% HAIK	50 9% L	44 11%	44 11% BFL	147 10% L	102 7%
Decline to Answer	3 *	-	-	-	-	-	1 *	-	-	-	2 *	-
Not Sure	51 2% B	-	12 3% D	-	4 1% F	-	7 1% H	-	6 1% J	-	22 1% L	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

2 Aug 2016
Table 238

7. Technical

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	2026 60% CG	2193 65% ADH	218 46%	259 56% C	245 61% CG	264 64% D	278 52%	329 62% G	264 64% CG	247 62%	1021 66% ACG	1094 71% KBDFHJ
Describes very well	657 20% CG	650 19% DH	61 13%	63 14%	93 23% ACG	96 23% BDH	71 13%	85 16%	91 22% CG	81 20% D	341 22% ACG	325 21% BDH
Describes somewhat well	1369 41% C	1543 46% AFJ	157 33%	196 43% C	152 38%	168 40%	207 39%	244 46% G	173 42% C	166 41%	680 44% ACEG	769 50% KBDFJ
BOTTOM 2 BOX (NET)	1273 38% BK	1156 35% L	246 52% DAEIK	201 44% BFL	150 38% K	151 36% L	243 46% HAEIK	205 38% BL	143 35%	154 38% L	491 32%	445 29%
Does not describe very well	802 24% K	857 26% L	134 28% AK	135 29% BL	99 25%	114 27% L	137 26%	149 28% L	96 23%	112 28% L	336 22%	347 23%
Does not describe at all	471 14% BK	299 9% L	112 24% DAEIK	66 14% BFL	51 13%	37 9%	106 20% HAEIK	56 10% L	47 11%	42 10% L	155 10% L	98 6%
Decline to Answer	3 *	-	-	-	-	-	1 *	-	-	-	2 *	-
Not Sure	55 2% B	-	9 2% D	-	5 1% F	-	11 2% H	-	7 2% J	-	23 1% L	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

2 Aug 2016
Table 239

8. Confusing

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	1353 40% CE	1273 38% FJ	167 35%	175 38% F	125 31%	112 27%	215 40% E	221 41% FJ	155 37%	129 32%	691 45% LACEI	636 41% BFJ
Describes very well	440 13% BCE	350 10% F	48 10%	52 11%	37 9%	31 7%	71 13% H	49 9%	53 13%	42 10%	231 15% LACE	176 11% F
Describes somewhat well	913 27% E	923 28% FJ	119 25%	123 27% F	88 22%	81 20%	144 27%	172 32% BFJ	102 25%	87 22%	460 30% ACEI	460 30% BFJ
BOTTOM 2 BOX (NET)	1945 58% K	2076 62% AL	295 62% AK	285 62%	272 68% AGIK	303 73% BDHL	308 58%	313 59%	252 61% K	272 68% IBHL	818 53%	903 59% K
Does not describe very well	1046 31% C	1220 36% AH	126 27%	162 35% C	132 33% C	167 40% EH	147 28%	170 32%	137 33% C	158 39% H	504 33% CG	563 37% KH
Does not describe at all	899 27% K	856 26% L	169 36% DAIK	123 27% L	140 35% AIK	136 33% BHL	161 30% K	143 27% L	115 28% K	114 28% L	314 20%	340 22%
Decline to Answer	6 * B	-	1 *	-	-	-	1 *	-	1 *	-	3 *	-
Not Sure	53 2% B	-	10 2% D	-	3 1%	-	9 2% H	-	6 1% J	-	25 2% L	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

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Table 240

9. Overwhelming

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	1380 41% CEG	1500 45% ADFH	114 24%	165 36% CF	116 29%	120 29%	165 31% C	192 36% F	189 46% ACEG	196 49% DFH	796 52% ACEGI	827 54% BDFH
Describes very well	442 13% CEG	432 13% FH	35 7%	49 11%	35 9%	38 9%	52 10%	52 10%	54 13% C	54 13%	266 17% ACEGI	239 16% BDFH
Describes somewhat well	938 28% CEG	1068 32% ADFH	79 17%	116 25% C	81 20%	82 20%	113 21%	140 26% F	135 33% ACEG	142 35% DFH	530 34% ACEG	588 38% KBDFH
BOTTOM 2 BOX (NET)	1918 57% K	1849 55% L	349 74% DAGIK	295 64% BJL	281 70% AIK	295 71% BDHJL	357 67% AIK	342 64% BJL	219 53% K	205 51%	712 46%	712 46%
Does not describe very well	1033 31%	1136 34% A	145 31%	162 35%	134 34%	166 40% BJL	175 33%	186 35%	118 29%	124 31%	461 30%	498 32%
Does not describe at all	885 26% BK	713 21% L	204 43% DAGIK	133 29% BJL	147 37% AIK	129 31% BJL	182 34% AIK	156 29% BJL	101 24% K	81 20% L	251 16%	214 14%
Decline to Answer	4 * B	-	-	-	-	-	1 *	-	-	-	3 *	-
Not Sure	55 2% B	-	10 2% D	-	3 1%	-	10 2% H	-	6 1% J	-	26 2% L	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	2228 66% CG	2393 71% AH	295 62% G	313 68% G	267 67% G	309 74% EDH	299 56% G	358 67% G	277 67% G	277 69% G	1090 71% ACG	1136 74% BDH
Describes very well	749 22% G	747 22% DH	95 20% G	76 17% G	115 29% ACGK	106 26% DH	72 14% G	80 15% G	109 26% ACG	104 26% DH	358 23% G	381 25% BDH
Describes somewhat well	1479 44% E	1646 49% AJ	200 42% G	237 52% CJ	152 38% G	203 49% E	227 43% G	278 52% GJ	168 41% G	173 43% G	732 48% ACEGI	755 49% J
BOTTOM 2 BOX (NET)	1079 32% BK	956 29% L	168 36% K	147 32% FL	129 32% F	106 26% HACEIK	226 42% G	176 33% BFL	131 32% G	124 31% G	425 28% G	403 26% G
Does not describe very well	659 20% A	726 22% A	90 19% G	97 21% G	80 20% G	82 20% G	117 22% G	135 25% BFL	85 21% G	94 23% G	287 19% G	318 21% G
Does not describe at all	420 13% BK	230 7% L	78 16% DAIK	50 11% BFL	49 12% FK	24 6% G	109 20% HAEIK	41 8% G	46 11% G	30 7% G	138 9% L	85 6% G
Decline to Answer	3 *	-	-	-	-	-	1 *	-	-	-	2 *	-
Not Sure	47 1% B	-	10 2% D	-	4 1% F	-	7 1% H	-	6 1% J	-	20 1% L	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	1691 50% CG	1934 58% ADH	170 36%	197 43% C	196 49% CG	237 57% ED	213 40%	274 51% GD	210 51% CG	232 58% IDH	902 59% ACEGI	994 65% KBDFHJ
Describes very well	568 17% CG	566 17% DH	41 9%	43 9%	74 19% CG	85 20% BDH	60 11%	68 13%	81 20% CG	82 20% BDH	312 20% ACG	288 19% BDH
Describes somewhat well	1123 33% CG	1368 41% AD	129 27%	154 33% C	122 31%	152 37%	153 29%	206 39% G	129 31%	150 37%	590 38% ACEGI	706 46% KBDFHJ
BOTTOM 2 BOX (NET)	1599 48% BK	1415 42% L	292 62% AEIK	263 57% BFHJL	200 50% FK	178 43% L	307 58% HAEIK	260 49% BJL	198 48% K	169 42% L	602 39% L	545 35% L
Does not describe very well	914 27%	934 28% L	136 29%	152 33% BFL	102 26%	110 27%	160 30%	164 31% L	108 26%	111 28%	408 27%	397 26%
Does not describe at all	685 20% BK	481 14% L	156 33% DAEIK	111 24% BFHJL	98 25% FAK	68 16% L	147 28% HAIK	96 18% BL	90 22% JK	58 14% L	194 13% L	148 10% L
Decline to Answer	3 *	-	-	-	-	-	1 *	-	-	-	2 *	-
Not Sure	64 2% B	-	11 2% D	-	4 1% F	-	12 2% H	-	6 1% J	-	31 2% L	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	2142 64% CG	2306 69% ADH	253 53%	272 59%	263 66% CG	297 72% DH	296 56%	340 64% G	288 70% ACG	292 73% DH	1042 68% ACG	1105 72% KBDH
Describes very well	736 22% CG	688 21% DH	64 14%	62 13%	90 23% CG	98 24% DH	77 14%	77 14%	110 27% ACG	97 24% DH	395 26% ACG	354 23% BDH
Describes somewhat well	1406 42%	1618 48% A	189 40%	210 46%	173 43%	199 48%	219 41%	263 49% G	178 43%	195 49%	647 42%	751 49% K
BOTTOM 2 BOX (NET)	1156 34% BIK	1043 31% L	209 44% AEIK	188 41% BFJL	133 33%	118 28%	229 43% HAEIK	194 36% BFJL	119 29%	109 27%	466 30%	434 28%
Does not describe very well	723 22% I	757 23%	111 23% I	122 27% BFJL	80 20%	82 20%	134 25% AI	139 26% BFJL	72 17%	80 20%	326 21%	334 22%
Does not describe at all	433 13% BK	286 9% L	98 21% DAEIK	66 14% BFJL	53 13% FK	36 9%	95 18% HAIK	55 10% L	47 11% J	29 7%	140 9% L	100 6%
Decline to Answer	3 *	-	-	-	-	-	1 *	-	-	-	2 *	-
Not Sure	56 2% B	-	11 2% D	-	4 1% F	-	7 1% H	-	7 2% J	-	27 2% L	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	1683 50% CEG	1821 54% ADFH	150 32%	168 37%	168 42% C	197 47% D	195 37%	255 48% GD	251 61% ACEG	253 63% BDFH	919 60% ACEG	948 62% BDFH
Describes very well	549 16% CG	537 16% DH	39 8%	41 9%	57 14% CG	60 14% D	50 9%	56 10%	92 22% ACEG	75 19% DH	311 20% ACEG	305 20% BDFH
Describes somewhat well	1134 34% CEG	1284 38% ADF	111 23%	127 28%	111 28%	137 33%	145 27%	199 37% GD	159 38% ACEG	178 44% BDFH	608 40% ACEG	643 42% BDF
BOTTOM 2 BOX (NET)	1617 48% BIK	1528 46% JL	311 66% AEIK	292 63% BFHJL	227 57% AIK	218 53% BJL	328 62% HAIK	279 52% BJL	156 38%	148 37%	595 39%	591 38%
Does not describe very well	935 28% IK	1036 31% AJL	147 31% IK	183 40% CBHJL	129 32% AIK	154 37% BJL	177 33% AIK	166 31% J	95 23%	96 24%	387 25%	437 28% K
Does not describe at all	682 20% BIK	492 15% L	164 35% DAEGIK	109 24% BFJL	98 25% FAIK	64 15% L	151 28% HAIK	113 21% BFJL	61 15%	52 13%	208 14% L	154 10%
Decline to Answer	4 * B	-	-	-	-	-	2 *	-	-	-	2 *	-
Not Sure	53 2% B	-	12 3% D	-	5 1% F	-	8 2% H	-	7 2% J	-	21 1% L	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3356	3349	473	460	400	415	533	534	414	401	1536	1539
TOP 2 BOX (NET)	2133 64% CG	2346 70% ADH	267 56%	284 62%	249 62% G	285 69% D	280 53%	348 65% G	272 66% CG	284 71% D	1065 69% ACEG	1145 74% KBDFH
Describes very well	714 21% CG	698 21% DH	69 15%	67 15%	96 24% CG	85 20% DH	81 15%	77 14%	98 24% CG	108 27% BDFH	370 24% ACG	361 23% BDH
Describes somewhat well	1419 42% G	1648 49% AJ	198 42%	217 47%	153 38%	200 48% E	199 37%	271 51% GJ	174 42%	176 44%	695 45% AEG	784 51% KJ
BOTTOM 2 BOX (NET)	1165 35% BK	1003 30% L	195 41% AIK	176 38% BFJL	146 37% K	130 31% L	243 46% HAEIK	186 35% BL	135 33%	117 29%	446 29% L	394 26%
Does not describe very well	724 22% K	749 22% L	103 22%	123 27% BJL	91 23%	97 23%	140 26% AIK	139 26% BJL	83 20%	81 20%	307 20%	309 20%
Does not describe at all	441 13% BK	254 8% L	92 19% DAEIK	53 12% BL	55 14% FK	33 8%	103 19% HAEIK	47 9% L	52 13% K	36 9% L	139 9% L	85 6%
Decline to Answer	3 *	-	-	-	-	-	1 *	-	-	-	2 *	-
Not Sure	55 2% B	-	11 2% D	-	5 1% F	-	9 2% H	-	7 2% J	-	23 1% L	-
Sigma	3356 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1536 100%	1539 100%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	2224 66% G	2425 72% AD	304 64%	315 68%	276 69% G	308 74%	315 59%	370 69% G	285 69% G	300 75% D	1044 68% G	1132 74% KD
Describes very well	784 23% G	793 24% DH	94 20%	82 18%	109 27% CG	117 28% BDH	83 16%	85 16%	114 28% ACG	116 29% BDH	384 25% ACG	393 26% BDH
Describes somewhat well	1440 43%	1632 49% A	210 44%	233 51%	167 42%	191 46%	232 44%	285 53% GBFJL	171 41%	184 46%	660 43%	739 48% K
BOTTOM 2 BOX (NET)	1075 32% B	924 28%	157 33%	145 32% BJL	120 30%	107 26% HACEIK	210 39%	164 31%	121 29%	101 25%	467 30% L	407 26%
Does not describe very well	683 20% C	673 20%	77 16%	95 21%	72 18%	79 19%	118 22% C	117 22%	82 20%	71 18%	334 22% C	311 20%
Does not describe at all	392 12% BK	251 7% L	80 17% DAEIK	50 11% BFL	48 12% FK	28 7%	92 17% HAEIK	47 9% L	39 9%	30 7%	133 9% L	96 6%
Decline to Answer	3 *	-	-	-	-	-	1 *	-	-	-	2 *	-
Not Sure	55 2% B	-	12 3% D	-	4 1% F	-	7 1% H	-	8 2% J	-	24 2% L	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	3349	-**	460	-**	415	-**	534	-**	401	-**	1539
Social media accounts, such as Facebook, QZone, LinkedIn or Twitter	- -	2877 86% DFH	- -	370 80%	- -	342 82% H	- -	409 77%	- -	375 94% BDFHL	- -	1381 90% BDFH
Blogging or publishing account separate from social media account, such as Blogger, Instagram, Pinterest, Tumblr or WordPress	- -	2290 68% DH	- -	218 47%	- -	290 70% DH	- -	282 53%	- -	310 77% BDFH	- -	1190 77% BDFH
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% DH	- -	175 38%	- -	257 62% DH	- -	255 48% D	- -	281 70% BDFH	- -	1034 67% BDFH
None of the above	- -	399 12% JL	- -	77 17% BJL	- -	67 16% BJL	- -	105 20% BJL	- -	23 6%	- -	127 8%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	3349	-**	460	-**	415	-**	534	-**	401	-**	1539
Social media accounts, such as Facebook, QZone, LinkedIn or Twitter	-	1123 34% DH	-	100 22%	-	155 37% DH	-	108 20%	-	213 53% BDFHL	-	547 36% BDH
Blogging or publishing account separate from social media account, such as Blogger, Instagram, Pinterest, Tumblr or WordPress	-	857 26% DH	-	65 14%	-	111 27% DH	-	67 13%	-	136 34% BDFH	-	478 31% BDH
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% DH	-	60 13%	-	132 32% BDH	-	85 16%	-	123 31% BDH	-	455 30% BDH
None of the above	-	900 27% FJL	-	166 36% BFJL	-	94 23% J	-	221 41% BFJL	-	42 10%	-	377 24% J

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	3349	-**	460	-**	415	-**	534	-**	401	-**	1539
Social media accounts, such as Facebook, QZone, LinkedIn or Twitter	-	722 22% DH	-	58 13%	-	110 27% BDH	-	70 13%	-	105 26% BDH	-	379 25% BDH
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% DH	-	47 10%	-	100 24% BDH	-	61 11%	-	86 21% DH	-	365 24% BDH
Blogging or publishing account separate from social media account, such as Blogger, Instagram, Pinterest, Tumblr or WordPress	-	651 19% DH	-	39 8%	-	114 27% BDHJ	-	56 10%	-	79 20% DH	-	363 24% BDH
None of the above	-	1019 30% FJL	-	203 44% BFJL	-	104 25% J	-	239 45% BFJL	-	47 12%	-	426 28% J

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	3349	-**	460	-**	415	-**	534	-**	401	-**	1539
Social media accounts, such as Facebook, QZone, LinkedIn or Twitter	-	1409 42% DH	-	165 36% H	-	208 50% BDHL	-	129 24%	-	231 58% BDFHL	-	676 44% BDH
Blogging or publishing account separate from social media account, such as Blogger, Instagram, Pinterest, Tumblr or WordPress	-	991 30% DH	-	92 20%	-	153 37% BDH	-	84 16%	-	135 34% DH	-	527 34% BDH
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% DH	-	45 10%	-	92 22% BDH	-	60 11%	-	85 21% DH	-	334 22% BDH
None of the above	-	825 25% FJL	-	164 36% BFJL	-	79 19% J	-	217 41% BFJL	-	38 9%	-	327 21% J

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	3349	-**	460	-**	415	-**	534	-**	401	-**	1539
Have	-	2877	-	370	-	342	-	409	-	375	-	1381
	-	86%	-	80%	-	82%	-	77%	-	94%	-	90%
		DFH				H				BDFHL		BDFH
Promote Personal	-	1409	-	165	-	208	-	129	-	231	-	676
	-	42%	-	36%	-	50%	-	24%	-	58%	-	44%
	-	DH	-	H	-	BDHL	-		-	BDFHL	-	BDH
Promote Business	-	1123	-	100	-	155	-	108	-	213	-	547
	-	34%	-	22%	-	37%	-	20%	-	53%	-	36%
	-	DH	-		-	DH	-		-	BDFHL	-	BDH
Promote Organization	-	722	-	58	-	110	-	70	-	105	-	379
	-	22%	-	13%	-	27%	-	13%	-	26%	-	25%
		DH				BDH				BDH		BDH

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	3349	-**	460	-**	415	-**	534	-**	401	-**	1539
Have	-	2290	-	218	-	290	-	282	-	310	-	1190
	-	68% DH	-	47%	-	70% DH	-	53%	-	77% BDFH	-	77% BDFH
Promote Personal	-	991	-	92	-	153	-	84	-	135	-	527
	-	30% DH	-	20%	-	37% BDH	-	16%	-	34% DH	-	34% BDH
Promote Business	-	857	-	65	-	111	-	67	-	136	-	478
	-	26% DH	-	14%	-	27% DH	-	13%	-	34% BDFH	-	31% BDH
Promote Organization	-	651	-	39	-	114	-	56	-	79	-	363
	-	19% DH	-	8%	-	27% BDHJ	-	10%	-	20% DH	-	24% BDH

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	3349	-**	460	-**	415	-**	534	-**	401	-**	1539
Have	-	2002	-	175	-	257	-	255	-	281	-	1034
	-	60%	-	38%	-	62%	-	48%	-	70%	-	67%
		DH				DH		D		BDFH		BDFH
Promote Business	-	855	-	60	-	132	-	85	-	123	-	455
	-	26%	-	13%	-	32%	-	16%	-	31%	-	30%
		DH				BDFH				BDFH		BDFH
Promote Organization	-	659	-	47	-	100	-	61	-	86	-	365
	-	20%	-	10%	-	24%	-	11%	-	21%	-	24%
		DH				BDFH				DH		BDFH
Promote Personal	-	616	-	45	-	92	-	60	-	85	-	334
	-	18%	-	10%	-	22%	-	11%	-	21%	-	22%
		DH				BDFH				DH		BDFH

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: Has Alternate Online Identities

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?

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	2950	-**	383	-**	348	-**	429	-**	378	-**	1412
I have made a decision to not register additional domain names and use these other online identities instead	- -	709 24% J	-	94 25%	-	91 26% J	-	112 26% J	-	74 20%	-	338 24%
I have decided to not renew one or more domain names and use these other identities instead	- -	508 17% DJ	-	44 11%	-	52 15%	-	81 19% DJ	-	49 13%	-	282 20% BDFJ
I am considering letting a domain registration lapse and use these other online identities instead	- -	482 16% J	-	55 14%	-	65 19% J	-	62 14%	-	42 11%	-	258 18% BJ
My decision to register domain names is unaffected by my other online identities	- -	1251 42% L	-	190 50% BFHL	-	140 40%	-	174 41%	-	213 56% BFHL	-	534 38%
Sigma	-	2950 100%	-	383 100%	-	348 100%	-	429 100%	-	378 100%	-	1412 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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?

2 Aug 2016
Table 255

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	2950	-**	383	-**	348	-**	429	-**	378	-**	1412
I will be less likely to register a new domain name	-	903 31% DJ	-	97 25%	-	118 34% DJ	-	144 34% DJ	-	90 24%	-	454 32% DJ
I will be less likely to renew domain names I have already registered	-	690 23% D	-	57 15%	-	77 22% D	-	104 24% D	-	85 22% D	-	367 26% BD
These other identities won't affect my decision to register a domain name-they serve different purposes	-	1357 46% L	-	229 60% BFHL	-	153 44%	-	181 42%	-	203 54% BFHL	-	591 42%
Sigma	-	2950 100%	-	383 100%	-	348 100%	-	429 100%	-	378 100%	-	1412 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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?

2 Aug 2016
Table 256

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	1593	-.**	154	-.**	195	-.**	248	-.**	175	-.**	821
EASY (NET)	-	1276 80% DH	-	114 74%	-	164 84% DH	-	171 69%	-	152 87% BDH	-	675 82% BDH
Easier to set up	-	749 47% H	-	64 42%	-	93 48% H	-	84 34%	-	100 57% BDH	-	408 50% BH
Easier to access them on mobile devices (for example, I can use an app)	-	702 44% H	-	65 42%	-	91 47% H	-	90 36%	-	93 53% BDHL	-	363 44% H
Easier to communicate to interested people-they can "follow me" or I can invite my contacts	-	676 42% H	-	60 39% H	-	102 52% BDHL	-	69 28%	-	97 55% BDHL	-	348 42% H
Integrate more easily with other tools (e.g., show my Twitter feed)	-	562 35% H	-	53 34% H	-	91 47% BDHL	-	60 24%	-	69 39% H	-	289 35% H
Lower cost	-	846 53% H	-	90 58% H	-	102 52%	-	117 47%	-	112 64% BFHL	-	425 52%
They are more credible	-	539 34%	-	45 29%	-	67 34%	-	75 30%	-	62 35%	-	290 35%
No registration process to go through	-	437 27% J	-	41 27%	-	56 29% J	-	69 28% J	-	33 19%	-	238 29% J
Other	-	14 1% L	-	9 6% BFHJL	-	-	-	4 2% L	-	-	-	1 *
Sigma	-	4525 284%	-	427 277%	-	602 309%	-	568 229%	-	566 323%	-	2362 288%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: Registration Decision Not Affected

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

2 Aug 2016
Table 257

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	1357	-.**	229	-.**	153	-.**	181	-.**	203	-.**	591
More likely to come up in search results	-	311 23%	-	48 21%	-	37 24%	-	43 24%	-	57 28% L	-	126 21%
The gTLD or domain name communicates the topic better e.g. pet.photography	-	307 23%	-	50 22%	-	46 30% BH	-	31 17%	-	44 22%	-	136 23%
It's more legitimate	-	304 22%	-	47 21%	-	33 22%	-	41 23%	-	38 19%	-	145 25%
I have more control over the design	-	210 15% L	-	46 20% BFL	-	18 12%	-	29 16%	-	39 19% L	-	78 13%
It's expected by customers	-	205 15%	-	30 13%	-	18 12%	-	32 18%	-	22 11%	-	103 17% BJ
Other	-	20 1% L	-	8 3% BL	-	1 1%	-	5 3% L	-	3 1%	-	3 1%
Sigma	-	1357 100%	-	229 100%	-	153 100%	-	181 100%	-	203 100%	-	591 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 258

SUMMARY TABLE OF STRICT/SOME RESTRICTIONS

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
.email	2074 62% CG	2246 67% AD	260 55%	285 62% C	249 62% CG	267 64%	289 54%	342 64% G	255 62% CG	273 68%	1021 66% ACG	1079 70% KBDFH
.photography	2083 62% I	2255 67% A	279 59%	321 70% C	236 59%	268 65%	312 59%	360 67% G	234 57%	264 66% I	1022 66% ACEGI	1042 68%
.link	1959 58% CG	2098 63% ADH	196 41%	253 55% C	229 57% CG	248 60%	262 49% C	304 57% G	237 57% CG	253 63% D	1035 67% ACEGI	1040 68% BDFH
.guru	1944 58% CGI	2033 61% AD	221 47%	253 55% C	228 57% C	236 57%	273 51%	313 59% G	220 53%	240 60%	1002 65% ACEGI	991 64% BDFH
.realtor	2119 63% EGI	2308 69% AFH	329 70% AEGI	381 83% CBFHJL	227 57%	258 62%	291 55%	338 63% G	238 57%	292 73% IFHL	1034 67% AEGI	1039 69% F
.club	2082 62% CGI	2215 66% AF	256 54%	317 69% CF	241 60%	253 61%	296 56%	342 64% G	238 57%	259 65% I	1051 68% ACEGI	1044 68% F
.xyz	1810 54% CGI	1863 56% D	176 37%	205 45% C	216 54% CG	225 54% D	250 47% C	296 55% GD	196 47% C	210 52% D	972 63% ACEGI	927 60% BDFJ
.bank	- -	2709 81% L	-	398 87% BFHL	-	327 79%	-	421 79%	-	348 87% BFHL	-	1215 79%
.pharmacy	- -	2602 78% L	-	398 87% BFHL	-	322 78%	-	418 78% L	-	332 83% BL	-	1132 74%
.builder	- -	2402 72% FL	-	368 80% BFHL	-	280 67%	-	377 71%	-	304 76% FL	-	1073 70%
.toronto	- -	82 78%	-	82 78%	-	-	-	-	-	-	-	-
quadalajara	- -	71 71%	-	71 71%	-	-	-	-	-	-	-	-
.roma	- -	33 66%	-	-	-	-	-	33 66%	-	-	-	-
.istanbul	- -	33 66%	-	-	-	-	-	33 66%	-	-	-	-
.madrid	- -	38 76%	-	-	-	-	-	38 76%	-	-	-	-
.warszawa	- -	35 66%	-	-	-	-	-	35 66%	-	-	-	-

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

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

2 Aug 2016
Table 258

SUMMARY TABLE OF STRICT/SOME RESTRICTIONS

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
.paris	-	77 73%	-	-	-	-	-	77 73%	-	-	-	-
Foshan	-	380 69%	-	-	-	-	-	-	-	-	-	380 69%
.hanoi	-	37 71%	-	-	-	-	-	-	-	-	-	37 71%
.manilla	-	78 77%	-	-	-	-	-	-	-	-	-	78 77%
.tokyo	-	124 70%	-	-	-	-	-	-	-	-	-	124 70%
.seoul	-	77 76%	-	-	-	-	-	-	-	-	-	77 76%
.MOCKBa	-	89 70%	-	-	-	-	-	-	-	-	-	89 70%
.delhi	-	234 71%	-	-	-	-	-	-	-	-	-	234 71%
.jakarta	-	72 72%	-	-	-	-	-	-	-	-	-	72 72%
.abuja	-	123 62%	-	-	-	-	-	-	-	123 62%	-	-
.capetown	-	76 75%	-	-	-	-	-	-	-	76 75%	-	-
.cairo	-	75 75%	-	-	-	-	-	-	-	75 75%	-	-
.bogota	-	86 69%	-	-	-	86 69%	-	-	-	-	-	-
.cordoba	-	68 65%	-	-	-	68 65%	-	-	-	-	-	-
.rio	-	111 60%	-	-	-	111 60%	-	-	-	-	-	-
.berlin	89 71%	100 80%	-	-	-	-	89 71%	100 80%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
.ovh	64 51%	64 51%	-	-	-	-	64 51%	64 51%	-	-	-	-
.london	342 64%	78 78% A	-	-	-	-	342 64%	78 78% G	-	-	-	-
.nyc	179 67%	193 76% A	179 67%	193 76% C	-	-	-	-	-	-	-	-
.wang	358 65%	337 61%	-	-	-	-	-	-	-	-	358 65%	337 61%
.xn-ses554g (Chinese for network address)	370 67%	349 63%	-	-	-	-	-	-	-	-	370 67%	349 63%
.xn-55qx5d (Chinese for company)	375 68%	352 64%	-	-	-	-	-	-	-	-	375 68%	352 64%
TOTAL RESTRICTIONS (NET)	2572 77% EGI	3027 90% A	354 75%	420 91% C	288 72%	372 90% E	386 72%	472 88% G	300 72%	370 92% I	1244 81% ACEGI	1393 91% K
TOTAL RESTRICTIONS CONSISTENT (NET)	2572 77% EGI	2929 87% A	354 75%	414 90% CFH	288 72%	351 85% E	386 72%	454 85% G	300 72%	361 90% IFH	1244 81% ACEGI	1349 88% K
TOTAL RESTRICTIONS ADDED (NET)	-	2977 89% AH	-	416 90% CH	-	364 88% E	-	461 86% G	-	366 91% IH	-	1370 89% K
RESTRICTIONS GLOBAL (NET)	2553 76% EG	3014 90% A	352 74%	420 91% C	288 72%	370 89% E	374 70%	469 88% G	300 72%	370 92% IH	1239 81% ACEGI	1385 90% K
RESTRICTIONS GLOBAL CONSISTENT (NET)	2553 76% EG	2922 87% AH	352 74%	414 90% CFH	288 72%	351 85% E	374 70%	451 84% G	300 72%	361 90% IFH	1239 81% ACEGI	1345 87% K
RESTRICTIONS GLOBAL ADDED (NET)	-	2935 88% A	-	414 90% C	-	358 86% E	-	459 86% G	-	366 91% IBFHL	-	1338 87% K
RESTRICTIONS GEO-SPECIFIC (NET)	972 29% EI	2455 73% AFJ	179 38% AEIK	346 75% CFJ	-	265 64% E	347 65% ACEIK	399 75% GFJ	-	274 68% I	446 29% EI	1171 76% KBFI
RESTRICTIONS GEO-SPECIFIC CONSISTENT (NET)	972 29% BEI	804 24% FJ	179 38% AEIK	193 42% BFHJL	-	-	347 65% HACEIK	183 34% BFJL	-	-	446 29% EI	428 28% BFJ
RESTRICTIONS GEO-SPECIFIC ADDED (NET)	-	1999 60% ADH	-	153 33% C	-	265 64% EDH	-	216 40% GD	-	274 68% IBDH	-	1091 71% KBDHF

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

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

2 Aug 2016
Table 259

SUMMARY TABLE OF STRICT RESTRICTIONS

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
.email	700 21% G	748 22% H	90 19%	94 20%	84 21% G	85 20%	84 16%	97 18%	96 23% G	101 25% H	346 23% AG	371 24% BH
.photography	620 18% G	618 18%	88 19%	101 22% BFHL	68 17%	65 16%	75 14%	88 16%	75 18%	93 23% BFHL	314 20% LAG	271 18%
.link	584 17% CG	542 16% DH	63 13%	54 12%	71 18% G	69 17% DH	69 13%	63 12%	66 16%	73 18% DH	315 20% ACGI	283 18% BDH
.guru	587 17% C	531 16%	63 13%	68 15%	72 18%	56 13%	84 16%	72 13%	63 15%	79 20% BFH	305 20% LACGI	256 17%
.realtor	664 20% G	745 22% AFHL	139 29% AEGIK	198 43% CBFHJL	72 18% F	54 13%	77 14%	78 15%	73 18%	118 29% IBFHL	303 20% G	297 19% FH
.club	587 17% G	590 18% H	68 14%	75 16%	67 17%	62 15%	71 13%	73 14%	66 16%	82 20% FH	315 20% ACGI	298 19% BFH
.xyz	558 17% BC	485 14% H	50 11%	76 17% CH	73 18% C	55 13%	77 14%	62 12%	59 14%	57 14%	299 19% LACGI	235 15% H
.bank	-	1432 43% HL	-	269 58% BFHJL	-	182 44% HL	-	194 36%	-	201 50% BHL	-	586 38%
.pharmacy	-	1250 37% L	-	261 57% BFHJL	-	157 38% L	-	192 36% L	-	195 49% BFHL	-	445 29%
.builder	-	732 22% L	-	141 31% BFHL	-	85 20%	-	100 19%	-	109 27% BFHL	-	297 19%
.toronto	-	30 29%	-	30 29%	-	-	-	-	-	-	-	-
quadalajara	-	20 20%	-	20 20%	-	-	-	-	-	-	-	-
.roma	-	7 14%	-	-	-	-	-	7 14%	-	-	-	-
.istanbul	-	11 22%	-	-	-	-	-	11 22%	-	-	-	-
.madrid	-	14 28%	-	-	-	-	-	14 28%	-	-	-	-
.warszawa	-	11 21%	-	-	-	-	-	11 21%	-	-	-	-

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

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

2 Aug 2016
Table 259

SUMMARY TABLE OF STRICT RESTRICTIONS

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
.paris	-	22 21%	-	-	-	-	-	22 21%	-	-	-	-
Foshan	-	118 21%	-	-	-	-	-	-	-	-	-	118 21%
.hanoi	-	13 25%	-	-	-	-	-	-	-	-	-	13 25%
.manilla	-	23 23%	-	-	-	-	-	-	-	-	-	23 23%
.tokyo	-	34 19%	-	-	-	-	-	-	-	-	-	34 19%
.seoul	-	27 27%	-	-	-	-	-	-	-	-	-	27 27%
.MOCKBa	-	32 25%	-	-	-	-	-	-	-	-	-	32 25%
.delhi	-	79 24%	-	-	-	-	-	-	-	-	-	79 24%
.jakarta	-	26 26%	-	-	-	-	-	-	-	-	-	26 26%
.abuja	-	43 22%	-	-	-	-	-	-	-	43 22%	-	-
.capetown	-	31 31%	-	-	-	-	-	-	-	31 31%	-	-
.cairo	-	24 24%	-	-	-	-	-	-	-	24 24%	-	-
.bogota	-	26 21%	-	-	-	26 21%	-	-	-	-	-	-
.cordoba	-	22 21%	-	-	-	22 21%	-	-	-	-	-	-
.rio	-	35 19%	-	-	-	35 19%	-	-	-	-	-	-
.berlin	35 28%	32 26%	-	-	-	-	35 28%	32 26%	-	-	-	-

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

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

2 Aug 2016
Table 259

SUMMARY TABLE OF STRICT RESTRICTIONS

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
.ovh	17 14%	15 12%	-	-	-	-	17 14%	15 12%	-	-	-	-
.london	110 21%	23 23%	-	-	-	-	110 21%	23 23%	-	-	-	-
.nyc	62 23%	63 25%	62 23%	63 25%	-	-	-	-	-	-	-	-
.wang	102 19%	86 16%	-	-	-	-	-	-	-	-	102 19%	86 16%
.xn-ses554g (Chinese for network address)	123 22%	103 19%	-	-	-	-	-	-	-	-	123 22%	103 19%
.xn-55qx5d (Chinese for company)	122 22%	97 18%	-	-	-	-	-	-	-	-	122 22%	97 18%
TOTAL RESTRICTIONS (NET)	1331 40% EGI	2114 63% AH	191 40% EG	327 71% CBFHL	132 33%	256 62% EH	183 34%	293 55% G	144 35%	276 69% IBFHL	681 44% AEGI	962 63% KH
TOTAL RESTRICTIONS CONSISTENT (NET)	1331 40% EGI	1644 49% AFH	191 40% EG	265 58% CBFHL	132 33%	172 41% E	183 34%	212 40% G	144 35%	221 55% IBFH	681 44% AEGI	774 50% KFH
TOTAL RESTRICTIONS ADDED (NET)	-	1860 56% AHL	-	307 67% CBFHL	-	228 55% EH	-	251 47% G	-	255 64% IBFHL	-	819 53% KH
RESTRICTIONS GLOBAL (NET)	1265 38% EG	2068 62% AH	184 39% G	324 70% CBFHL	132 33%	252 61% EH	162 30%	290 54% G	144 35%	274 68% IBFHL	643 42% AEGI	928 60% KH
RESTRICTIONS GLOBAL CONSISTENT (NET)	1265 38% EG	1596 48% AFH	184 39% G	256 56% CBFHL	132 33%	172 41% E	162 30%	202 38% G	144 35%	221 55% IBFHL	643 42% AEGI	745 48% KFH
RESTRICTIONS GLOBAL ADDED (NET)	-	1766 53% AHL	-	304 66% CBFHL	-	220 53% EH	-	243 46% G	-	245 61% IBFHL	-	754 49% K
RESTRICTIONS GEO-SPECIFIC (NET)	371 11% EI	873 26% AF	62 13% EI	113 25% C	-	83 20% E	119 22% ACEIK	126 24% G	-	98 24% I	190 12% AEI	453 29% KBDHJ
RESTRICTIONS GEO-SPECIFIC CONSISTENT (NET)	371 11% BEI	299 9% FJ	62 13% EI	63 14% BFJ	-	-	119 22% HACEIK	61 11% BFJ	-	-	190 12% AEI	175 11% BFJ
RESTRICTIONS GEO-SPECIFIC ADDED (NET)	-	648 19% ADH	-	50 11% C	-	83 20% EDH	-	65 12% G	-	98 24% IBDH	-	352 23% KBDH

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

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

SUMMARY TABLE OF SOME RESTRICTIONS

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
.email	1374 41% C	1498 45% A	170 36%	191 42%	165 41%	182 44%	205 38%	245 46% G	159 38%	172 43%	675 44% ACGI	708 46%
.photography	1463 44% I	1637 49% AJ	191 40%	220 48% C	168 42%	203 49% E	237 44%	272 51% GJ	159 38%	171 43%	708 46% ACI	771 50% KJ
.link	1375 41% CG	1556 46% A	133 28%	199 43% C	158 40% C	179 43%	193 36% C	241 45% G	171 41% C	180 45%	720 47% ACEGI	757 49% BDF
.guru	1357 40% CG	1502 45% ADJ	158 33%	185 40% C	156 39%	180 43%	189 35%	241 45% G	157 38%	161 40%	697 45% ACEGI	735 48% BDJ
.realtor	1455 43% E	1563 47% AD	190 40%	183 40%	155 39%	204 49% ED	214 40%	260 49% GD	165 40%	174 43%	731 45% ACEGI	742 49% D
.club	1495 45% C	1625 49% A	188 40%	242 53% CJ	174 44%	191 46%	225 42%	269 50% G	172 42%	177 44%	736 48% ACGI	746 48%
.xyz	1252 37% CG	1378 41% AD	126 27%	129 28%	143 36% C	170 41% D	173 32% C	234 44% GD	137 33% C	153 38% D	673 44% ACEGI	692 45% BDJ
.bank	- -	1277 38% D	-	129 28%	-	145 35% D	-	227 43% BDF	-	147 37% D	-	629 41% BDF
.pharmacy	-	1352 40% DJ	-	137 30%	-	165 40% D	-	226 42% DJ	-	137 34%	-	687 45% BDJ
.builder	-	1670 50%	-	227 49%	-	195 47%	-	277 52%	-	195 49%	-	776 50%
.toronto	-	52 50%	-	52 50%	-	-	-	-	-	-	-	-
quadalajara	-	51 51%	-	51 51%	-	-	-	-	-	-	-	-
.roma	-	26 52%	-	-	-	-	-	26 52%	-	-	-	-
.istanbul	-	22 44%	-	-	-	-	-	22 44%	-	-	-	-
.madrid	-	24 48%	-	-	-	-	-	24 48%	-	-	-	-
.warszawa	-	24 45%	-	-	-	-	-	24 45%	-	-	-	-

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

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

2 Aug 2016
Table 260

SUMMARY TABLE OF SOME RESTRICTIONS

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
.paris	-	55 52%	-	-	-	-	-	55 52%	-	-	-	-
Foshan	-	262 48%	-	-	-	-	-	-	-	-	-	262 48%
.hanoi	-	24 46%	-	-	-	-	-	-	-	-	-	24 46%
.manilla	-	55 54%	-	-	-	-	-	-	-	-	-	55 54%
.tokyo	-	90 51%	-	-	-	-	-	-	-	-	-	90 51%
.seoul	-	50 50%	-	-	-	-	-	-	-	-	-	50 50%
.MOCKBa	-	57 45%	-	-	-	-	-	-	-	-	-	57 45%
.delhi	-	155 47%	-	-	-	-	-	-	-	-	-	155 47%
.jakarta	-	46 46%	-	-	-	-	-	-	-	-	-	46 46%
.abuja	-	80 40%	-	-	-	-	-	-	-	80 40%	-	-
.capetown	-	45 45%	-	-	-	-	-	-	-	45 45%	-	-
.cairo	-	51 51%	-	-	-	-	-	-	-	51 51%	-	-
.bogota	-	60 48%	-	-	-	60 48%	-	-	-	-	-	-
.cordoba	-	46 44%	-	-	-	46 44%	-	-	-	-	-	-
.rio	-	76 41%	-	-	-	76 41%	-	-	-	-	-	-
.berlin	54 43%	68 54%	-	-	-	-	54 43%	68 54%	-	-	-	-

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

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

2 Aug 2016
Table 260

SUMMARY TABLE OF SOME RESTRICTIONS

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
.ovh	47 38%	49 39%	-	-	-	-	47 38%	49 39%	-	-	-	-
.london	232 44%	55 55% A	-	-	-	-	232 44%	55 55% G	-	-	-	-
.nyc	117 44%	130 51%	117 44%	130 51%	-	-	-	-	-	-	-	-
.wang	256 47%	251 46%	-	-	-	-	-	-	-	-	256 47%	251 46%
.xn-ses554g (Chinese for network address)	247 45%	246 45%	-	-	-	-	-	-	-	-	247 45%	246 45%
.xn-55qx5d (Chinese for company)	253 46%	255 46%	-	-	-	-	-	-	-	-	253 46%	255 46%
TOTAL RESTRICTIONS (NET)	2234 67% EGI	2788 83% A	308 65%	379 82% C	244 61%	334 80% E	335 63%	429 80% G	252 61%	342 85% IH	1095 71% ACEGI	1304 85% KBFH
TOTAL RESTRICTIONS CONSISTENT (NET)	2234 67% EGI	2675 80% AH	308 65%	367 80% C	244 61%	319 77% E	335 63%	409 77% G	252 61%	322 80% I	1095 71% ACEGI	1258 82% KBFH
TOTAL RESTRICTIONS ADDED (NET)	-	2413 72% ADH	-	294 64% C	-	290 70% E	-	359 67% G	-	296 74% IDH	-	1174 76% KBDFH
RESTRICTIONS GLOBAL (NET)	2211 66% EGI	2760 82% AH	305 64%	376 82% C	244 61%	333 80% E	324 61%	424 79% G	252 61%	338 84% I	1086 71% ACEGI	1289 84% KH
RESTRICTIONS GLOBAL CONSISTENT (NET)	2211 66% EGI	2665 80% AH	305 64%	365 79% C	244 61%	319 77% E	324 61%	407 76% G	252 61%	322 80% I	1086 71% ACEGI	1252 81% KBFH
RESTRICTIONS GLOBAL ADDED (NET)	-	2201 66% AD	-	276 60% C	-	260 63% E	-	345 65% G	-	255 64% I	-	1065 69% KBDFJ
RESTRICTIONS GEO-SPECIFIC (NET)	746 22% EI	1768 53% AFJ	117 25% EI	233 51% CFJ	-	182 44% E	247 46% ACEIK	282 53% GFJ	-	176 44% I	382 25% AEI	895 58% KBDFHJ
RESTRICTIONS GEO-SPECIFIC CONSISTENT (NET)	746 22% BEI	641 19% FJ	117 25% EI	130 28% BFJ	-	-	247 46% HACEIK	131 25% BFJ	-	-	382 25% AEI	380 25% BFJ
RESTRICTIONS GEO-SPECIFIC ADDED (NET)	-	1351 40% ADH	-	103 22% C	-	182 44% EDH	-	151 28% GD	-	176 44% IDH	-	739 48% KBDH

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

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

2 Aug 2016
Table 261

SUMMARY TABLE OF NO RESTRICTIONS

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
.email	1229 37% BK	1103 33% L	205 43% AK	175 38% BL	149 37% K	148 36% L	230 43% HAK	192 36% L	155 37% K	128 32% L	490 32% L	460 30% L
.photography	1222 36% BK	1094 33% L	187 40% DK	139 30% L	162 41% K	147 35% L	208 39% HK	174 33% L	176 43% JAK	137 34% L	489 32% L	497 32% L
.link	1341 40% BK	1251 37% L	267 56% DAEGIK	207 45% BJL	169 42% K	167 40% L	254 48% AK	230 43% BL	174 42% K	148 37% L	477 31% L	499 32% L
.guru	1353 40% K	1316 39% L	241 51% AEK	207 45% BL	170 43% K	179 43% L	244 46% AK	221 41% L	190 46% AK	161 40% L	508 33% L	548 36% L
.realtor	1181 35% BCK	1041 31% D	135 29% D	79 17% L	171 43% ACK	157 38% BDJL	225 42% ACK	196 37% BDJ	172 42% JACK	109 27% D	478 31% L	500 32% DJ
.club	1223 36% BK	1134 34% L	210 44% DAK	143 31% L	157 39% K	162 39% BDL	221 41% AK	192 36% L	172 42% AK	142 35% L	463 30% L	495 32% L
.xyz	1484 44% K	1486 44% L	285 60% AEGIK	255 55% BFHJL	182 46% K	190 46% L	266 50% AK	238 45% L	214 52% AK	191 48% L	537 35% L	612 40% K
.bank	- -	640 19% DJ	- -	62 13% L	- -	88 21% DJ	- -	113 21% DJ	- -	53 13% L	- -	324 21% BDJ
.pharmacy	- -	747 22% DJ	- -	62 13% L	- -	93 22% D	- -	116 22% D	- -	69 17% L	- -	407 26% BDHJ
.builder	- -	947 28% D	- -	92 20% L	- -	135 33% BDJ	- -	157 29% D	- -	97 24% L	- -	466 30% BDJ
.toronto	- -	23 22% L	- -	23 22% L	- -	- -	- -	- -	- -	- -	- -	- -
quadalajara	- -	29 29% L	- -	29 29% L	- -	- -	- -	- -	- -	- -	- -	- -
.roma	- -	17 34% L	- -	- -	- -	- -	- -	17 34% L	- -	- -	- -	- -
.istanbul	- -	17 34% L	- -	- -	- -	- -	- -	17 34% L	- -	- -	- -	- -
.madrid	- -	12 24% L	- -	- -	- -	- -	- -	12 24% L	- -	- -	- -	- -
.warszawa	- -	18 34% L	- -	- -	- -	- -	- -	18 34% L	- -	- -	- -	- -

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

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2 Aug 2016
Table 261

SUMMARY TABLE OF NO RESTRICTIONS

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
.paris	-	29 27%	-	-	-	-	-	29 27%	-	-	-	-
Foshan	-	171 31%	-	-	-	-	-	-	-	-	-	171 31%
.hanoi	-	15 29%	-	-	-	-	-	-	-	-	-	15 29%
.manilla	-	23 23%	-	-	-	-	-	-	-	-	-	23 23%
.tokyo	-	52 30%	-	-	-	-	-	-	-	-	-	52 30%
.seoul	-	24 24%	-	-	-	-	-	-	-	-	-	24 24%
.MOCKBa	-	39 30%	-	-	-	-	-	-	-	-	-	39 30%
.delhi	-	96 29%	-	-	-	-	-	-	-	-	-	96 29%
.jakarta	-	28 28%	-	-	-	-	-	-	-	-	-	28 28%
.abuja	-	77 39%	-	-	-	-	-	-	-	77 39%	-	-
.capetown	-	25 25%	-	-	-	-	-	-	-	25 25%	-	-
.cairo	-	25 25%	-	-	-	-	-	-	-	25 25%	-	-
.bogota	-	39 31%	-	-	-	39 31%	-	-	-	-	-	-
.cordoba	-	36 35%	-	-	-	36 35%	-	-	-	-	-	-
.rio	-	75 40%	-	-	-	75 40%	-	-	-	-	-	-
.berlin	34 27%	25 20%	-	-	-	-	34 27%	25 20%	-	-	-	-

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

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Table 261

SUMMARY TABLE OF NO RESTRICTIONS

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
.ovh	58 46%	61 49%	-	-	-	-	58 46%	61 49%	-	-	-	-
.london	178 33% B	22 22%	-	-	-	-	178 33% H	22 22%	-	-	-	-
.nyc	83 31%	62 24%	83 31%	62 24%	-	-	-	-	-	-	-	-
.wang	183 33%	214 39%	-	-	-	-	-	-	-	-	183 33%	214 39%
.xn-ses554g (Chinese for network address)	169 31%	202 37% A	-	-	-	-	-	-	-	-	169 31%	202 37% K
.xn-55qx5d (Chinese for company)	165 30%	199 36% A	-	-	-	-	-	-	-	-	165 30%	199 36% K
TOTAL RESTRICTIONS (NET)	1952 58% K	2244 67% A	323 68% AEGIK	311 68%	227 57%	283 68% E	324 61% K	352 66%	256 62% K	270 67%	822 53%	1028 67% K
TOTAL RESTRICTIONS CONSISTENT (NET)	1952 58% K	2176 65% A	323 68% AEGIK	307 67%	227 57%	274 66% E	324 61% K	344 64%	256 62% K	263 66%	822 53%	988 64% K
TOTAL RESTRICTIONS ADDED (NET)	-	1467 44% AD	-	125 27% C	-	211 51% EBDH	-	214 40% GD	-	177 44% ID	-	740 48% KBDH
RESTRICTIONS GLOBAL (NET)	1935 58% K	2212 66% A	323 68% AEGIK	310 67%	227 57%	278 67% E	324 61% K	348 65%	256 62% K	270 67%	805 52%	1006 65% K
RESTRICTIONS GLOBAL CONSISTENT (NET)	1935 58% K	2152 64% A	323 68% AEGIK	307 67%	227 57%	274 66% E	324 61% K	341 64%	256 62% K	263 66%	805 52%	967 63% K
RESTRICTIONS GLOBAL ADDED (NET)	-	1227 37% ADJ	-	109 24% C	-	163 39% EDJ	-	201 38% GDJ	-	123 31% ID	-	631 41% KBDJ
RESTRICTIONS GEO-SPECIFIC (NET)	556 17% EI	1174 35% AD	83 18% EI	114 25% C	-	150 36% ED	207 39% ACEIK	181 34% D	-	127 32% ID	266 17% EI	602 39% KBDHJ
RESTRICTIONS GEO-SPECIFIC CONSISTENT (NET)	556 17% BEI	452 13% FJ	83 18% EI	62 13% FJ	-	-	207 39% HACEIK	88 16% BFJ	-	-	266 17% EI	302 20% BDFJ
RESTRICTIONS GEO-SPECIFIC ADDED (NET)	-	870 26% ADH	-	52 11% C	-	150 36% EBDHL	-	93 17% GD	-	127 32% IBDH	-	448 29% KBDH

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

Q865_1. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

2 Aug 2016
Table 262

1. .email

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
STRICT/SOME RESTRICTIONS (NET)	2074 62% CG	2246 67% AD	260 55%	285 62% C	249 62% CG	267 64%	289 54%	342 64% G	255 62% CG	273 68%	1021 66% ACG	1079 70% KBDFH
Strict purchase restrictions should be required	700 21% G	748 22% H	90 19%	94 20%	84 21% G	85 20%	84 16%	97 18%	96 23% G	101 25% H	346 23% AG	371 24% BH
Some purchase restrictions should be required	1374 41% C	1498 45% A	170 36%	191 42%	165 41%	182 44%	205 38%	245 46% G	159 38%	172 43%	675 44% ACGI	708 46%
No purchase restrictions should be required	1229 37% BK	1103 33% L	205 43% AK	175 38% BL	149 37% K	148 36% L	230 43% HAK	192 36% L	155 37% K	128 32%	490 32%	460 30%
Not Sure	48 1% B	-	8 2% D	-	2 1%	-	11 2% HE	-	4 1% J	-	23 1% L	-
Decline to Answer	6 * B	-	-	-	-	-	3 1% A	-	-	-	3 *	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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 Aug 2016
Table 263

2. .photography

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
STRICT/SOME RESTRICTIONS (NET)	2083 62% I	2255 67% A	279 59% C	321 70% C	236 59% C	268 65% C	312 59% G	360 67% G	234 57% I	264 66% I	1022 66% ACEGI	1042 68% K
Strict purchase restrictions should be required	620 18% G	618 18% A	88 19% C	101 22% BFHL	68 17% C	65 16% C	75 14% G	88 16% G	75 18% I	93 23% BFHL	314 20% LAG	271 18% K
Some purchase restrictions should be required	1463 44% I	1637 49% AJ	191 40% C	220 48% C	168 42% C	203 49% E	237 44% G	272 51% GJ	159 38% I	171 43% I	708 46% ACI	771 50% KJ
No purchase restrictions should be required	1222 36% BK	1094 33% DK	187 40% DK	139 30% K	162 41% K	147 35% K	208 39% HK	174 33% JAK	176 43% JAK	137 34% J	489 32% L	497 32% L
Not Sure	48 1% B	- - D	7 1% D	- - D	2 1% D	- - D	11 2% HE	- - J	4 1% J	- - J	24 2% L	- - L
Decline to Answer	4 * B	- - B	- - B	- - B	- - B	- - B	2 * B	- - B	- - B	- - B	2 * B	- - B
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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?

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Table 264

3. .link

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
STRICT/SOME RESTRICTIONS (NET)	1959 58% CG	2098 63% ADH	196 41% CG	253 55% C	229 57% CG	248 60% CG	262 49% C	304 57% G	237 57% CG	253 63% D	1035 67% ACEGI	1040 68% BDFH
Strict purchase restrictions should be required	584 17% CG	542 16% DH	63 13% CG	54 12% C	71 18% G	69 17% DH	69 13% C	63 12% G	66 16% C	73 18% DH	315 20% ACGI	283 18% BDH
Some purchase restrictions should be required	1375 41% CG	1556 46% A	133 28% CG	199 43% C	158 40% C	179 43% C	193 36% C	241 45% G	171 41% C	180 45% C	720 47% ACEGI	757 49% BDF
No purchase restrictions should be required	1341 40% BK	1251 37% L	267 56% DAEGIK	207 45% BJL	169 42% K	167 40% L	254 48% AK	230 43% BL	174 42% K	148 37% K	477 31% K	499 32% K
Not Sure	52 2% B	- - DE	10 2% DE	- - DE	2 1% HAEIK	- - HAEIK	15 3% HAEIK	- - HAEIK	3 1% HAEIK	- - HAEIK	22 1% L	- - L
Decline to Answer	5 + B	- - B	- - B	- - B	- - B	- - B	2 + B	- - B	- - B	- - B	3 + B	- - B
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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?

2 Aug 2016
Table 265

4. .guru

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
STRICT/SOME RESTRICTIONS (NET)	1944 58% CGI	2033 61% AD	221 47%	253 55% C	228 57% C	236 57%	273 51%	313 59% G	220 53%	240 60%	1002 65% ACEGI	991 64% BDFH
Strict purchase restrictions should be required	587 17% C	531 16%	63 13%	68 15%	72 18%	56 13%	84 16%	72 13%	63 15%	79 20% BFH	305 20% LACGI	256 17%
Some purchase restrictions should be required	1357 40% CG	1502 45% ADJ	158 33%	185 40% C	156 39%	180 43%	189 35%	241 45% G	157 38%	161 40%	697 45% ACEGI	735 48% BDJ
No purchase restrictions should be required	1353 40% K	1316 39% L	241 51% AEK	207 45% BL	170 43% K	179 43% L	244 46% AK	221 41% L	190 46% AK	161 40%	508 33%	548 36%
Not Sure	55 2% BE	-	11 2% DE	-	2 1%	-	13 2% HE	-	4 1% J	-	25 2% L	-
Decline to Answer	5 + B	-	-	-	-	-	3 1% A	-	-	-	2 +	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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?

2 Aug 2016
Table 266

5. .realtor

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
STRICT/SOME RESTRICTIONS (NET)	2119 63% EGI	2308 69% AFH	329 70% AEGI	381 83% CBFHJL	227 57% F	258 62% ED	291 55% HAEI	338 63% G	238 57% J	292 73% IFHL	1034 67% AEGI	1039 68% F
Strict purchase restrictions should be required	664 20% G	745 22% AFHL	139 29% AEGIK	198 43% CBFHJL	72 18% F	54 13% ED	77 14% HAEI	78 15% G	73 18% J	118 29% IBFHL	303 20% G	297 19% FH
Some purchase restrictions should be required	1455 43% E	1563 47% AD	190 40% D	183 40% D	155 39% ACK	204 49% BDJL	214 40% ACK	260 49% GD	165 40% JACK	174 43% D	731 48% ACEGI	742 48% D
No purchase restrictions should be required	1181 35% BCK	1041 31% D	135 29% D	79 17% D	171 43% ACK	157 38% BDJL	225 42% ACK	196 37% BDJ	172 42% JACK	109 27% D	478 31% D	500 32% DJ
Not Sure	53 2% B	-	9 2% D	-	2 1% F	-	15 3% HAEI	-	4 1% J	-	23 1% L	-
Decline to Answer	4 * B	-	-	-	-	-	2 * F	-	-	-	2 * F	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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?

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Table 267

6. .club

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
STRICT/SOME RESTRICTIONS (NET)	2082 62% CGI	2215 66% AF	256 54%	317 69% CF	241 60%	253 61%	296 56%	342 64% G	238 57%	259 65% I	1051 68% ACEGI	1044 68% F
Strict purchase restrictions should be required	587 17% G	590 18% H	68 14%	75 16%	67 17%	62 15%	71 13%	73 14%	66 16%	82 20% FH	315 20% ACGI	298 19% BFH
Some purchase restrictions should be required	1495 45% C	1625 49% A	188 40%	242 53% CJ	174 44%	191 46%	225 42%	269 50% G	172 42%	177 44%	736 48% ACGI	746 48%
No purchase restrictions should be required	1223 36% BK	1134 34%	210 44% DAK	143 31%	157 39% K	162 39% BDL	221 41% AK	192 36%	172 42% AK	142 35%	463 30%	495 32%
Not Sure	48 1% B	-	7 1% D	-	2 1%	-	14 3% HAE	-	4 1% J	-	21 1% L	-
Decline to Answer	4 * B	-	-	-	-	-	2 *	-	-	-	2 *	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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?

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Table 268

7. .xyz

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
STRICT/SOME RESTRICTIONS (NET)	1810 54% CGI	1863 56% D	176 37% C	205 45% C	216 54% CG	225 54% D	250 47% C	296 55% GD	196 47% C	210 52% D	972 63% ACEGI	927 60% BDFJ
Strict purchase restrictions should be required	558 17% BC	485 14% H	50 11% CH	76 17% CH	73 18% C	55 13% C	77 14% C	62 12% C	59 14% C	57 14% D	299 19% LACGI	235 15% H
Some purchase restrictions should be required	1252 37% CG	1378 41% AD	126 27% AD	129 28% C	143 36% C	170 41% D	173 32% C	234 44% GD	137 33% C	153 38% D	673 44% ACEGI	692 45% BDJ
No purchase restrictions should be required	1484 44% K	1486 44% L	285 60% AEGIK	255 55% BFHJL	182 46% K	190 46% L	266 50% AK	238 45% AK	214 52% AK	191 48% L	537 35% L	612 40% K
Not Sure	58 2% BE	- - DE	12 3% DE	- - DE	2 1% HAEI	- - HAEI	15 3% HAEI	- - HAEI	4 1% J	- - J	25 2% L	- - L
Decline to Answer	5 + B	- - B	- - B	- - B	- - B	- - B	2 + B	- - B	- - B	- - B	3 + B	- - B
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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?

2 Aug 2016
Table 269

44. .bank

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	3349	-**	460	-**	415	-**	534	-**	401	-**	1539
STRICT/SOME RESTRICTIONS (NET)	-	2709	-	398	-	327	-	421	-	348	-	1215
	-	81% L	-	87% BFHL	-	79% BFHL	-	79% BFHL	-	87% BFHL	-	79% BFHL
Strict purchase restrictions should be required	-	1432	-	269	-	182	-	194	-	201	-	586
	-	43% HL	-	58% BFHJL	-	44% HL	-	36% BDF	-	50% BHL	-	38% BDF
Some purchase restrictions should be required	-	1277	-	129	-	145	-	227	-	147	-	629
	-	38% D	-	28% D	-	35% D	-	43% BDF	-	37% D	-	41% BDF
No purchase restrictions should be required	-	640	-	62	-	88	-	113	-	53	-	324
	-	19% DJ	-	13% DJ	-	21% DJ	-	21% DJ	-	13% DJ	-	21% BDJ
Sigma	-	3349	-	460	-	415	-	534	-	401	-	1539
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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?

2 Aug 2016
Table 270

45. .pharmacy

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	3349	-**	460	-**	415	-**	534	-**	401	-**	1539
STRICT/SOME RESTRICTIONS (NET)	-	2602 78% L	-	398 87% BFHL	-	322 78% L	-	418 78% L	-	332 83% BL	-	1132 74% L
Strict purchase restrictions should be required	-	1250 37% L	-	261 57% BFHJL	-	157 38% L	-	192 36% L	-	195 49% BFHL	-	445 29% L
Some purchase restrictions should be required	-	1352 40% DJ	-	137 30% L	-	165 40% D	-	226 42% DJ	-	137 34% L	-	687 45% BDJ
No purchase restrictions should be required	-	747 22% DJ	-	62 13% L	-	93 22% D	-	116 22% D	-	69 17% L	-	407 26% BDHJ
Sigma	-	3349 100%	-	460 100% L	-	415 100% L	-	534 100% L	-	401 100% L	-	1539 100% L

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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?

2 Aug 2016
Table 271

46. .builder

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	3349	-**	460	-**	415	-**	534	-**	401	-**	1539
STRICT/SOME RESTRICTIONS (NET)	-	2402 72% FL	-	368 80% BFHL	-	280 67%	-	377 71%	-	304 76% FL	-	1073 70%
Strict purchase restrictions should be required	-	732 22% L	-	141 31% BFHL	-	85 20%	-	100 19%	-	109 27% BFHL	-	297 19%
Some purchase restrictions should be required	-	1670 50%	-	227 49%	-	195 47%	-	277 52%	-	195 49%	-	776 50%
No purchase restrictions should be required	-	947 28% D	-	92 20%	-	135 33% BDJ	-	157 29% D	-	97 24%	-	466 30% BDJ
Sigma	-	3349 100%	-	460 100%	-	415 100%	-	534 100%	-	401 100%	-	1539 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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?

2 Aug 2016
Table 272

23. .toronto

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

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Table 275

26. .istanbul

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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 - A/C/E/G/I/K - B/D/F/H/J/L
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?

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Table 277

28. .warszawa

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q865_29. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

2 Aug 2016
Table 278

29. .paris

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q865_30. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

2 Aug 2016
Table 279

30. Foshan

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	551	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	551
STRICT/SOME RESTRICTIONS (NET)	-	380 69%	-	-	-	-	-	-	-	-	-	380 69%
Strict purchase restrictions should be required	-	118 21%	-	-	-	-	-	-	-	-	-	118 21%
Some purchase restrictions should be required	-	262 48%	-	-	-	-	-	-	-	-	-	262 48%
No purchase restrictions should be required	-	171 31%	-	-	-	-	-	-	-	-	-	171 31%
Sigma	-	551 100%	-	-	-	-	-	-	-	-	-	551 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q865 31. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

2 Aug 2016
Table 280

31. .hanoi

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	52*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	52*
STRICT/SOME RESTRICTIONS (NET)	-	37 71%	-	-	-	-	-	-	-	-	-	37 71%
Strict purchase restrictions should be required	-	13 25%	-	-	-	-	-	-	-	-	-	13 25%
Some purchase restrictions should be required	-	24 46%	-	-	-	-	-	-	-	-	-	24 46%
No purchase restrictions should be required	-	15 29%	-	-	-	-	-	-	-	-	-	15 29%
Sigma	-	52 100%	-	-	-	-	-	-	-	-	-	52 100%

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

Q865 32. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

2 Aug 2016
Table 281

32. .manilla

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	101	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	101
STRICT/SOME RESTRICTIONS (NET)	-	78 77%	-	-	-	-	-	-	-	-	-	78 77%
Strict purchase restrictions should be required	-	23 23%	-	-	-	-	-	-	-	-	-	23 23%
Some purchase restrictions should be required	-	55 54%	-	-	-	-	-	-	-	-	-	55 54%
No purchase restrictions should be required	-	23 23%	-	-	-	-	-	-	-	-	-	23 23%
Sigma	-	101 100%	-	-	-	-	-	-	-	-	-	101 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	176	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	176
STRICT/SOME RESTRICTIONS (NET)	-	124 70%	-	-	-	-	-	-	-	-	-	124 70%
Strict purchase restrictions should be required	-	34 19%	-	-	-	-	-	-	-	-	-	34 19%
Some purchase restrictions should be required	-	90 51%	-	-	-	-	-	-	-	-	-	90 51%
No purchase restrictions should be required	-	52 30%	-	-	-	-	-	-	-	-	-	52 30%
Sigma	-	176 100%	-	-	-	-	-	-	-	-	-	176 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

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Table 283

34. .seoul

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	101	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	101
STRICT/SOME RESTRICTIONS (NET)	-	77 76%	-	-	-	-	-	-	-	-	-	77 76%
Strict purchase restrictions should be required	-	27 27%	-	-	-	-	-	-	-	-	-	27 27%
Some purchase restrictions should be required	-	50 50%	-	-	-	-	-	-	-	-	-	50 50%
No purchase restrictions should be required	-	24 24%	-	-	-	-	-	-	-	-	-	24 24%
Sigma	-	101 100%	-	-	-	-	-	-	-	-	-	101 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	128	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	128
STRICT/SOME RESTRICTIONS (NET)	-	89 70%	-	-	-	-	-	-	-	-	-	89 70%
Strict purchase restrictions should be required	-	32 25%	-	-	-	-	-	-	-	-	-	32 25%
Some purchase restrictions should be required	-	57 45%	-	-	-	-	-	-	-	-	-	57 45%
No purchase restrictions should be required	-	39 30%	-	-	-	-	-	-	-	-	-	39 30%
Sigma	-	128 100%	-	-	-	-	-	-	-	-	-	128 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	330	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	330
STRICT/SOME RESTRICTIONS (NET)	-	234 71%	-	-	-	-	-	-	-	-	-	234 71%
Strict purchase restrictions should be required	-	79 24%	-	-	-	-	-	-	-	-	-	79 24%
Some purchase restrictions should be required	-	155 47%	-	-	-	-	-	-	-	-	-	155 47%
No purchase restrictions should be required	-	96 29%	-	-	-	-	-	-	-	-	-	96 29%
Sigma	-	330 100%	-	-	-	-	-	-	-	-	-	330 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

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Table 286

37. .jakarta

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	100	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	100
STRICT/SOME RESTRICTIONS (NET)	-	72 72%	-	-	-	-	-	-	-	-	-	72 72%
Strict purchase restrictions should be required	-	26 26%	-	-	-	-	-	-	-	-	-	26 26%
Some purchase restrictions should be required	-	46 46%	-	-	-	-	-	-	-	-	-	46 46%
No purchase restrictions should be required	-	28 28%	-	-	-	-	-	-	-	-	-	28 28%
Sigma	-	100 100%	-	-	-	-	-	-	-	-	-	100 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q865 38. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

2 Aug 2016
Table 287

38. .abuja

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	200	-.**	-.**	-.**	-.**	-.**	-.**	-.**	200	-.**	-.**
STRICT/SOME RESTRICTIONS (NET)	-	123 62%	-	-	-	-	-	-	-	123 62%	-	-
Strict purchase restrictions should be required	-	43 22%	-	-	-	-	-	-	-	43 22%	-	-
Some purchase restrictions should be required	-	80 40%	-	-	-	-	-	-	-	80 40%	-	-
No purchase restrictions should be required	-	77 39%	-	-	-	-	-	-	-	77 39%	-	-
Sigma	-	200 100%	-	-	-	-	-	-	-	200 100%	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q865 39. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

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Table 288

39. .capetown

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	101	-.**	-.**	-.**	-.**	-.**	-.**	-.**	101	-.**	-.**
STRICT/SOME RESTRICTIONS (NET)	-	76 75%	-	-	-	-	-	-	-	76 75%	-	-
Strict purchase restrictions should be required	-	31 31%	-	-	-	-	-	-	-	31 31%	-	-
Some purchase restrictions should be required	-	45 45%	-	-	-	-	-	-	-	45 45%	-	-
No purchase restrictions should be required	-	25 25%	-	-	-	-	-	-	-	25 25%	-	-
Sigma	-	101 100%	-	-	-	-	-	-	-	101 100%	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	100	-**	-**	-**	-**	-**	-**	-**	100	-**	-**
STRICT/SOME RESTRICTIONS (NET)	-	75 75%	-	-	-	-	-	-	-	75 75%	-	-
Strict purchase restrictions should be required	-	24 24%	-	-	-	-	-	-	-	24 24%	-	-
Some purchase restrictions should be required	-	51 51%	-	-	-	-	-	-	-	51 51%	-	-
No purchase restrictions should be required	-	25 25%	-	-	-	-	-	-	-	25 25%	-	-
Sigma	-	100 100%	-	-	-	-	-	-	-	100 100%	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

2 Aug 2016
Table 290

41. .bogota

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	125	-.**	-.**	-.**	125	-.**	-.**	-.**	-.**	-.**	-.**
STRICT/SOME RESTRICTIONS (NET)	-	86 69%	-	-	-	86 69%	-	-	-	-	-	-
Strict purchase restrictions should be required	-	26 21%	-	-	-	26 21%	-	-	-	-	-	-
Some purchase restrictions should be required	-	60 48%	-	-	-	60 48%	-	-	-	-	-	-
No purchase restrictions should be required	-	39 31%	-	-	-	39 31%	-	-	-	-	-	-
Sigma	-	125 100%	-	-	-	125 100%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

2 Aug 2016
Table 291

42. .cordoba

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	..**	104	..**	..**	..**	104	..**	..**	..**	..**	..**	..**
STRICT/SOME RESTRICTIONS (NET)	-	68 65%	-	-	-	68 65%	-	-	-	-	-	-
Strict purchase restrictions should be required	-	22 21%	-	-	-	22 21%	-	-	-	-	-	-
Some purchase restrictions should be required	-	46 44%	-	-	-	46 44%	-	-	-	-	-	-
No purchase restrictions should be required	-	36 35%	-	-	-	36 35%	-	-	-	-	-	-
Sigma	-	104 100%	-	-	-	104 100%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	186	-.**	-.**	-.**	186	-.**	-.**	-.**	-.**	-.**	-.**
STRICT/SOME RESTRICTIONS (NET)	-	111 60%	-	-	-	111 60%	-	-	-	-	-	-
Strict purchase restrictions should be required	-	35 19%	-	-	-	35 19%	-	-	-	-	-	-
Some purchase restrictions should be required	-	76 41%	-	-	-	76 41%	-	-	-	-	-	-
No purchase restrictions should be required	-	75 40%	-	-	-	75 40%	-	-	-	-	-	-
Sigma	-	186 100%	-	-	-	186 100%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	125	125	..**	..**	..**	..**	125	125	..**	..**	..**	..**
STRICT/SOME RESTRICTIONS (NET)	89 71%	100 80%	- -	- -	- -	- -	89 71%	100 80%	- -	- -	- -	- -
Strict purchase restrictions should be required	35 28%	32 26%	- -	- -	- -	- -	35 28%	32 26%	- -	- -	- -	- -
Some purchase restrictions should be required	54 43%	68 54%	- -	- -	- -	- -	54 43%	68 54%	- -	- -	- -	- -
No purchase restrictions should be required	34 27%	25 20%	- -	- -	- -	- -	34 27%	25 20%	- -	- -	- -	- -
Not Sure	1 1%	-	-	-	-	-	1 1%	-	-	-	-	-
Decline to Answer	1 1%	-	-	-	-	-	1 1%	-	-	-	-	-
Sigma	125 100%	125 100%	-	-	-	-	125 100%	125 100%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	125	125	..**	..**	..**	..**	125	125	..**	..**	..**	..**
STRICT/SOME RESTRICTIONS (NET)	64 51%	64 51%	- -	- -	- -	- -	64 51%	64 51%	- -	- -	- -	- -
Strict purchase restrictions should be required	17 14%	15 12%	- -	- -	- -	- -	17 14%	15 12%	- -	- -	- -	- -
Some purchase restrictions should be required	47 38%	49 39%	- -	- -	- -	- -	47 38%	49 39%	- -	- -	- -	- -
No purchase restrictions should be required	58 46%	61 49%	- -	- -	- -	- -	58 46%	61 49%	- -	- -	- -	- -
Not Sure	2 2%	-	-	-	-	-	2 2%	-	-	-	-	-
Decline to Answer	1 1%	-	-	-	-	-	1 1%	-	-	-	-	-
Sigma	125 100%	125 100%	-	-	-	-	125 100%	125 100%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

2 Aug 2016
Table 295

10. .london

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	533	100	..**	..**	..**	..**	533	100	..**	..**	..**	..**
STRICT/SOME RESTRICTIONS (NET)	342 64%	78 78% A	-	-	-	-	342 64%	78 78% G	-	-	-	-
Strict purchase restrictions should be required	110 21%	23 23%	-	-	-	-	110 21%	23 23%	-	-	-	-
Some purchase restrictions should be required	232 44%	55 55% A	-	-	-	-	232 44%	55 55% G	-	-	-	-
No purchase restrictions should be required	178 33% B	22 22%	-	-	-	-	178 33% H	22 22%	-	-	-	-
Not Sure	11 2%	-	-	-	-	-	11 2%	-	-	-	-	-
Decline to Answer	2 *	-	-	-	-	-	2 *	-	-	-	-	-
Sigma	533 100%	100 100%	-	-	-	-	533 100%	100 100%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q865 11. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

2 Aug 2016
Table 296

11. .nyc

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	268	255	268	255	..**	..**	..**	..**	..**	..**	..**	..**
STRICT/SOME RESTRICTIONS (NET)	179 67%	193 76% A	179 67%	193 76% C	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	62 23%	63 25%	62 23%	63 25%	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	117 44%	130 51%	117 44%	130 51%	-	-	-	-	-	-	-	-
No purchase restrictions should be required	83 31%	62 24%	83 31%	62 24%	-	-	-	-	-	-	-	-
Not Sure	6 2% B	-	6 2% D	-	-	-	-	-	-	-	-	-
Sigma	268 100%	255 100%	268 100%	255 100%	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q865 12. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

2 Aug 2016
Table 297

12. .wang

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	550	551	..**	..**	..**	..**	..**	..**	..**	..**	550	551
STRICT/SOME RESTRICTIONS (NET)	358 65%	337 61%	-	-	-	-	-	-	-	-	358 65%	337 61%
Strict purchase restrictions should be required	102 19%	86 16%	-	-	-	-	-	-	-	-	102 19%	86 16%
Some purchase restrictions should be required	256 47%	251 46%	-	-	-	-	-	-	-	-	256 47%	251 46%
No purchase restrictions should be required	183 33%	214 39%	-	-	-	-	-	-	-	-	183 33%	214 39%
Not Sure	9 2% B	-	-	-	-	-	-	-	-	-	9 2% L	-
Sigma	550 100%	551 100%	-	-	-	-	-	-	-	-	550 100%	551 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

2 Aug 2016
Table 298

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

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	550	551	..**	..**	..**	..**	..**	..**	..**	..**	550	551
STRICT/SOME RESTRICTIONS (NET)	370 67%	349 63%	-	-	-	-	-	-	-	-	370 67%	349 63%
Strict purchase restrictions should be required	123 22%	103 19%	-	-	-	-	-	-	-	-	123 22%	103 19%
Some purchase restrictions should be required	247 45%	246 45%	-	-	-	-	-	-	-	-	247 45%	246 45%
No purchase restrictions should be required	169 31%	202 37% A	-	-	-	-	-	-	-	-	169 31%	202 37% K
Not Sure	11 2% B	-	-	-	-	-	-	-	-	-	11 2% L	-
Sigma	550 100%	551 100%	-	-	-	-	-	-	-	-	550 100%	551 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

2 Aug 2016
Table 299

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

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	550	551	..**	..**	..**	..**	..**	..**	..**	..**	550	551
STRICT/SOME RESTRICTIONS (NET)	375 68%	352 64%	-	-	-	-	-	-	-	-	375 68%	352 64%
Strict purchase restrictions should be required	122 22%	97 18%	-	-	-	-	-	-	-	-	122 22%	97 18%
Some purchase restrictions should be required	253 46%	255 46%	-	-	-	-	-	-	-	-	253 46%	255 46%
No purchase restrictions should be required	165 30%	199 36% A	-	-	-	-	-	-	-	-	165 30%	199 36% K
Not Sure	10 2% B	-	-	-	-	-	-	-	-	-	10 2% L	-
Sigma	550 100%	551 100%	-	-	-	-	-	-	-	-	550 100%	551 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: All Qualified Respondents

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

2 Aug 2016
Table 300

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	3349	-.**	460	-.**	415	-.**	534	-.**	401	-.**	1539
TOP 2 BOX (NET)	-	2313	-	232	-	299	-	305	-	314	-	1163
	-	69% DH	-	50% DH	-	72% DH	-	57% D	-	78% BDFH	-	76% BDH
High level of trust	-	577	-	47	-	80	-	45	-	81	-	324
	-	17% DH	-	10% DH	-	19% DH	-	8% DH	-	20% DH	-	21% BDH
Moderate level of trust	-	1736	-	185	-	219	-	260	-	233	-	839
	-	52% D	-	40% D	-	53% D	-	49% D	-	58% BDH	-	55% BDH
BOTTOM 2 BOX (NET)	-	1036	-	228	-	116	-	229	-	87	-	376
	-	31% JL	-	50% BFHJL	-	28% J	-	43% BFJL	-	22% JL	-	24% JL
Low level of trust	-	774	-	146	-	87	-	184	-	61	-	296
	-	23% JL	-	32% BFJL	-	21% J	-	34% BFJL	-	15% JL	-	19% JL
Very low level of trust	-	262	-	82	-	29	-	45	-	26	-	80
	-	8% L	-	18% BFHJL	-	7% L	-	8% L	-	6% L	-	5% L
Sigma	-	3349	-	460	-	415	-	534	-	401	-	1539
	-	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 - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: All Qualified Respondents

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

2 Aug 2016
Table 301

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	2032 61% BK	1754 52% FL	360 76% DAEGIK	314 68% BFHJL	239 60% F	177 43% AEIK	353 66% BFJL	329 62% H	245 59% FL	216 54% FL	835 54% L	718 47% F
Very easy	773 23% BIK	426 13% FL	184 39% DAEGIK	96 21% BFHJL	104 26% FIK	30 7% H	117 22% FL	75 14% FL	76 18% FL	60 15% FL	292 19% L	165 11% F
Somewhat easy	1259 38% K	1328 40% L	176 37% CBFJL	218 47% CBFJL	135 34% ACEK	147 35% ACEK	236 44% BFJL	254 48% BFJL	169 41% EK	156 39% EK	543 35% L	553 36% F
BOTTOM 2 BOX (NET)	1306 39% CG	1595 48% ADH	112 24% ADH	146 32% C	160 40% CG	238 57% EBDHJ	174 33% C	205 38% D	168 41% CG	185 46% DH	692 45% ACG	821 53% KBDHJ
Somewhat difficult	1124 33% CG	1381 41% ADH	89 19% ADH	127 28% C	130 33% C	194 47% EBDH	154 29% C	180 34% D	145 35% CG	168 42% IDH	606 39% ACEG	712 46% KBDH
Very difficult	182 5% D	214 6% D	23 5% D	19 4% D	30 8% G	44 11% BDHJL	20 4% BDHJL	25 5% BDHJL	23 6% BDHJL	17 4% BDHJL	86 6% BDHJL	109 7% DJ
Decline to Answer	1 *	-	-	-	-	-	1 *	-	-	-	-	-
Not Sure	18 1% B	-	1 *	-	1 *	-	5 1% H	-	1 *	-	10 1% L	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Base: All Qualified Respondents

Q905. What, if anything, would you change about the domain name purchase process?

2 Aug 2016
Table 302

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
Price	1815 54% CEG	1825 54% D	234 49%	206 45%	185 46%	210 51%	267 50%	310 58% GDF	269 65% ACEGK	261 65% BDFHL	860 56% ACEG	838 54% D
Make it less complicated	1412 42% CEG	1502 45% ADFH	129 27%	150 33%	137 34% C	162 39% DH	155 29%	160 30%	193 47% ACEG	196 49% DFH	798 52% ACEG	834 54% BDFH
Make it quicker	1360 41% CG	1470 44% ADH	85 18%	110 24% C	163 41% CG	192 46% DH	143 27% C	167 31% D	195 47% ACG	184 46% DH	774 50% ACEG	817 53% BDFHJ
Make it easier to register in multiple TLDs	1118 33% BCG	1033 31% DH	132 28% D	89 19%	119 30%	132 32% DH	143 27%	127 24%	159 38% ACEG	135 34% DH	565 37% ACEG	550 36% BDH
Other	66 2% BIK	29 1% L	26 5% AEGIK	18 4% BFHJL	11 3% FIK	3 1%	11 2% I	4 1%	1 *	1 *	17 1% L	3 *
Nothing	399 12% BIK	258 8% FJL	123 26% AEGIK	103 22% BFHJL	61 15% FAIK	22 5% L	103 19% HAIK	70 13% BFJL	30 7%	19 5%	82 5% L	44 3%
Not Sure	11 * B	-	-	-	-	-	2 *	-	-	-	9 1% LA	-
Decline to Answer	1 *	-	-	-	-	-	1 *	-	-	-	-	-
Sigma	6182 184%	6117 183%	729 154%	676 147%	676 169%	721 174%	825 155%	838 157%	847 205%	796 199%	3105 202%	3086 201%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	3349	-**	460	-**	415	-**	534	-**	401	-**	1539
It was easy to find a domain name and extension that worked for my needs	-	2002 60% L	-	315 68% BFHJL	-	231 56%	-	319 60%	-	249 62%	-	888 58%
There were plenty of choices between gTLDs that met my needs-for example, .photography and .photo, or .auto and .cars	-	1684 50% DFH	-	199 43% H	-	179 43% H	-	188 35%	-	216 54% DFH	-	902 59% BDFH
If I had known more about the new gTLDs, choosing a domain to register would have been a lot easier	-	1837 55% DH	-	182 40%	-	244 59% DH	-	221 41%	-	239 60% BDH	-	951 62% BDH
I did not feel like I had many alternatives that were available for registration	-	1331 40%	-	165 36%	-	179 43% DH	-	193 36%	-	164 41%	-	630 41%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

O913. 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

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	3349	-**	460	-**	415	-**	534	-**	401	-**	1539
It was easy to find a domain name and extension that worked for my needs	-	631 19% D	-	61 13%	-	107 26% BDHL	-	92 17%	-	89 22% D	-	282 18% D
There were plenty of choices between gTLDs that met my needs-for example, .photography and .photo, or .auto and .cars	-	638 19% L	-	85 18% L	-	113 27% BDL	-	131 25% BDL	-	86 21% L	-	223 14%
If I had known more about the new gTLDs, choosing a domain to register would have been a lot easier	-	530 16% L	-	123 27% BFHJL	-	57 14%	-	114 21% BFL	-	71 18% L	-	165 11%
I did not feel like I had many alternatives that were available for registration	-	875 26% L	-	155 34% BHL	-	127 31% BL	-	139 26%	-	111 28% L	-	343 22%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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?

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Table 305

1. It was easy to find a domain name and extension that worked for my needs

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	3349	-**	460	-**	415	-**	534	-**	401	-**	1539
TOP 2 BOX (NET)	-	2002	-	315	-	231	-	319	-	249	-	888
	-	60% L	-	68% BFHJL	-	56% L	-	60% L	-	62% L	-	58% L
Strongly agree	-	702	-	129	-	87	-	97	-	88	-	301
	-	21% L	-	28% BFHJL	-	21% L	-	18% L	-	22% L	-	20% L
Somewhat agree	-	1300	-	186	-	144	-	222	-	161	-	587
	-	39% L	-	40% L	-	35% L	-	42% F	-	40% L	-	38% L
Neither agree nor disagree	-	716	-	84	-	77	-	123	-	63	-	369
	-	21% J	-	18% L	-	19% L	-	23% J	-	16% L	-	24% BDFJ
BOTTOM 2 BOX (NET)	-	631	-	61	-	107	-	92	-	89	-	282
	-	19% D	-	13% L	-	26% BDHL	-	17% L	-	22% D	-	18% D
Somewhat disagree	-	407	-	39	-	53	-	65	-	56	-	194
	-	12% D	-	8% L	-	13% D	-	12% L	-	14% D	-	13% D
Strongly disagree	-	224	-	22	-	54	-	27	-	33	-	88
	-	7% L	-	5% L	-	13% BDHJL	-	5% L	-	8% D	-	6% L
Sigma	-	3349	-	460	-	415	-	534	-	401	-	1539
	-	100% L	-	100% L	-	100% L	-	100% L	-	100% L	-	100% L

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	3349	-**	460	-**	415	-**	534	-**	401	-**	1539
TOP 2 BOX (NET)	-	1684	-	199	-	179	-	188	-	216	-	902
	-	50% DFH	-	43% H	-	43% H	-	35% H	-	54% DFH	-	59% BDFH
Strongly agree	-	572	-	59	-	65	-	52	-	83	-	313
	-	17% DH	-	13% H	-	16% H	-	10% H	-	21% BDH	-	20% BDFH
Somewhat agree	-	1112	-	140	-	114	-	136	-	133	-	589
	-	33% FH	-	30% H	-	27% H	-	25% H	-	33% H	-	38% BDFH
Neither agree nor disagree	-	1027	-	176	-	123	-	215	-	99	-	414
	-	31% JL	-	38% BFJL	-	30% H	-	40% BFJL	-	25% H	-	27% H
BOTTOM 2 BOX (NET)	-	638	-	85	-	113	-	131	-	86	-	223
	-	19% L	-	18% L	-	27% BDL	-	25% BDL	-	21% L	-	14% L
Somewhat disagree	-	432	-	59	-	67	-	83	-	60	-	163
	-	13% L	-	13% H	-	16% BL	-	16% BL	-	15% L	-	11% L
Strongly disagree	-	206	-	26	-	46	-	48	-	26	-	60
	-	6% L	-	6% H	-	11% BDJL	-	9% BDL	-	6% L	-	4% L
Sigma	-	3349	-	460	-	415	-	534	-	401	-	1539
	-	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 - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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

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Table 307

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	3349	-**	460	-**	415	-**	534	-**	401	-**	1539
TOP 2 BOX (NET)	-	1837	-	182	-	244	-	221	-	239	-	951
	-	55% DH	-	40%	-	59% DH	-	41%	-	60% BDH	-	62% BDH
Strongly agree	-	667	-	64	-	111	-	54	-	102	-	336
	-	20% DH	-	14%	-	27% BDHL	-	10%	-	25% BDH	-	22% BDH
Somewhat agree	-	1170	-	118	-	133	-	167	-	137	-	615
	-	35% D	-	26%	-	32% D	-	31%	-	34% D	-	40% BDFHJ
Neither agree nor disagree	-	982	-	155	-	114	-	199	-	91	-	423
	-	29% JL	-	34% BFJL	-	27%	-	37% BFJL	-	23%	-	27%
BOTTOM 2 BOX (NET)	-	530	-	123	-	57	-	114	-	71	-	165
	-	16% L	-	27% BFHJL	-	14%	-	21% BFL	-	18% L	-	11%
Somewhat disagree	-	321	-	70	-	25	-	56	-	52	-	118
	-	10% FL	-	15% BFHL	-	6%	-	10% FL	-	13% BFL	-	8%
Strongly disagree	-	209	-	53	-	32	-	58	-	19	-	47
	-	6% L	-	12% BJL	-	8% L	-	11% BJL	-	5%	-	3%
Sigma	-	3349	-	460	-	415	-	534	-	401	-	1539
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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

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Table 308

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	3349	-**	460	-**	415	-**	534	-**	401	-**	1539
TOP 2 BOX (NET)	-	1331 40%	-	165 36%	-	179 43% DH	-	193 36%	-	164 41%	-	630 41%
Strongly agree	-	359 11% H	-	53 12% H	-	59 14% BHL	-	33 6%	-	52 13% H	-	162 11% H
Somewhat agree	-	972 29% D	-	112 24%	-	120 29%	-	160 30% D	-	112 28%	-	468 30% D
Neither agree nor disagree	-	1143 34% F	-	140 30%	-	109 26%	-	202 38% DFJ	-	126 31%	-	566 37% BDFJ
BOTTOM 2 BOX (NET)	-	875 26% L	-	155 34% BHL	-	127 31% BL	-	139 26%	-	111 28% L	-	343 22%
Somewhat disagree	-	545 16%	-	88 19%	-	67 16%	-	85 16%	-	62 15%	-	243 16%
Strongly disagree	-	330 10% L	-	67 15% BHL	-	60 14% BHL	-	54 10% L	-	49 12% L	-	100 6%
Sigma	-	3349 100%	-	460 100%	-	415 100%	-	534 100%	-	401 100%	-	1539 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q915. How much do you trust the domain name industry compared to these other industries?
SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
Internet service providers/the agency that provides my internet access	1496 45% CG	1566 47% DH	126 27%	150 33% C	174 44% CG	195 47% DH	160 30%	189 35%	191 46% CG	207 52% BDH	845 55% ACEGI	825 54% BDFH
Web based marketing companies	1283 38% CG	1255 37% DH	148 31%	141 31% H	141 35% G	148 36% H	154 29%	129 24%	165 40% CG	153 38% DH	675 44% ACEG	684 44% BDFHJ
E-commerce companies	1260 38% CG	1302 39% DH	96 20%	117 25%	157 39% CG	166 40% DH	138 26% C	153 29%	171 41% CG	169 42% DH	698 45% ACEG	697 45% BDH
Software companies	1404 42% CG	1510 45% ADH	108 23%	131 28% C	164 41% CG	208 50% EBDH	153 29% C	166 31%	186 45% CG	185 46% DH	793 52% ACEGI	820 53% BDHJ
Computer hardware companies	1314 39% CG	1487 44% ADH	109 23%	140 30% C	152 38% CG	205 49% EBDH	142 27%	168 31%	172 42% CG	181 45% DH	739 48% ACEGI	793 52% BDHJ

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

O915. How much do you trust the domain name industry compared to these other industries?

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
Internet service providers/the agency that provides my internet access	524 16% K	490 15% L	101 21% AK	79 17% L	71 18% K	75 18% BL	103 19% HAK	79 15% L	74 18% K	56 14% L	175 11% L	201 13% L
Web based marketing companies	757 23% BK	688 21% L	106 22% L	100 22% L	109 27% AK	106 26% BL	129 24% L	116 22% L	95 23% L	99 25% BL	318 21% L	267 17% L
E-commerce companies	685 20% BK	599 18% L	108 23% K	97 21% L	98 25% FAK	76 18% L	134 25% HAK	103 19% L	85 21% L	67 17% L	260 17% L	256 17% L
Software companies	597 18% BK	489 15% L	126 27% DAEK	88 19% BFL	76 19% FK	54 13% L	122 23% HAIK	93 17% BL	68 16% L	70 17% L	205 13% L	184 12% L
Computer hardware companies	685 20% BK	513 15% L	125 26% DAK	87 19% BL	88 22% FK	64 15% L	126 24% HAK	87 16% L	89 21% K	77 19% BL	257 17% L	198 13% L
Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L Overlap formulae used.												

Q915_1. How much do you trust the domain name industry compared to these other industries?

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Table 311

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

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	1496 45% CG	1566 47% DH	126 27%	150 33% C	174 44% CG	195 47% DH	160 30%	189 35%	191 46% CG	207 52% BDH	845 55% ACEGI	825 54% BDFH
Trust much more	588 18% BCG	520 16% DH	47 10%	34 7%	69 17% C	69 17% DH	68 13% H	47 9%	85 21% CG	85 21% BDH	319 21% ACG	285 19% BDH
Trust somewhat more	908 27% CG	1046 31% ADH	79 17%	116 25% C	105 26% CG	126 30%	92 17%	142 27% G	106 26% CG	122 30%	526 34% ACEGI	540 35% BDH
Trust the same	1310 39% K	1293 39% L	242 51% AEIK	231 50% BFJL	153 38% K	145 35%	261 49% AEIK	266 50% BFJL	147 36%	138 34%	507 33%	513 33%
BOTTOM 2 BOX (NET)	524 16% K	490 15% L	101 21% AK	79 17% L	71 18% K	75 18% BL	103 19% HAK	79 15%	74 18% K	56 14%	175 11%	201 13%
Trust somewhat less	381 11% K	362 11% L	79 17% DAK	56 12%	48 12% K	48 12%	73 14% K	59 11%	52 13% K	41 10%	129 8%	158 10%
Trust much less	143 4% K	128 4% L	22 5%	23 5% L	23 6% K	27 7% BL	30 6% K	20 4%	22 5% K	15 4%	46 3%	43 3%
Decline to Answer	1 *	-	-	-	-	-	1 *	-	-	-	-	-
Not Sure	26 1% B	-	4 1% D	-	2 1%	-	8 2% HA	-	2 *	-	10 1% L	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Q915_2. How much do you trust the domain name industry compared to these other industries?
2. Web based marketing companies

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Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	1283 38% CG	1255 37% DH	148 31% CG	141 31% H	141 35% G	148 36% H	154 29% CG	129 24% DH	165 40% CG	153 38% DH	675 44% ACEG	684 44% BDFHJ
Trust much more	464 14% BC	391 12% DH	39 8% BC	37 8% DH	61 15% C	55 13% DH	62 12% H	33 6% C	60 14% C	56 14% DH	242 16% ACG	210 14% BDH
Trust somewhat more	819 24% EG	864 26% H	109 23% G	104 23% G	80 20% C	93 22% DH	92 17% H	96 18% H	105 25% G	97 24% H	433 28% ACEG	474 31% BDFHJ
Trust the same	1287 38% K	1406 42% AJL	215 45% AEIK	219 48% BFJL	148 37% AK	161 39% BL	240 45% AEIK	289 54% GBDFJL	152 37% L	149 37% BL	532 35% L	588 38% K
BOTTOM 2 BOX (NET)	757 23% BK	688 21% L	106 22% L	100 22% L	109 27% AK	106 26% BL	129 24% L	116 22% L	95 23% L	99 25% BL	318 21% L	267 17% L
Trust somewhat less	544 16% L	521 16% L	78 16% L	70 15% L	70 18% L	80 19% BL	90 17% L	93 17% L	65 16% L	73 18% L	241 16% L	205 13% L
Trust much less	213 6% BK	167 5% L	28 6% L	30 7% L	39 10% ACK	26 6% L	39 7% HK	23 4% L	30 7% L	26 6% L	77 5% L	62 4% L
Decline to Answer	1 *	-	-	-	-	-	1 *	-	-	-	-	-
Not Sure	29 1% B	-	4 1% D	-	2 1% L	-	9 2% HA	-	2 *	-	12 1% L	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Q915_3. How much do you trust the domain name industry compared to these other industries?

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Table 313

3. E-commerce companies

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	1260 38% CG	1302 39% DH	96 20%	117 25%	157 39% CG	166 40% DH	138 26% C	153 29%	171 41% CG	169 42% DH	698 45% ACEG	697 45% BDH
Trust much more	484 14% BCG	408 12% DH	23 5%	32 7%	57 14% C	57 14% DH	58 11% HC	34 6%	68 16% CG	56 14% DH	278 18% LACG	229 15% BDH
Trust somewhat more	776 23% CG	894 27% ADH	73 15%	85 18%	100 25% CG	109 26% D	80 15%	119 22% G	103 25% CG	113 28% DH	420 27% ACG	468 30% BDH
Trust the same	1380 41% EK	1448 43% L	262 55% AEGIK	246 53% BFJL	143 36%	173 42%	252 47% AEIK	278 52% BFJL	156 38%	165 41%	567 37%	586 38%
BOTTOM 2 BOX (NET)	685 20% BK	599 18%	108 23% K	97 21% L	98 25% FAK	76 18%	134 25% HAK	103 19%	85 21%	67 17%	260 17%	256 17%
Trust somewhat less	507 15% K	463 14%	80 17% K	72 16%	67 17% K	60 14%	103 19% AK	83 16%	64 15%	48 12%	193 13%	200 13%
Trust much less	178 5% BK	136 4%	28 6%	25 5%	31 8% FAK	16 4%	31 6%	20 4%	21 5%	19 5%	67 4%	56 4%
Decline to Answer	2 *	-	-	-	-	-	2 * AK	-	-	-	-	-
Not Sure	30 1% B	-	7 1% D	-	2 1%	-	7 1% H	-	2 *	-	12 1% L	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Q915_4. How much do you trust the domain name industry compared to these other industries?

2 Aug 2016
Table 314

4. Software companies

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	1404 42% CG	1510 45% ADH	108 23%	131 28% C	164 41% CG	208 50% EBDH	153 29% C	166 31%	186 45% CG	185 46% DH	793 52% ACEGI	820 53% BDHJ
Trust much more	496 15% CG	504 15% DH	33 7%	35 8%	60 15% CG	80 19% BDH	47 9%	35 7%	70 17% CG	68 17% DH	286 19% ACG	286 19% BDH
Trust somewhat more	908 27% CG	1006 30% ADH	75 16%	96 21% C	104 26% CG	128 31% DH	106 20%	131 25%	116 28% CG	117 29% D	507 33% ACEG	534 35% BDHJ
Trust the same	1327 40% K	1350 40% L	235 50% AEIK	241 52% BFJL	158 40% K	153 37%	250 47% AEIK	275 51% BFJL	158 38%	146 36%	526 34%	535 35%
BOTTOM 2 BOX (NET)	597 18% BK	489 15% L	126 27% DAEIK	88 19% BFL	76 19% FK	54 13%	122 23% HAIK	93 17% BL	68 16%	70 17% L	205 13%	184 12%
Trust somewhat less	429 13% BK	355 11% L	92 19% DAEIK	65 14% BFL	51 13% K	37 9%	86 16% AIK	72 13% BFL	45 11%	48 12% L	155 10%	133 9%
Trust much less	168 5% BK	134 4% AK	34 7%	23 5%	25 6% K	17 4%	36 7% HAK	21 4%	23 6% K	22 5% L	50 3%	51 3%
Decline to Answer	1 *	-	-	-	-	-	1 *	-	-	-	-	-
Not Sure	28 1% B	-	4 1% D	-	2 1%	-	7 1% H	-	2 *	-	13 1% L	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Q915_5. How much do you trust the domain name industry compared to these other industries?

2 Aug 2016
Table 315

5. Computer hardware companies

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
TOP 2 BOX (NET)	1314 39% CG	1487 44% ADH	109 23% CG	140 30% C	152 38% CG	205 49% EBDH	142 27% CG	168 31% CG	172 42% CG	181 45% DH	739 48% ACEGI	793 52% BDHJ
Trust much more	498 15% CG	469 14% DH	36 8% CG	41 9% CG	61 15% CG	84 20% BDHJL	52 10% CG	45 8% CG	71 17% CG	56 14% DH	278 18% ACG	243 16% BDH
Trust somewhat more	816 24% CG	1018 30% ADH	73 15% CG	99 22% C	91 23% CG	121 29% EDH	90 17% CG	123 23% G	101 24% CG	125 31% IDH	461 30% ACEGI	550 36% KBDFH
Trust the same	1328 40% K	1349 40% FJL	235 50% AEIK	233 51% BFJL	158 40% CG	146 35% CG	257 48% AEIK	279 52% BFJL	151 36% CG	143 36% IDH	527 34% ACEGI	548 36% KBDFH
BOTTOM 2 BOX (NET)	685 20% BK	513 15% L	125 26% DAK	87 19% BL	88 22% FK	64 15% CG	126 24% HAK	87 16% L	89 21% K	77 19% BL	257 17% L	198 13% L
Trust somewhat less	467 14% BK	395 12% L	86 18% DAEK	62 13% CG	51 13% CG	44 11% CG	77 14% CG	70 13% CG	62 15% BFL	61 15% BFL	191 12% L	158 10% L
Trust much less	218 6% BK	118 4% L	39 8% K	25 5% BL	37 9% FAK	20 5% L	49 9% HAK	17 3% CG	27 7% CG	16 4% CG	66 4% L	40 3% L
Decline to Answer	1 *	-	-	-	-	-	1 *	-	-	-	-	-
Not Sure	29 1% B	-	4 1% D	-	2 1% CG	-	7 1% H	-	2 *	-	14 1% L	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

Base: Trust Other Industries Much/Somewhat More

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	2265	-**	246	-**	292	-**	285	-**	286	-**	1156
Weighted Base	-**	2265	-**	246	-**	292	-**	285	-**	286	-**	1156
REPUTATION (NET)	-	988	-	120	-	144	-	105	-	105	-	514
	-	44% HJ	-	49% HJ	-	49% BHJ	-	37%	-	37%	-	44% HJ
Trustworthy	-	278	-	27	-	31	-	18	-	24	-	178
	-	12% HJ	-	11%	-	11%	-	6%	-	8%	-	15% BFHJ
Knowledgeable/Area of expertise/It's their business	-	160	-	30	-	25	-	29	-	17	-	59
	-	7% L	-	12% BJL	-	9% L	-	10% BL	-	6%	-	5%
Dependable/Reliable	-	100	-	11	-	29	-	14	-	9	-	37
	-	4% L	-	4%	-	10% BDHJL	-	5%	-	3%	-	3%
Legitimate/Genuine/Authentic	-	91	-	8	-	9	-	9	-	14	-	51
	-	4%	-	3%	-	3%	-	3%	-	5%	-	4%
Good experience/Never had a problem	-	80	-	17	-	15	-	10	-	9	-	29
	-	4% L	-	7% BJL	-	5% L	-	4%	-	3%	-	3%
Well known/Most commonly used	-	79	-	5	-	7	-	9	-	9	-	49
	-	3%	-	2%	-	2%	-	3%	-	3%	-	4%
Good company/reputation/track record	-	52	-	6	-	7	-	3	-	6	-	30
	-	2%	-	2%	-	2%	-	1%	-	2%	-	3%
No scams/fraud	-	41	-	7	-	6	-	5	-	10	-	13
	-	2% L	-	3% L	-	2%	-	2%	-	3% BL	-	1%
Tested/Proven/Verified	-	35	-	-	-	5	-	6	-	3	-	21
	-	2% D	-	-	-	2% D	-	2% D	-	1%	-	2% D
Established/Been around for long time	-	33	-	4	-	5	-	3	-	3	-	18
	-	1%	-	2%	-	2%	-	1%	-	1%	-	2%
Good management/Operation of site	-	32	-	3	-	2	-	1	-	2	-	24
	-	1%	-	1%	-	1%	-	*	-	1%	-	2% BH
Depends on company/website behind the name	-	14	-	1	-	4	-	1	-	3	-	5
	-	1%	-	*	-	1%	-	*	-	1%	-	*
Big/Larger company	-	12	-	-	-	2	-	-	-	1	-	9
	-	1%	-	-	-	1%	-	-	-	*	-	1%
Top level/High ranking	-	9	-	1	-	2	-	-	-	-	-	6
	-	*	-	*	-	1%	-	-	-	-	-	1%
Other reputation mentions	-	70	-	14	-	8	-	7	-	10	-	31
	-	3%	-	6% BL	-	3%	-	2%	-	3%	-	3%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Weighted Base	-.**	2265	-.**	246	-.**	292	-.**	285	-.**	286	-.**	1156
EXTENSION APPEAL (NET)	-	341 15% F	-	30 12% F	-	20 7%	-	42 15% F	-	38 13% F	-	211 18% BDFJ
Professional	-	75 3% DFJ	-	2 1%	-	1 *	-	11 4% DFJ	-	3 1%	-	58 5% BDFJ
Gut feeling/My opinion	-	63 3% DF	-	2 1%	-	1 *	-	11 4% DF	-	6 2%	-	43 4% BDF
Good/Like domain	-	56 2%	-	9 4% J	-	4 1%	-	4 1%	-	3 1%	-	36 3%
Relevant to topic/Specific to the domain	-	28 1%	-	5 2%	-	4 1%	-	2 1%	-	5 2%	-	12 1%
Believable/Confidence/C onvincing	-	27 1%	-	2 1%	-	4 1%	-	5 2%	-	3 1%	-	13 1%
Ordinary/Traditional/Con ventional	-	7 *	-	2 1%	-	-	-	-	-	-	-	5 *
Better/Best	-	6 *	-	1 *	-	-	-	1 *	-	1 *	-	3 *
Curiosity/Interesting	-	4 *	-	1 *	-	-	-	1 *	-	1 *	-	1 *
All/Everything	-	3 *	-	-	-	1 * L	-	1 * L	-	1 * L	-	-
I don't pay attention/Wouldn't notice	-	3 *	-	1 *	-	-	-	-	-	1 *	-	1 *
Nothing looks/sounds suspicious	-	3 *	-	-	-	1 *	-	-	-	-	-	2 *
Same/Similar to others	-	3 *	-	-	-	-	-	-	-	1 *	-	2 *
Wording makes sense	-	3 *	-	-	-	1 *	-	-	-	-	-	2 *
Short wording	-	2 *	-	-	-	-	-	-	-	1 *	-	1 *
Accurate	-	2 *	-	-	-	-	-	-	-	-	-	2 *
It's meaning/Meaningful	-	1 *	-	-	-	-	-	-	-	1 * BL	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Weighted Base	-.**	2265	-.**	246	-.**	292	-.**	285	-.**	286	-.**	1156
Depends on language	-	-	-	-	-	-	-	-	-	-	-	-
Other extension appeal mentions	-	60 3%	-	6 2%	-	4 1%	-	7 2%	-	11 4%	-	32 3%
USAGE (NET)	-	192 8%	-	17 7%	-	32 11%	-	20 7%	-	34 12% BHL	-	89 8%
More familiar/I use extension	-	62 3%	-	4 2%	-	12 4%	-	10 4%	-	6 2%	-	30 3%
Efficient/Work well	-	25 1% L	-	4 2%	-	3 1%	-	2 1%	-	8 3% BL	-	8 1%
Necessary/Needed to access internet	-	23 1%	-	2 1%	-	4 1%	-	1 *	-	6 2%	-	10 1%
Helpful/Useful	-	19 1%	-	2 1%	-	2 1%	-	2 1%	-	1 *	-	12 1%
I have control over domain	-	9 * L	-	1 *	-	1 *	-	1 *	-	5 2% BL	-	1 *
Business/Company use	-	4 *	-	-	-	-	-	-	-	-	-	4 *
Not familiar	-	3 *	-	-	-	-	-	1 *	-	-	-	2 *
Depends on use (Unspec.)	-	3 *	-	-	-	1 *	-	-	-	-	-	2 *
Government use	-	2 *	-	-	-	-	-	-	-	-	-	2 *
Public use	-	1 *	-	-	-	-	-	-	-	-	-	1 *
I would try it	-	-	-	-	-	-	-	-	-	-	-	-
Non profit use	-	-	-	-	-	-	-	-	-	-	-	-
Educational use	-	-	-	-	-	-	-	-	-	-	-	-
Used by organizations	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Weighted Base	-.**	2265	-.**	246	-.**	292	-.**	285	-.**	286	-.**	1156
Commercial use	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	-	49 2%	-	4 2%	-	9 3%	-	4 1%	-	10 3%	-	22 2%
SAFETY/SECURITY (NET)	-	189 8% L	-	24 10%	-	34 12% BL	-	24 8%	-	34 12% BL	-	73 6%
Safety/Security/Padlock	-	148 7% L	-	14 6%	-	30 10% BL	-	18 6%	-	26 9% L	-	60 5%
Ensures privacy of personal information	-	32 1% L	-	8 3% BL	-	5 2%	-	5 2%	-	5 2%	-	9 1%
Not being exposed to virus	-	4 *	-	1 *	-	-	-	-	-	1 *	-	2 *
Check with anti virus software	-	1 *	-	1 *	-	-	-	-	-	-	-	-
Other safety/security mentions	-	11 *	-	1 *	-	-	-	3 1%	-	3 1%	-	4 *
CONVENIENCE (NET)	-	140 6% H	-	13 5% H	-	15 5%	-	6 2%	-	39 14% BDFHL	-	67 6% H
Easy to use/access	-	52 2%	-	5 2%	-	4 1%	-	4 1%	-	19 7% BDFHL	-	20 2%
Clear/Easy to understand/differentiate	-	31 1% H	-	3 1%	-	4 1% H	-	-	-	7 2% H	-	17 1% H
Harder to obtain/Requires certain criteria	-	22 1%	-	2 1%	-	4 1%	-	1 *	-	7 2% BHL	-	8 1%
Faster/Quicker service	-	19 1%	-	1 *	-	2 1%	-	-	-	4 1% H	-	12 1%
Convenient/More convenience	-	17 1%	-	-	-	2 1%	-	2 1%	-	1 *	-	12 1%
Other convenience mentions	-	9 *	-	3 1% B	-	-	-	-	-	1 *	-	5 *
INFORMATION (NET)	-	58 3%	-	3 1%	-	7 2%	-	5 2%	-	12 4% D	-	31 3%
Content/Information provided	-	45 2%	-	3 1%	-	7 2%	-	3 1%	-	7 2%	-	25 2%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Weighted Base	-.**	2265	-.**	246	-.**	292	-.**	285	-.**	286	-.**	1156
Has what I am looking for	-	12 1%	-	-	-	-	-	2 1%	-	5 2% BDFL	-	5 *
Other information mentions	-	1 *	-	-	-	-	-	-	-	-	-	1 *
ECONOMY (NET)	-	46 2%	-	10 4% BHL	-	4 1%	-	3 1%	-	9 3%	-	20 2%
Good/Better price	-	20 1%	-	7 3% BHL	-	2 1%	-	1 *	-	3 1%	-	7 1%
It's paid for/Fee based	-	5 *	-	1 *	-	-	-	-	-	2 1%	-	2 *
Other economy mentions	-	22 1%	-	3 1%	-	2 1%	-	2 1%	-	4 1%	-	11 1%
SEARCH (NET)	-	18 1%	-	1 *	-	2 1%	-	2 1%	-	4 1%	-	9 1%
Search engine/Found through searching	-	9 *	-	-	-	1 *	-	1 *	-	3 1%	-	4 *
Researched it/Check out source first	-	6 *	-	1 *	-	-	-	1 *	-	1 *	-	3 *
Google search	-	-	-	-	-	-	-	-	-	-	-	-
Other search mentions	-	3 *	-	-	-	1 *	-	-	-	-	-	2 *
WEBSITE ORIGIN (NET)	-	14 1%	-	2 1%	-	1 *	-	2 1%	-	4 1%	-	5 *
Worldwide/International usage	-	7 1% L	-	2 1% L	-	1 *	-	1 *	-	2 1% L	-	1 *
Represents my country	-	3 *	-	-	-	-	-	1 *	-	1 *	-	1 *
Russian origin	-	-	-	-	-	-	-	-	-	-	-	-
Country/State of origin (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-
Other website origin mentions	-	5 *	-	-	-	-	-	-	-	2 1%	-	3 *

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Weighted Base	-.**	2265	-.**	246	-.**	292	-.**	285	-.**	286	-.**	1156
EXTENSION (NET)	-	11*	-	1*	-	31%	-	1*	-	1*	-	5*
.com	-	5*	-	-	-	21%	-	1*	-	-	-	2*
.net	-	1*	-	-	-	-	-	-	-	1* BL	-	-
.org	-	1*	-	-	-	1*	-	-	-	-	-	-
Domain name/extension (Unspec.)	-	1*	-	-	-	1*	-	-	-	-	-	-
.gov	-	-	-	-	-	-	-	-	-	-	-	-
.in	-	-	-	-	-	-	-	-	-	-	-	-
.info	-	-	-	-	-	-	-	-	-	-	-	-
.co	-	-	-	-	-	-	-	-	-	-	-	-
.cn	-	-	-	-	-	-	-	-	-	-	-	-
.ru	-	-	-	-	-	-	-	-	-	-	-	-
Https	-	-	-	-	-	-	-	-	-	-	-	-
.fr	-	-	-	-	-	-	-	-	-	-	-	-
Other extension mentions	-	5*	-	1*	-	1*	-	-	-	-	-	3*
WEBSITE (NET)	-	9*	-	-	-	1*	-	-	-	1*	-	71%
Web based use/Used by major websites	-	9*	-	-	-	1*	-	-	-	1*	-	71%
Linked from a trusted site	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Weighted Base	-.**	2265	-.**	246	-.**	292	-.**	285	-.**	286	-.**	1156
Other website mentions	-	-	-	-	-	-	-	-	-	-	-	-
WEBSITE APPEAL (NET)	-	4*	-	1*	-	-	-	-	-	1*	-	2*
Design/Layout/Way it looks	-	4*	-	1*	-	-	-	-	-	1*	-	2*
Few/No pop-ups/advertisements	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	276 12%	-	30 12%	-	36 12%	-	30 11%	-	36 13%	-	144 12%
Authorized/Regulated	-	114 5% F	-	17 7% F	-	7 2%	-	14 5%	-	16 6% F	-	60 5% F
Provide good services	-	40 2%	-	3 1%	-	4 1%	-	2 1%	-	10 3% BH	-	21 2%
Good technology/innovation	-	31 1%	-	-	-	4 1%	-	3 1%	-	4 1%	-	20 2% D
Good/Better customer service	-	22 1%	-	-	-	4 1%	-	5 2% D	-	1*	-	12 1%
Recommended by others	-	16 1%	-	1*	-	5 2% BH	-	-	-	1*	-	9 1%
Good quality	-	15 1%	-	2 1%	-	4 1%	-	2 1%	-	2 1%	-	5*
Advertised/Promoted	-	12 1%	-	3 1%	-	3 1%	-	-	-	1*	-	5*
Other	-	36 2%	-	4 2%	-	7 2%	-	5 2%	-	2 1%	-	18 2%
EXCLUSIVE (NET)	-	310 14% J	-	30 12%	-	40 14% J	-	75 26% BDFJL	-	22 8%	-	143 12% J
Illegible data	-	-	-	-	-	-	-	-	-	-	-	-
None	-	92 4%	-	13 5% F	-	6 2%	-	14 5%	-	7 2%	-	52 4%
Don't know	-	82 4% L	-	6 2%	-	15 5% L	-	25 9% BDJL	-	6 2%	-	30 3%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Weighted Base	-.**	2265	-.**	246	-.**	292	-.**	285	-.**	286	-.**	1156
Declined to answer	-	136	-	11	-	19	-	36	-	9	-	61
	-	6%	-	4%	-	7%	-	13%	-	3%	-	5%
		J						BDFJL				
Sigma	-	2738	-	300	-	359	-	331	-	360	-	1388
	-	121%	-	122%	-	123%	-	116%	-	126%	-	120%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	1242	-**	188	-**	170	-**	192	-**	171	-**	521
Weighted Base	-**	1242	-**	188	-**	170	-**	192	-**	171	-**	521
REPUTATION (NET)	-	540	-	88	-	76	-	81	-	88	-	207
	-	43% L	-	47%	-	45%	-	42%	-	51% BL	-	40%
Untrustworthy/Less transparent/honest	-	124	-	24	-	16	-	18	-	17	-	49
	-	10%	-	13%	-	9%	-	9%	-	10%	-	9%
Fraud/Scams	-	76	-	11	-	10	-	9	-	11	-	35
	-	6%	-	6%	-	6%	-	5%	-	6%	-	7%
Not legitimate/genuine	-	62	-	8	-	6	-	9	-	8	-	31
	-	5%	-	4%	-	4%	-	5%	-	5%	-	6%
Greed/Only in it for the money	-	30	-	7	-	3	-	12	-	3	-	5
	-	2% L	-	4% L	-	2%	-	6% BFJL	-	2%	-	1%
Previous poor experience	-	27	-	7	-	5	-	8	-	2	-	5
	-	2% L	-	4% L	-	3%	-	4% L	-	1%	-	1%
Not well known/Less popular	-	27	-	2	-	6	-	2	-	5	-	12
	-	2%	-	1%	-	4%	-	1%	-	3%	-	2%
Less reputable	-	25	-	5	-	5	-	4	-	1	-	10
	-	2%	-	3%	-	3%	-	2%	-	1%	-	2%
Less reliable/dependable	-	23	-	1	-	3	-	4	-	5	-	10
	-	2%	-	1%	-	2%	-	2%	-	3%	-	2%
Poor customer service/support	-	22	-	3	-	6	-	1	-	6	-	6
	-	2%	-	2%	-	4% HL	-	1%	-	4% HL	-	1%
Less knowledgeable/Lacks expertise	-	20	-	1	-	4	-	2	-	7	-	6
	-	2%	-	1%	-	2%	-	1%	-	4% BDL	-	1%
Low credibility/Not believable	-	16	-	-	-	1	-	-	-	7	-	8
	-	1%	-	-	-	1%	-	-	-	4% BDFHL	-	2%
Not established/Hasn't been around a long time	-	15	-	4	-	-	-	3	-	3	-	5
	-	1%	-	2%	-	-	-	2%	-	2%	-	1%
Less business oriented/professional	-	15	-	2	-	2	-	3	-	2	-	6
	-	1%	-	1%	-	1%	-	2%	-	1%	-	1%
Poor quality/Sub-standard products	-	13	-	4	-	-	-	-	-	1	-	8
	-	1%	-	2% H	-	-	-	-	-	1%	-	2%
Less/Not accountable/responsible	-	9	-	3	-	1	-	-	-	3	-	2
	-	1%	-	2%	-	1%	-	-	-	2%	-	*

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Weighted Base	-.**	1242	-.**	188	-.**	170	-.**	192	-.**	171	-.**	521
Lack of confidence	-	7 1%	-	-	-	1 1%	-	4 2% BDL	-	1 1%	-	1 *
Based on size of company	-	7 1%	-	3 2%	-	-	-	1 1%	-	1 1%	-	2 *
Poor performance/Better performance from others	-	6 *	-	1 1%	-	-	-	-	-	2 1%	-	3 1%
Always trying to up-sell/Pushing products	-	4 *	-	3 2% BL	-	1 1%	-	-	-	-	-	-
Not developed enough	-	2 *	-	1 1%	-	-	-	-	-	-	-	1 *
Markets their customers/Vetting names to other companies	-	1 *	-	-	-	-	-	-	-	1 1%	-	-
Not sure rules are followed	-	1 *	-	-	-	-	-	1 1%	-	-	-	-
Other reputation mentions	-	80 6% H	-	12 6%	-	13 8% H	-	5 3%	-	23 13% BDHL	-	27 5%
SAFETY/SECURITY (NET)	-	157 13% L	-	41 22% BHJL	-	25 15%	-	21 11%	-	19 11%	-	51 10%
Poor safety/security	-	80 6% D	-	5 3%	-	18 11% BD	-	12 6%	-	11 6%	-	34 7% D
Not regulated/No back ground checks	-	61 5% FL	-	30 16% BFHJL	-	2 1%	-	9 5%	-	6 4%	-	14 3%
Risk of viruses	-	7 1%	-	-	-	4 2% BDHL	-	-	-	2 1%	-	1 *
Other safety/security mentions	-	13 1%	-	7 4% BFHJL	-	1 1%	-	1 1%	-	1 1%	-	3 1%
DOMAIN APPEAL (NET)	-	149 12%	-	16 9%	-	18 11%	-	28 15%	-	16 9%	-	71 14%
Just my opinion/Gut instinct	-	49 4% J	-	3 2%	-	4 2%	-	14 7% BDFJ	-	2 1%	-	26 5% DJ
Not clear/Hard to understand	-	26 2%	-	6 3%	-	5 3%	-	1 1%	-	2 1%	-	12 2%
Not as specific	-	18 1%	-	1 1%	-	3 2%	-	2 1%	-	4 2%	-	8 2%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Weighted Base	-.**	1242	-.**	188	-.**	170	-.**	192	-.**	171	-.**	521
Uncertainty/Hard to judge	-	12 1%	-	1 1%	-	1 1%	-	2 1%	-	1 1%	-	7 1%
Names are not meaningful/relevant	-	6 *	-	3 2% BL	-	-	-	-	-	2 1%	-	1 *
Too new	-	3 *	-	-	-	-	-	1 1%	-	-	-	2 *
Accuracy	-	2 *	-	-	-	1 1%	-	-	-	-	-	1 *
Other domain appeal mentions	-	37 3%	-	3 2%	-	5 3%	-	8 4%	-	7 4%	-	14 3%
USAGE (NET)	-	149 12% H	-	34 18% BHL	-	22 13% H	-	11 6%	-	26 15% H	-	56 11% H
Not familiar/Have not used	-	60 5% HL	-	15 8% BHL	-	13 8% HL	-	4 2%	-	12 7% HL	-	16 3%
Dislike online/web based marketing	-	30 2% H	-	11 6% BHJL	-	5 3%	-	1 1%	-	3 2%	-	10 2%
Anyone can access/register	-	25 2%	-	6 3%	-	1 1%	-	4 2%	-	2 1%	-	12 2%
Useless/Not helpful	-	5 *	-	-	-	-	-	-	-	2 1%	-	3 1%
Commercial use	-	3 *	-	-	-	1 1%	-	1 1%	-	-	-	1 *
Other usage mentions	-	27 2%	-	2 1%	-	2 1%	-	1 1%	-	7 4% H	-	15 3%
MISCELLANEOUS (NET)	-	158 13%	-	24 13%	-	24 14%	-	19 10%	-	27 16%	-	64 12%
Cost/Payment issues	-	27 2%	-	4 2%	-	3 2%	-	4 2%	-	6 4%	-	10 2%
Less information about domain	-	27 2%	-	7 4% H	-	6 4% H	-	1 1%	-	3 2%	-	10 2%
Too many websites/companies/options	-	18 1%	-	4 2%	-	2 1%	-	3 2%	-	3 2%	-	6 1%
Marketing issues	-	16 1%	-	-	-	2 1%	-	3 2%	-	4 2% D	-	7 1%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

q919. Why do you trust the domain name industry less than these other industries?

2 Aug 2016
Table 317

Base: Trust Other Industries Much/Somewhat Less

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Weighted Base	-.**	1242	-.**	188	-.**	170	-.**	192	-.**	171	-.**	521
Hard to contact a real person/No personal touch	-	13 1%	-	3 2%	-	1 1%	-	2 1%	-	2 1%	-	5 1%
Cannot physically test product/No physical store	-	11 1%	-	1 1%	-	5 3%	-	1 1%	-	-	-	4 1%
Poor advertisements	-	2 *	-	-	-	1 1%	-	1 1%	-	-	-	-
Other	-	50 4%	-	5 3%	-	6 4%	-	5 3%	-	10 6%	-	24 5%
EXCLUSIVE (NET)	-	220 18% J	-	26 14%	-	23 14%	-	44 23% BDFJ	-	19 11%	-	108 21% BDFJ
Illegible data	-	-	-	-	-	-	-	-	-	-	-	-
None	-	45 4% F	-	7 4% F	-	1 1%	-	3 2%	-	7 4% F	-	27 5% BFH
Don't know	-	83 7% D	-	6 3%	-	12 7%	-	23 12% BDJL	-	7 4%	-	35 7%
Declined to answer	-	92 7% J	-	13 7%	-	10 6%	-	18 9% J	-	5 3%	-	46 9% J
Sigma	-	1460 118%	-	245 130%	-	198 116%	-	211 110%	-	220 129%	-	586 112%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: All Qualified Respondents

Q1000. Which devices do you use to access the Internet?

2 Aug 2016
Table 318

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
DESKTOP/LAPTOP (NET)	3283 98% B	3241 97% F	464 98% DAEGK	444 97% F	394 99% F	405 98% F	519 97% F	522 98% F	402 97% AEGK	386 96% BDFHL	1504 98% L	1484 96% L
Laptop computer	2723 81% BK	2576 77% F	407 86% DAEGK	343 75% F	316 79% F	302 73% F	432 81% F	414 78% F	358 86% AEGK	345 86% BDFHL	1210 79% L	1172 76% L
Desktop computer	2503 75% BI	2366 71% HJ	366 77% DI	318 69% J	314 79% I	313 75% BDHJ	390 73% HI	357 67% HI	277 67% AEGK	248 62% BDFHL	1156 75% I	1130 73% BHJ
TABLET/SMARTPHONE (NET)	2763 82% BK	2661 79% H	421 89% DAGK	354 77% H	344 86% AK	356 86% BDHL	435 82% H	367 69% H	352 85% K	353 88% BDHL	1211 79% L	1231 80% H
Smartphone	2589 77% BK	2479 74% DH	397 84% DAGK	318 69% H	320 80% K	337 81% BDHL	400 75% H	333 62% H	337 81% AGK	331 83% BDHL	1135 74% L	1160 75% DH
Tablet	1807 54% BK	1649 49% F	315 67% DAEGIK	249 54% BFL	222 56% FK	190 46% F	313 59% HAK	263 49% F	217 52% F	201 50% F	740 48% L	746 48% L
Other	48 1% BK	20 1% L	18 4% AIK	8 2% BL	10 3% FIK	3 1% L	12 2% IK	5 1% L	2 * F	3 1% L	6 * L	1 * L
Not Sure	2 * F	- F	- F	- F	- F	- F	- F	- F	- F	- F	2 * F	- F
Sigma	9672 288%	9090 271%	1503 318%	1236 269%	1182 296%	1145 276%	1547 290%	1372 257%	1191 288%	1128 281%	4249 276%	4209 273%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Base: All Qualified Respondents

Q1005. What is your experience with URL shorteners?

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
USE THEM (NET)	1824 54% BG	1391 42% H	285 60% DAGK	183 40% H	227 57% FG	183 44% H	236 44% H	151 28% H	265 64% JAEGK	225 56% BDFHL	811 53% LG	649 42% H
I use them frequently	592 18% BG	424 13% H	92 19% DG	47 10% H	85 21% FAG	61 15% DH	62 12% H	38 7% H	84 20% JG	55 14% H	269 18% LG	223 14% BDH
I use them, but not frequently	1232 37% BG	967 29% H	193 41% DAGK	136 30% H	142 36% H	122 29% H	174 33% H	113 21% H	181 44% AEGK	170 42% BDFHL	542 35% L	426 28% H
NEVER USES THEM (NET)	1519 45% CI	1958 58% AJ	186 39% H	277 60% CJ	172 43% I	232 56% EJ	294 55% ACEIK	383 72% GBDFJL	149 36% H	176 44% I	718 47% CI	890 58% KJ
I have heard of them but never used them	1017 30% CI	1298 39% ADJ	116 25% H	145 32% C	114 29% H	148 36% E	184 35% ACI	220 41% GDJ	102 25% H	131 33% I	501 33% ACI	654 42% KBDFJ
I have never heard of them or used them	502 15% I	660 20% AJL	70 15% H	132 29% CBFJL	58 15% H	84 20% EJL	110 21% ACEIK	163 31% GBFJL	47 11% H	45 11% H	217 14% H	236 15% J
Not Sure	14 * B	-	2 * H	-	1 * H	-	3 1% H	-	-	-	8 1% L	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Base: Have Not Used URL Shorteners

Q1010. Why haven't you used URL shorteners?

2 Aug 2016
Table 320

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1519	1958	186	277	172	232	294	383	149	176	718	890
Never needed to	710 47% B	826 42% J	88 47%	123 44%	83 48%	97 42%	142 48%	165 43%	71 48% J	62 35%	326 45%	379 43%
Confused about which website I'm going to	361 24% CG	601 31% ADH	30 16%	64 23%	38 22%	66 28% H	55 19%	82 21%	38 26% C	63 36% IDH	200 28% ACG	326 37% KBDFH
I have never heard of them	393 26% BK	423 22% L	62 33% AK	87 31% BFJL	53 31% FK	51 22%	85 29% K	96 25% L	37 25%	31 18%	156 22% L	158 18%
Don't trust them	166 11%	253 13% F	16 9%	31 11%	15 9%	19 8%	32 11%	53 14% F	21 14%	24 14%	82 11%	126 14% F
Don't like them	133 9% I	214 11% AD	10 5%	17 6%	19 11% I	29 13% D	26 9% I	39 10%	4 3%	16 9% I	74 10% ACI	113 13% BD
Other	26 2%	29 1% L	9 5% AGIK	5 2%	3 2%	4 2%	5 2%	6 2%	1 1%	6 3% BL	8 1%	8 1%
Not Sure	6 * B	-	2 1%	-	1 1%	-	-	-	-	-	3 *	-
Sigma	1795 118%	2346 120%	217 117%	327 118%	212 123%	266 115%	345 117%	441 115%	172 115%	202 115%	849 118%	1110 125%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Base: Have Used URL Shorteners

Q1015. Why do you use URL shorteners?

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1824	1391	285	183	227	183	236	151	265	225	811	649
They are convenient	1207 66% E	891 64% F	191 67% E	112 61% F	132 58% C	93 51% F	161 68% E	94 62% F	181 68% JE	132 59% D	542 67% E	460 71% BDFHJ
They save me time	944 52% CG	752 54% D	111 39% C	84 46% C	114 50% C	95 52% F	101 43% C	88 58% GD	146 55% CG	112 50% D	472 58% ACEG	373 57% BDJ
It's the latest thing	404 22% CEG	409 29% ADH	23 8% C	21 11% C	37 16% C	72 39% EBDHJ	33 14% C	25 17% C	56 21% CG	55 24% D	255 31% ACEGI	236 36% KBDHJ
Other	176 10% BK	85 6% L	60 21% AEGIK	32 17% BFHJL	22 10% K	9 5% C	33 14% HAIK	8 5% C	22 8% K	14 6% D	39 5% C	22 3% C
Not Sure	3 *	-	-	-	-	-	1 *	-	1 *	-	1 *	-
Decline to Answer	1 *	-	-	-	-	-	-	-	-	-	1 *	-
Sigma	2735 150%	2137 154%	385 135%	249 136%	305 134%	269 147%	329 139%	215 142%	406 153%	313 139%	1310 162%	1091 168%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Base: All Qualified Respondents

Q1020. What is your experience with QR codes?

2 Aug 2016
Table 322

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
USE THEM (NET)	1915 57% GI	1838 55% DH	283 60% DEGI	212 46%	212 53% I	214 52%	275 52%	249 47%	187 45%	209 52% I	958 62% AEGI	954 62% BDFHJ
I use them frequently	500 15% CEGI	476 14% DFHJ	37 8%	32 7%	44 11%	45 11% DJ	50 9%	45 8% J	31 7%	20 5% ACEGI	338 22% ACEGI	334 22% BDFHJ
I use them, but not frequently	1415 42% I	1362 41% DAEGIK	246 52%	180 39%	168 42%	169 41%	225 42%	204 38%	156 38%	189 47% IBDHL	620 40%	620 40%
NEVER USES THEM (NET)	1431 43% K	1511 45% AL	189 40%	248 54% CBL	187 47% CK	201 48% L	256 48% ACK	285 53% BL	227 55% JACEGK	192 48% L	572 37%	585 38%
I have heard of them but never used them	1017 30% K	1263 38% AL	154 33% K	218 47% CBL	121 30%	185 45% EBL	196 37% AEK	242 45% GBL	135 33% K	166 41% IL	411 27%	452 29%
I have never heard of them or used them	414 12% BCK	248 7% F	35 7%	30 7%	66 17% FACGK	16 4%	60 11% C	43 8% F	92 22% JACEGK	26 6%	161 10% C	133 9% BF
Not Sure	11 * B	-	1 *	-	1 *	-	2 *	-	-	-	7 * L	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Base: Have Not Used QR Codes

Q1025. Why haven't you used QR codes?

2 Aug 2016
Table 323

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1431	1511	189	248	187	201	256	285	227	192	572	585
Never needed to	806 56%	969 64% AL	106 56%	165 67% CL	101 54%	147 73% EBL	160 63% AK	189 66% L	131 58%	133 69% IL	308 54%	335 57%
Don't like them	201 14% I	231 15%	33 17% EGI	41 17%	19 10%	22 11%	27 11%	47 16% G	16 7%	26 14% I	106 19% AEGI	95 16%
I have never heard of them or seen them	322 23% BG	217 14% DH	35 19% D	17 7%	49 26% FG	21 10%	43 17% H	27 9%	72 32% JACGK	23 12%	123 22% BDFHJ	129 22%
Don't trust them	160 11% CI	180 12% DFJ	11 6%	20 8%	18 10%	12 6%	31 12% C	44 15% BDFJ	17 7%	13 7%	83 15% ACI	91 16% BDFJ
Other	81 6% K	83 5% L	24 13% AIK	35 14% BFHJL	13 7% K	11 5%	19 7% HK	10 4%	9 4%	11 6% L	16 3%	16 3%
Not Sure	4 * B	-	1 1%	-	-	-	-	-	-	-	3 1%	-
Decline to Answer	1 *	-	-	-	-	-	1 *	-	-	-	-	-
Sigma	1575 110%	1680 111%	210 111%	278 112%	200 107%	213 106%	281 110%	317 111%	245 108%	206 107%	639 112%	666 114%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Base: Have Used QR Codes

Q1030. Why do you use QR codes?

2 Aug 2016
Table 324

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1915	1838	283	212	212	214	275	249	187	209	958	954
They are convenient	1258 66% CE	1173 64% DFJ	166 59% CE	113 53% DFJ	117 55% F	97 45% F	176 64% E	171 69% DFJ	117 63% J	108 52% ACEGI	682 71% BDFJ	684 72% BDFJ
They save me time	993 52% CG	1028 56% ADH	123 43% ADH	103 49% ADH	108 51% G	128 60% DH	114 41% DH	123 49% JACEGK	118 63% JACEGK	107 51% ACG	530 55% ACG	567 59% BDHJ
It's the latest thing	646 34% CG	662 36% DH	50 18% DH	51 24% DH	64 30% C	88 41% EDH	69 25% C	62 25% C	72 39% CG	74 35% DH	391 41% ACEG	387 41% BDH
Other	125 7% BIK	60 3% L	46 16% DAEGIK	19 9% BFHL	20 9% FIK	6 3% FIK	25 9% HIK	10 4% L	6 3% L	9 4% L	28 3% L	16 2% L
Not Sure	2 *	-	-	-	-	-	1 *	-	-	-	1 *	-
Sigma	3024 158%	2923 159%	385 136%	286 135%	309 146%	319 149%	385 140%	366 147%	313 167%	298 143%	1632 170%	1654 173%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Base: All Qualified Respondents

Q1050. What is your preferred way of finding websites now?

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
Use a search engine	1976 59% K	1977 59% L	311 66% AK	311 68% BFL	244 61% K	229 55% K	340 64% AK	332 62% FL	247 60% K	270 67% IBFL	834 54% K	835 54% K
Type the domain name directly into my browser and see if it comes up	764 23%	730 22%	114 24%	96 21%	95 24%	117 28% BDHJL	118 22%	104 19%	102 25%	85 21%	335 22%	328 21%
Use a QR code	224 7% C	356 11% ADFJ	13 3%	20 4%	24 6% C	29 7%	31 6% C	53 10% GDJ	22 5%	20 5%	134 9% ACGI	234 15% KBDFHJ
Use an app instead of going to websites themselves	362 11% BCG	279 8%	27 6%	30 7%	34 9%	39 9%	42 8%	45 8%	39 9% C	26 6% LACEGI	220 14% K	139 9% K
Other	25 1% B	7 *	8 2% AGK	3 1% B	2 1%	1 *	2 *	-	4 1% J	-	9 1% L	3 *
Not Sure	6 * B	-	-	-	1 *	-	-	-	-	-	5 * L	-
Sigma	3357 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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?

2 Aug 2016
Table 326

1. Safest

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3343	3349	470	460	399	415	530	534	413	401	1531	1539
Using an app instead of going to the website itself for example, an app provided by an airline or a bank	370 11% CE	647 19% A	27 6%	79 17% C	32 8%	80 19% E	57 11% C	95 18% G	43 10% C	92 23% ID	211 14% ACE	301 20% K
Accessing via a QR code	412 12% C	489 15% ADH	28 6%	36 8%	43 11% C	74 18% EBDH	53 10% C	59 11%	48 12% C	78 19% IBDH	240 16% ACEGI	242 16% DH
Typing the domain name into a browser	1224 37% BK	892 27% DAEGIK	243 52%	138 30%	171 43% FAK	104 25%	210 40% HK	135 25%	177 43% JAK	113 28%	423 28%	402 26%
Finding via an Internet search engine	834 25% BG	603 18%	101 21%	83 18%	99 25% F	75 18%	110 21%	113 21% BJ	107 26% J	59 15%	417 27% LACG	273 18%
Accessing via a bookmark	338 10% I	431 13% AJ	44 9%	54 12% J	40 10%	56 13% J	52 10%	75 14% GJ	28 7%	31 8%	174 11% AI	215 14% KJ
Not sure	165 5% I	287 9% AL	27 6% I	70 15% CBFHJL	14 4%	26 6%	48 9% ACEIK	57 11% FL	10 2%	28 7% I	66 4%	106 7% K
Sigma	3343 100%	3349 100%	470 100%	460 100%	399 100%	415 100%	530 100%	534 100%	413 100%	401 100%	1531 100%	1539 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Q1036_2. Which of these is the safest, which is the fastest, and which is the easiest way to navigate to a website that may have the information you are looking for?

2 Aug 2016
Table 327

2. Fastest

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	3349	-**	460	-**	415	-**	534	-**	401	-**	1539
Using an app instead of going to the website itself for example, an app provided by an airline or a bank	-	502 15%	-	62 13%	-	78 19% BDHL	-	75 14%	-	66 16%	-	221 14%
Accessing via a QR code	-	733 22% DJ	-	77 17%	-	91 22% J	-	106 20% J	-	59 15%	-	400 26% BDHJ
Typing the domain name into a browser	-	509 15%	-	70 15%	-	66 16%	-	79 15%	-	72 18%	-	222 14%
Finding via an Internet search engine	-	672 20% L	-	89 19%	-	84 20%	-	118 22% L	-	101 25% BDL	-	280 18%
Accessing via a bookmark	-	742 22%	-	115 25% F	-	77 19%	-	115 22%	-	92 23%	-	343 22%
Not sure	-	191 6% JL	-	47 10% BFJL	-	19 5%	-	41 8% BJL	-	11 3%	-	73 5%
Sigma	-	3349 100%	-	460 100%	-	415 100%	-	534 100%	-	401 100%	-	1539 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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?

2 Aug 2016
Table 328

3. Easiest

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	3349	-**	460	-**	415	-**	534	-**	401	-**	1539
Using an app instead of going to the website itself-for example, an app provided by an airline or a bank	-	481 14%	-	77 17%	-	58 14%	-	72 13%	-	71 18% BL	-	203 13%
Accessing via a QR code	-	552 16% DF	-	60 13%	-	47 11%	-	74 14%	-	55 14%	-	316 21% BDFHJ
Typing the domain name into a browser	-	508 15% D	-	48 10%	-	82 20% BDL	-	88 16% D	-	64 16% D	-	226 15% D
Finding via an Internet search engine	-	968 29% L	-	144 31%	-	124 30%	-	164 31%	-	119 30%	-	417 27%
Accessing via a bookmark	-	670 20%	-	98 21%	-	83 20%	-	95 18%	-	81 20%	-	313 20%
Not sure	-	170 5% JL	-	33 7% BJL	-	21 5%	-	41 8% BJL	-	11 3%	-	64 4%
Sigma	-	3349 100%	-	460 100%	-	415 100%	-	534 100%	-	401 100%	-	1539 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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?

2 Aug 2016
Table 329

1. Safest

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	3349	-**	460	-**	415	-**	534	-**	401	-**	1539
Using an app instead of going to a website-for example, an app provided by an airline or a bank	-	771 23% H	-	94 20% H	-	109 26% DH	-	80 15%	-	125 31% BDHL	-	363 24% H
Accessing via a QR code	-	448 13% DH	-	41 9%	-	61 15% DH	-	53 10%	-	60 15% DH	-	233 15% BDH
Typing the domain name into a browser	-	864 26%	-	123 27%	-	110 27%	-	164 31% BJL	-	93 23%	-	374 24%
Finding via an Internet search engine	-	541 16%	-	72 16%	-	65 16%	-	96 18%	-	61 15%	-	247 16%
Accessing via a bookmark	-	430 13% J	-	59 13%	-	45 11%	-	78 15% J	-	37 9%	-	211 14% J
Not sure	-	295 9% FJL	-	71 15% BFJL	-	25 6%	-	63 12% BFJL	-	25 6%	-	111 7%
Sigma	-	3349 100%	-	460 100%	-	415 100%	-	534 100%	-	401 100%	-	1539 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q1055_2. Which of these are the fastest, easiest and safest way to get to the website you want to buy from?

2 Aug 2016
Table 330

2. Fastest

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	3349	-**	460	-**	415	-**	534	-**	401	-**	1539
Using an app instead of going to a website-for example, an app provided by an airline or a bank	-	555 17% L	-	78 17%	-	75 18%	-	80 15%	-	92 23% BDHL	-	230 15%
Accessing via a QR code	-	677 20% DFHJ	-	62 13%	-	68 16%	-	85 16%	-	58 14%	-	404 26% BDFHJ
Typing the domain name into a browser	-	538 16% L	-	73 16%	-	76 18% L	-	96 18% L	-	77 19% L	-	216 14%
Finding via an Internet search engine	-	672 20% L	-	92 20%	-	97 23% L	-	113 21%	-	89 22%	-	281 18%
Accessing via a bookmark	-	718 21% JL	-	110 24% FJ	-	76 18% L	-	104 19% BFJL	-	71 18%	-	357 23% BFJ
Not sure	-	189 6% JL	-	45 10% BFJL	-	23 6% L	-	56 10% BFJL	-	14 3%	-	51 3%
Sigma	-	3349 100%	-	460 100%	-	415 100%	-	534 100%	-	401 100%	-	1539 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q1055_3. Which of these are the fastest, easiest and safest way to get to the website you want to buy from?

2 Aug 2016
Table 331

3. Easiest

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	3349	-**	460	-**	415	-**	534	-**	401	-**	1539
Using an app instead of going to a website-for example, an app provided by an airline or a bank	-	533 16%	-	71 15%	-	60 14%	-	74 14%	-	84 21% BDFHL	-	244 16%
Accessing via a QR code	-	529 16% DFH	-	52 11%	-	49 12%	-	69 13%	-	60 15%	-	299 19% BDFHJ
Typing the domain name into a browser	-	546 16%	-	73 16%	-	87 21% BHL	-	73 14%	-	76 19% H	-	237 15%
Finding via an Internet search engine	-	907 27%	-	122 27%	-	112 27%	-	153 29%	-	114 28%	-	406 26%
Accessing via a bookmark	-	628 19% J	-	95 21% J	-	80 19% J	-	106 20% J	-	55 14%	-	292 19% J
Not sure	-	206 6% JL	-	47 10% BFJL	-	27 7% JL	-	59 11% BFJL	-	12 3%	-	61 4%
Sigma	-	3349 100%	-	460 100%	-	415 100%	-	534 100%	-	401 100%	-	1539 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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?

2 Aug 2016
Table 332

1. Safest

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	3349	-**	460	-**	415	-**	534	-**	401	-**	1539
Using an app provided by the website owner-for example, an app provided by an airline or a bank	-	886 26% HL	-	130 28% H	-	144 35% BDHL	-	98 18%	-	148 37% BDHL	-	366 24% H
Accessing via a QR code	-	442 13% DH	-	40 9%	-	54 13% D	-	52 10%	-	53 13% D	-	243 16% BDH
Typing the domain name into a browser	-	770 23%	-	98 21%	-	93 22%	-	148 28% BDJL	-	82 20%	-	349 23%
Finding via an Internet search engine	-	462 14% D	-	45 10%	-	47 11%	-	84 16% D	-	49 12%	-	237 15% BDF
Accessing via a bookmark	-	497 15% J	-	85 18% BFJ	-	50 12%	-	81 15%	-	44 11%	-	237 15% J
Not sure	-	292 9% L	-	62 13% BFJL	-	27 7%	-	71 13% BFJL	-	25 6%	-	107 7%
Sigma	-	3349 100%	-	460 100%	-	415 100%	-	534 100%	-	401 100%	-	1539 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q1060_2. Which of these is the safest, which is the easiest, and which is the fastest method to get to the website to access your personal information?

2 Aug 2016
Table 333

2. Fastest

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	3349	-**	460	-**	415	-**	534	-**	401	-**	1539
Using an app provided by the website owner-for example, an app provided by an airline or a bank	-	578 17%	-	84 18%	-	72 17%	-	96 18%	-	81 20% L	-	245 16%
Accessing via a QR code	-	618 18% DFHJ	-	40 9%	-	60 14% D	-	82 15% D	-	59 15% D	-	377 24% BDFHJ
Typing the domain name into a browser	-	572 17% L	-	78 17%	-	89 21% BL	-	89 17%	-	82 20% L	-	234 15%
Finding via an Internet search engine	-	591 18% L	-	70 15%	-	86 21% DL	-	105 20%	-	82 20% DL	-	248 16%
Accessing via a bookmark	-	772 23% FH	-	142 31% BFHJL	-	79 19%	-	105 20%	-	80 20%	-	366 24% F
Not sure	-	218 7% JL	-	46 10% BJL	-	29 7% L	-	57 11% BJL	-	17 4%	-	69 4%
Sigma	-	3349 100%	-	460 100%	-	415 100%	-	534 100%	-	401 100%	-	1539 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q1060_3. Which of these is the safest, which is the easiest, and which is the fastest method to get to the website to access your personal information?

2 Aug 2016
Table 334

3. Easiest

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	3349	-**	460	-**	415	-**	534	-**	401	-**	1539
Using an app provided by the website owner-for example, an app provided by an airline or a bank	-	587 18%	-	80 17%	-	75 18%	-	78 15%	-	90 22% BHL	-	264 17%
Accessing via a QR code	-	503 15% DFJ	-	50 11%	-	43 10%	-	76 14% J	-	39 10%	-	295 19% BDFHJ
Typing the domain name into a browser	-	561 17%	-	64 14%	-	83 20% D	-	81 15%	-	84 21% BDHL	-	249 16%
Finding via an Internet search engine	-	767 23% D	-	88 19%	-	95 23%	-	129 24%	-	102 25% D	-	353 23%
Accessing via a bookmark	-	673 20% J	-	126 27% BFHJL	-	85 20% J	-	101 19%	-	59 15%	-	302 20% J
Not sure	-	258 8% L	-	52 11% BJL	-	34 8% L	-	69 13% BFJL	-	27 7%	-	76 5%
Sigma	-	3349 100%	-	460 100%	-	415 100%	-	534 100%	-	401 100%	-	1539 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q1100a. How would you describe your familiarity with each of the following abusive internet behaviors?

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SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	3349	-**	460	-**	415	-**	534	-**	401	-**	1539
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% FH	-	235 51% BFH	-	143 34%	-	219 41% F	-	216 54% BFH	-	748 49% BFH
Spamming - The use of electronic messaging systems to send unsolicited messages.	-	2066 62% HL	-	316 69% BHL	-	265 64% H	-	286 54%	-	286 71% BFHL	-	913 59% H
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% FH	-	133 29% F	-	90 22%	-	133 25%	-	135 34% FH	-	596 39% BDFH
Stolen credentials - When hackers steal personal information stored online such as usernames, passwords, social security numbers, credit cards numbers, etc.	-	1515 45% H	-	214 47% H	-	171 41%	-	207 39%	-	202 50% BFH	-	721 47% FH
Malware - Short for "malicious software", used to disrupt computer operations, gather sensitive information or gain access to private computer systems.	-	1764 53% H	-	266 58% BHL	-	220 53% H	-	232 43%	-	238 59% BHL	-	808 53% H

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	3349	-**	460	-**	415	-**	534	-**	401	-**	1539
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% DL	-	78 17%	-	150 36% BDHJL	-	129 24% DJL	-	74 18%	-	274 18%
Spamming - The use of electronic messaging systems to send unsolicited messages.	-	423 13% DJ	-	37 8%	-	68 16% BDJ	-	87 16% BDJ	-	32 8%	-	199 13% DJ
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% L	-	174 38% L	-	214 52% BDHJL	-	231 43% BJL	-	137 34% L	-	438 28%
Stolen credentials - When hackers steal personal information stored online such as usernames, passwords, social security numbers, credit cards numbers, etc.	-	641 19% L	-	78 17%	-	104 25% BDJL	-	118 22% DL	-	76 19%	-	265 17%
Malware - Short for "malicious software", used to disrupt computer operations, gather sensitive information or gain access to private computer systems.	-	545 16% D	-	43 9%	-	79 19% D	-	107 20% BD	-	64 16% D	-	252 16% D

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q1100a_1. How would you describe your familiarity with each of the following abusive internet behaviors?

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

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	3349	-**	460	-**	415	-**	534	-**	401	-**	1539
TOP 2 BOX (NET)	-	1561	-	235	-	143	-	219	-	216	-	748
	-	47% FH	-	51% BFH	-	34% F	-	41% F	-	54% BFH	-	49% BFH
Extremely familiar	-	577	-	95	-	59	-	85	-	75	-	263
	-	17% BF	-	21% BF	-	14% F	-	16% F	-	19% BFH	-	17% BFH
Very familiar	-	984	-	140	-	84	-	134	-	141	-	485
	-	29% FH	-	30% F	-	20% F	-	25% BFH	-	35% BFH	-	32% BFH
Somewhat familiar	-	1083	-	147	-	122	-	186	-	111	-	517
	-	32% J	-	32% J	-	29% J	-	35% J	-	28% J	-	34% J
BOTTOM 2 BOX (NET)	-	705	-	78	-	150	-	129	-	74	-	274
	-	21% DL	-	17% DL	-	36% BDHJL	-	24% DJL	-	18% DJL	-	18% DJL
Just know the name	-	461	-	59	-	89	-	98	-	40	-	175
	-	14% JL	-	13% JL	-	21% BDJL	-	18% BDJL	-	10% D	-	11% D
Never heard of	-	244	-	19	-	61	-	31	-	34	-	99
	-	7% D	-	4% D	-	15% BDHJL	-	6% D	-	8% D	-	6% D
Sigma	-	3349	-	460	-	415	-	534	-	401	-	1539
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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.

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Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	3349	-**	460	-**	415	-**	534	-**	401	-**	1539
TOP 2 BOX (NET)	-	2066	-	316	-	265	-	286	-	286	-	913
	-	62% HL	-	69% BHL	-	64% H	-	54% BFHL	-	71% BFHL	-	59% H
Extremely familiar	-	922	-	149	-	122	-	129	-	137	-	385
	-	28% L	-	32% BHL	-	29% H	-	24% BFHL	-	34% BHL	-	25% H
Very familiar	-	1144	-	167	-	143	-	157	-	149	-	528
	-	34% H	-	36% H	-	34% H	-	29% H	-	37% H	-	34% H
Somewhat familiar	-	860	-	107	-	82	-	161	-	83	-	427
	-	26% FJ	-	23% H	-	20% BDJ	-	30% BDFJ	-	21% BFJ	-	28% BFJ
BOTTOM 2 BOX (NET)	-	423	-	37	-	68	-	87	-	32	-	199
	-	13% DJ	-	8% H	-	16% BDJ	-	16% BDJ	-	8% H	-	13% DJ
Just know the name	-	280	-	28	-	49	-	56	-	22	-	125
	-	8% J	-	6% H	-	12% BDJL	-	10% DJ	-	5% H	-	8% H
Never heard of	-	143	-	9	-	19	-	31	-	10	-	74
	-	4% D	-	2% H	-	5% D	-	6% DJ	-	2% H	-	5% DJ
Sigma	-	3349	-	460	-	415	-	534	-	401	-	1539
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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?

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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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	3349	-**	460	-**	415	-**	534	-**	401	-**	1539
TOP 2 BOX (NET)	-	1087	-	133	-	90	-	133	-	135	-	596
	-	32% FH	-	29% F	-	22%	-	25%	-	34% FH	-	39% BDFH
Extremely familiar	-	371	-	42	-	37	-	46	-	49	-	197
	-	11% H	-	9%	-	9%	-	9%	-	12%	-	13% BDFH
Very familiar	-	716	-	91	-	53	-	87	-	86	-	399
	-	21% FH	-	20% F	-	13%	-	16%	-	21% FH	-	26% BDFH
Somewhat familiar	-	1068	-	153	-	111	-	170	-	129	-	505
	-	32% F	-	33% F	-	27%	-	32%	-	32%	-	33% F
BOTTOM 2 BOX (NET)	-	1194	-	174	-	214	-	231	-	137	-	438
	-	36% L	-	38% L	-	52% BDHJL	-	43% BJL	-	34% L	-	28%
Just know the name	-	606	-	79	-	90	-	113	-	73	-	251
	-	18% L	-	17%	-	22% BL	-	21% BL	-	18%	-	16%
Never heard of	-	588	-	95	-	124	-	118	-	64	-	187
	-	18% L	-	21% L	-	30% BDHJL	-	22% BJL	-	16% L	-	12%
Sigma	-	3349	-	460	-	415	-	534	-	401	-	1539
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	3349	-**	460	-**	415	-**	534	-**	401	-**	1539
TOP 2 BOX (NET)	-	1515	-	214	-	171	-	207	-	202	-	721
	-	45% H	-	47% H	-	41%	-	39%	-	50% BFH	-	47% FH
Extremely familiar	-	519	-	87	-	69	-	68	-	60	-	235
	-	15%	-	19% BH	-	17%	-	13%	-	15%	-	15%
Very familiar	-	996	-	127	-	102	-	139	-	142	-	486
	-	30% FH	-	28%	-	25%	-	26%	-	35% BDFH	-	32% BFH
Somewhat familiar	-	1193	-	168	-	140	-	209	-	123	-	553
	-	36% J	-	37%	-	34%	-	39% J	-	31%	-	36% J
BOTTOM 2 BOX (NET)	-	641	-	78	-	104	-	118	-	76	-	265
	-	19% L	-	17%	-	25% BDJL	-	22% DL	-	19%	-	17%
Just know the name	-	466	-	64	-	73	-	92	-	46	-	191
	-	14% L	-	14%	-	18% BJL	-	17% BJL	-	11%	-	12%
Never heard of	-	175	-	14	-	31	-	26	-	30	-	74
	-	5% D	-	3%	-	7% BDL	-	5%	-	7% BDL	-	5%
Sigma	-	3349	-	460	-	415	-	534	-	401	-	1539
	-	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 - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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?

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Table 341

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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	3349	-**	460	-**	415	-**	534	-**	401	-**	1539
TOP 2 BOX (NET)	-	1764	-	266	-	220	-	232	-	238	-	808
	-	53% H	-	58% BHL	-	53% H	-	43%	-	59% BHL	-	53% H
Extremely familiar	-	712	-	120	-	101	-	86	-	87	-	318
	-	21% H	-	26% BHL	-	24% H	-	16%	-	22% H	-	21% H
Very familiar	-	1052	-	146	-	119	-	146	-	151	-	490
	-	31% H	-	32%	-	29%	-	27%	-	38% BFHL	-	32%
Somewhat familiar	-	1040	-	151	-	116	-	195	-	99	-	479
	-	31% J	-	33% J	-	28%	-	37% BFJL	-	25%	-	31% J
BOTTOM 2 BOX (NET)	-	545	-	43	-	79	-	107	-	64	-	252
	-	16% D	-	9%	-	19% D	-	20% BD	-	16% D	-	16% D
Just know the name	-	370	-	29	-	48	-	74	-	42	-	177
	-	11% D	-	6%	-	12% D	-	14% BD	-	10% D	-	12% D
Never heard of	-	175	-	14	-	31	-	33	-	22	-	75
	-	5% D	-	3%	-	7% BDL	-	6% D	-	5%	-	5%
Sigma	-	3349	-	460	-	415	-	534	-	401	-	1539
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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?

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SUMMARY TABLE OF ORGANIZED GROUPS

Base: Familiar With Abusive Internet Behavior (Variable Bases)

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Phishing	1574 64% EI	1651 62% FJ	305 72% DAEIK	251 66% FJ	143 53%	144 54%	278 70% HAEIK	258 64% FJ	156 49%	173 53%	692 65% EI	825 65% BFJ
Spamming	1704 64% EI	1809 62% FJ	337 75% DAEGIK	275 65% FJ	184 56%	185 53%	298 69% AEIK	290 65% FJ	189 53%	194 53%	696 64% EI	865 65% BFJ
Cyber squatting	1163 64% BEI	1246 58% J	221 66% DEI	165 58%	110 57%	106 53%	181 69% HEI	163 54%	139 55%	132 50%	512 66% EI	680 62% BFHJ
Stolen credentials	1595 67% BEI	1659 61% FJ	307 76% DAEIK	240 63% FJ	164 61%	168 54%	283 71% HEI	253 61% J	171 55%	167 51%	670 67% I	831 65% BFJ
Malware	1764 69% BEI	1737 62% FJ	336 77% DAEIK	266 64% FJ	201 62% F	176 52%	310 73% HAEI	268 63% FJ	201 61% J	179 53%	716 69% EI	848 66% BFJ

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

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Table 343

SUMMARY TABLE OF INDIVIDUALS

Base: Familiar With Abusive Internet Behavior (Variable Bases)

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Phishing	1518 61% BGI	1410 53% J	301 71% DAGIK	220 58% J	175 65% FGI	135 51%	218 55%	220 54% J	180 56% J	141 43%	644 60% L	694 55% J
Spamming	1603 60% BGI	1614 55% HJ	304 68% AGIK	264 62% BHJL	212 64% GI	199 57% HJ	217 50%	221 49%	198 55% J	177 48%	672 61% LGI	753 56% HJ
Cyber squatting	1090 60% BI	1131 52% J	249 74% DAEGIK	172 60% BFHJ	117 61% FI	95 47%	154 58% HI	150 50%	119 47%	123 47%	451 58% I	591 54% J
Stolen credentials	1413 59% B	1460 54% J	286 71% DAEGIK	236 62% BFHJL	151 57%	167 54% J	228 57%	226 54% J	171 55% J	145 45%	577 58% L	686 54% J
Malware	1454 57% BI	1497 53% J	302 69% DAEGIK	251 60% BHJL	175 54%	182 54% J	233 55%	224 52% J	160 48%	146 43%	584 56% I	694 54% J

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Q1105_1. What do you think are the source(s) for each type of abusive Internet behavior?

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Table 344

1. Phishing

Base: Familiar With Abusive Internet Behavior

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2473	2644	421	382	270	265	395	405	321	327	1066	1265
ORGANIZED GROUPS (NET)	1574 64% EI	1651 62% FJ	305 72% DAEIK	251 66% FJ	143 53% I	144 54% HAEIK	278 70% HAEIK	258 64% FJ	156 49% I	173 53% I	692 65% EI	825 65% BFJ
Organized groups from outside my country	1316 53% BEI	1202 45% FJ	273 65% DAEIK	204 53% BFJL	110 41% I	97 37% HAEIK	249 63% HAEIK	200 49% FJ	134 42% I	128 39% I	550 52% LEI	573 45% FJ
Organized groups from within my country	1107 45% I	1190 45% FJ	225 53% AEIK	192 50% BFJ	106 39% I	100 38% I	202 51% AEI	186 46% FJ	81 25% I	99 30% I	493 46% EI	613 48% BFJ
INDIVIDUALS (NET)	1518 61% BGI	1410 53% J	301 71% DAGIK	220 58% J	175 65% FGI	135 51% I	218 55% I	220 54% J	180 56% J	141 43% I	644 60% L	694 55% J
Individuals from outside my country	1222 49% BIK	1102 42% J	275 65% DAEGIK	188 49% BFJL	124 46% F	96 36% I	195 49% I	186 46% FJ	142 44% J	99 30% I	486 46% I	533 42% J
Individuals from my country	1109 45% BI	960 36% J	232 55% DAGIK	166 43% BJL	130 48% FI	96 36% J	161 41% I	149 37% J	114 36% J	87 27% I	472 44% LI	462 37% J
Don't know	298 12% C	365 14% L	37 9% I	54 14% CL	30 11% I	41 15% L	54 14% C	68 17% L	58 18% ACEK	71 22% BDL	119 11% I	131 10% I
Not Sure	2 * I	- I	- I	- I	- I	- I	1 * I	- I	- I	- I	1 * I	- I
Sigma	5054 204%	4819 182%	1042 248%	804 210%	500 185%	430 162%	862 218%	789 195%	529 165%	484 148%	2121 199%	2312 183%

Proportions/Means: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Q1105_2. What do you think are the source(s) for each type of abusive Internet behavior?

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Table 345

2. Spamming

Base: Familiar With Abusive Internet Behavior

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2664	2926	447	423	331	347	432	447	358	369	1096	1340
ORGANIZED GROUPS (NET)	1704 64% EI	1809 62% FJ	337 75% DAEGIK	275 65% FJ	184 56% I	185 53% J	298 69% AEIK	290 65% FJ	189 53% I	194 53% J	696 64% EI	865 65% BFJ
Organized groups from outside my country	1334 50% BEIK	1267 43% F	287 64% DAEIK	213 50% BFJL	139 42% I	126 36% J	255 59% HAEIK	206 46% F	147 41% I	152 41% J	506 46% EI	570 43% F
Organized groups from within my country	1314 49% BEI	1349 46% FJ	282 63% DAEGIK	214 51% BFJ	143 43% I	134 39% J	244 56% AEIK	233 52% BFJ	113 32% I	110 30% J	532 49% EI	658 49% BFJ
INDIVIDUALS (NET)	1603 60% BGI	1614 55% HJ	304 68% AGIK	264 62% BHJL	212 64% GI	199 57% HJ	217 50% I	221 49% J	198 55% I	177 48% J	672 61% LGI	753 56% HJ
Individuals from outside my country	1254 47% BE	1211 41% J	258 58% DAEGIK	210 50% BFHJL	139 42% I	140 40% J	185 43% I	174 39% J	153 43% J	127 34% J	519 47% L	560 42% J
Individuals from my country	1227 46% BGIK	1142 39% J	262 59% DAGIK	203 48% BHJL	178 54% FAGIK	149 43% HJ	175 41% I	160 36% J	135 38% J	112 30% J	477 44% L	518 39% J
Don't know	303 11% K	374 13% L	41 9% I	51 12% I	38 11% I	49 14% L	65 15% ACK	72 16% BL	52 15% ACK	68 18% BDL	107 10% I	134 10% I
Not Sure	3 *	-	-	-	-	-	1 *	-	-	-	2 *	-
Sigma	5435 204%	5343 183%	1130 253%	891 211%	637 192%	598 172%	925 214%	845 189%	600 168%	569 154%	2143 196%	2440 182%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

			Region									
	2015 Total Registrants	2016 Total Registrants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1820	2155	335	286	193	201	264	303	251	264	777	1101
ORGANIZED GROUPS (NET)	1163 64% BEI	1246 58% J	221 66% DEI	165 58%	110 57%	106 53%	181 69% HEI	163 54%	139 55%	132 50%	512 66% EI	680 62% BFHJ
Organized groups from outside my country	926 51% BK	824 38%	192 57% DAEIK	124 43% J	89 46% F	72 36%	159 60% HAEIK	115 38%	117 47% J	90 34%	369 47% L	423 38%
Organized groups from within my country	855 47% BEI	886 41% FJ	184 55% DAEI	125 44% FJ	77 40% I	66 33%	144 55% HAEI	119 39% J	73 29%	80 30%	377 49% EI	496 45% BFJ
INDIVIDUALS (NET)	1090 60% BI	1131 52% J	249 74% DAEGIK	172 60% BFHJ	117 61% FI	95 47%	154 58% HI	150 50%	119 47%	123 47%	451 58% I	591 54% J
Individuals from outside my country	891 49% BIK	857 40%	201 60% DAEIK	135 47% BFJL	96 50% FI	69 34%	138 52% HI	126 42%	97 39%	93 35%	359 46% LI	434 39%
Individuals from my country	789 43% BIK	739 34% J	216 64% DAEGIK	122 43% BFHJL	72 37%	58 29%	124 47% HEIK	94 31%	72 29%	66 25%	305 39% I	399 36% FJ
Don't know	219 12% C	333 15% AL	28 8%	49 17% CL	21 11%	39 19% EL	39 15% C	64 21% BL	49 20% ACEK	50 19% L	82 11%	131 12%
Not Sure	1 *	-	-	-	-	-	-	-	1 *	-	-	-
Sigma	3681 202%	3639 169%	821 245%	555 194%	355 184%	304 151%	604 229%	518 171%	409 163%	379 144%	1492 192%	1883 171%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Q1105_4. What do you think are the source(s) for each type of abusive Internet behavior?

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Table 347

4. Stolen credentials

Base: Familiar With Abusive Internet Behavior

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2379	2708	405	382	267	311	401	416	312	325	994	1274
ORGANIZED GROUPS (NET)	1595 67% BEI	1659 61% FJ	307 76% DAEIK	240 63% FJ	164 61% I	168 54% HAEIK	283 71% HEI	253 61% J	171 55% J	167 51% J	670 67% I	831 65% BFJ
Organized groups from outside my country	1281 54% BEIK	1158 43% FJ	279 69% DAEIK	198 52% BFJL	122 46% F	106 34% HAEIK	245 61% BFJL	201 48% J	132 42% J	114 35% J	503 51% LI	539 42% FJ
Organized groups from within my country	1201 50% BI	1225 45% J	244 60% DAEIK	175 46% J	125 47% I	130 42% J	226 56% HAEIK	184 44% J	106 34% J	101 31% J	500 50% I	635 50% BFHJ
INDIVIDUALS (NET)	1413 59% B	1460 54% J	286 71% DAEIK	236 62% BFHJL	151 57% I	167 54% J	228 57% J	226 54% J	171 55% J	145 45% J	577 58% L	686 54% J
Individuals from outside my country	1152 48% BEI	1107 41% FJ	256 63% DAEIK	195 51% BFJL	105 39% I	110 35% J	201 50% EI	189 45% BFJL	123 39% J	112 34% J	467 47% LEI	501 39% J
Individuals from my country	1098 46% BIK	1023 38% J	246 61% DAEIK	181 47% BFHJL	122 46% I	120 39% J	189 47% H	163 39% J	125 40% J	82 25% J	416 42% L	477 37% J
Don't know	267 11% C	371 14% AL	33 8% I	52 14% C	40 15% ACK	44 14% I	53 13% C	74 18% BL	44 14% CK	68 21% IBDFL	97 10% J	133 10% J
Not Sure	2 * -	- -	- -	- -	- -	- -	1 * -	- -	- -	- -	1 * -	- -
Sigma	5001 210%	4884 180%	1058 261%	801 210%	514 193%	510 164%	915 228%	811 195%	530 170%	477 147%	1984 200%	2285 179%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Q1105_5. What do you think are the source(s) for each type of abusive Internet behavior?

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Table 348

5. Malware

Base: Familiar With Abusive Internet Behavior

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2558	2804	439	417	324	336	424	427	330	337	1041	1287
ORGANIZED GROUPS (NET)	1764 69% BEI	1737 62% FJ	336 77% DAEIK	266 64% FJ	201 62% F	176 52% HAEI	310 73% FJ	268 63% J	201 61% J	179 53% J	716 69% EI	848 66% BFJ
Organized groups from outside my country	1487 58% BEK	1315 47% F	307 70% DAEIK	226 54% BFJL	171 53% F	138 41% HAEIK	279 66% BFL	219 51% J	180 55% J	151 45% J	550 53% L	581 45% J
Organized groups from within my country	1240 48% BEI	1168 42% FJ	256 58% DAEIK	183 44% FJ	135 42% FI	103 31% HAEIK	241 57% FJ	190 44% J	82 25% J	83 25% J	526 51% EI	609 47% BFJ
INDIVIDUALS (NET)	1454 57% BI	1497 53% J	302 69% DAEGIK	251 60% BFHJL	175 54% J	182 54% J	233 55% I	224 52% J	160 48% J	146 43% J	584 56% L	694 54% J
Individuals from outside my country	1251 49% BIK	1215 43% J	280 64% DAEGIK	224 54% BFHJL	144 44% J	134 40% J	211 50% I	196 46% J	134 41% J	124 37% J	482 46% L	537 42% J
Individuals from my country	1080 42% BI	962 34% J	252 57% DAEGIK	173 41% BJL	122 38% I	123 37% J	186 44% HI	154 36% J	100 30% J	60 18% J	420 40% LI	452 35% J
Don't know	326 13% C	399 14% L	40 9% J	58 14% CL	48 15% C	65 19% BDL	61 14% C	73 17% L	54 16% ACK	73 22% BDL	123 12% J	130 10% J
Not Sure	4 * B	-	1 *	-	-	-	1 *	-	-	-	2 *	-
Sigma	5388 211%	5059 180%	1136 259%	864 207%	620 191%	563 168%	979 231%	832 195%	550 167%	491 146%	2103 202%	2309 179%

Proportions/Means: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Q1115. How common do you feel each type of abusive Internet behavior is?
SUMMARY TABLE OF TOP 2 BOX

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Table 349

Base: Familiar With Abusive Internet Behavior (Variable Bases)

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Phishing	2161 87% B	2245 85% FH	395 94% AEGIK	352 92% BFHJL	228 84% F	197 74% F	347 88% H	327 81% H	274 85% H	284 87% FH	917 86% H	1085 86% FH
Spamming	2482 93% BK	2647 90% H	430 96% AGK	401 95% BHJL	310 94% H	317 91% H	400 93% H	383 86% H	337 94% J	332 90% H	1005 92% H	1214 91% H
Cyber squatting	1391 76% G	1626 75% H	274 82% DAGI	215 75% H	144 75% H	147 73% H	184 70% H	196 65% H	188 75% H	206 78% H	601 77% G	862 78% BH
Stolen credentials	1954 82% EG	2174 80% FH	361 89% AEGIK	335 88% BFHL	205 77% H	236 76% H	302 75% H	307 74% H	261 84% EG	269 83% FH	825 83% EG	1027 81% H
Malware	2336 91% B	2461 88% H	415 95% AEGK	383 92% BFH	294 91% F	286 85% H	379 89% H	356 83% H	305 92% J	296 88% H	943 91% H	1140 89% H

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Q1115. How common do you feel each type of abusive Internet behavior is?

SUMMARY TABLE OF BOTTOM 2 BOX

Base: Familiar With Abusive Internet Behavior (Variable Bases)

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Phishing	238 10% C	273 10% D	15 4%	18 5%	31 11% C	50 19% EBD HJL	34 9% C	47 12% D	38 12% C	28 9% D	120 11% AC	130 10% D
Spamming	115 4% C	167 6% AD	7 2%	8 2%	9 3%	15 4% D	13 3% GD	32 7% C	15 4% C	26 7% D	71 6% ACEG	86 6% D
Cyber squatting	335 18% C	364 17% C	43 13%	45 16%	35 18%	38 19%	60 23% C	63 21% L	53 21% C	42 16%	144 19% C	176 16% D
Stolen credentials	339 14% C	401 15% D	33 8%	31 8%	45 17% C	56 18% D	80 20% ACIK	73 18% D	43 14% C	41 13% D	138 14% C	200 16% D
Malware	134 5% C	210 7% A	12 3%	22 5%	15 5%	25 7%	28 7% C	41 10% D	16 5%	27 8%	63 6% C	95 7% D

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Q1115_1. How common do you feel each type of abusive Internet behavior is?

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Table 351

1. Phishing

Base: Familiar With Abusive Internet Behavior

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2473	2644	421	382	270	265	395	405	321	327	1066	1265
TOP 2 BOX (NET)	2161 87% B	2245 85% FH	395 94% AEGIK	352 92% BFHJL	228 84% F	197 74% H	347 88% H	327 81% H	274 85% FH	284 87% FH	917 86% FH	1085 86% FH
Very common	1346 54% BK	1313 50% FL	305 72% AEGIK	254 66% BFHL	134 50% H	111 42% H	223 56% HK	188 46% H	174 54% K	195 60% BFHL	510 48% H	565 45% H
Somewhat common	815 33% C	932 35% DJ	90 21% H	98 26% H	94 35% C	86 32% H	124 31% C	139 34% DJ	100 31% C	89 27% H	407 38% ACGI	520 41% BDFHJ
BOTTOM 2 BOX (NET)	238 10% C	273 10% D	15 4% H	18 5% H	31 11% C EBDHJL	50 19% H	34 9% C	47 12% D	38 12% C	28 9% D	120 11% AC	130 10% D
Not very common	193 8% C	223 8% D	13 3% H	17 4% H	25 9% C EBDHJL	40 15% H	27 7% C	35 9% D	29 9% C	22 7% H	99 9% AC	109 9% D
Not at all common	45 2% C	50 2% D	2 * H	1 * H	6 2% C BDL	10 4% H	7 2% H	12 3% D	9 3% C	6 2% D	21 2% C	21 2% D
Don't know	71 3% A	126 5% A	10 2% H	12 3% H	11 4% H	18 7% DL	14 4% H	31 8% GBDL	9 3% H	15 5% H	27 3% H	50 4% H
Not Sure	3 * H	- H	1 * H	- H	- H	- H	- H	- H	- H	- H	2 * H	- H
Sigma	2473 100%	2644 100%	421 100%	382 100%	270 100%	265 100%	395 100%	405 100%	321 100%	327 100%	1066 100%	1265 100%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Q1115_2. How common do you feel each type of abusive Internet behavior is?

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Table 352

2. Spamming

Base: Familiar With Abusive Internet Behavior

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2664	2926	447	423	331	347	432	447	358	369	1096	1340
TOP 2 BOX (NET)	2482 93% BK	2647 90% H	430 96% AGK	401 95% BHJL	310 94% H	317 91% H	400 93% H	383 86% H	337 94% J	332 90% H	1005 92% H	1214 91% H
Very common	2095 79% BK	2064 71% HL	403 90% DAEGIK	343 81% BHL	278 84% FAK	266 77% BHL	342 79% HK	286 64% HK	301 84% JAK	285 77% BHL	771 70% L	884 66% L
Somewhat common	387 15% CEI	583 20% ADFJ	27 6% C	58 14% C	32 10% E	51 15% E	58 13% C	97 22% GDFJ	36 10% C	47 13% C	234 21% ACEGI	330 25% BDFJ
BOTTOM 2 BOX (NET)	115 4% C	167 6% AD	7 2% D	8 2% D	9 3% D	15 4% D	13 3% D	32 7% GD	15 4% C	26 7% D	71 6% ACEG	86 6% D
Not very common	92 3% CE	117 4% D	6 1% D	7 2% D	5 2% D	10 3% D	9 2% D	21 5% GD	13 4% C	21 6% D	59 5% ACEG	58 4% D
Not at all common	23 1% AD	50 2% AD	1 * D	1 * D	4 1% D	5 1% D	4 1% D	11 2% D	2 1% D	5 1% D	12 1% D	28 2% D
Don't know	64 2% K	112 4% AL	9 2% D	14 3% D	12 4% K	15 4% D	18 4% AIK	32 7% BDJL	6 2% D	11 3% D	19 2% D	40 3% K
Not Sure	3 * D	- * D	1 * D	- * D	- * D	- * D	1 * D	- * D	- * D	- * D	1 * D	- * D
Sigma	2664 100%	2926 100%	447 100%	423 100%	331 100%	347 100%	432 100%	447 100%	358 100%	369 100%	1096 100%	1340 100%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

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Table 353

3. Cyber squatting

Base: Familiar With Abusive Internet Behavior

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1820	2155	335	286	193	201	264	303	251	264	777	1101
TOP 2 BOX (NET)	1391 76% G	1626 75% H	274 82% DAGI	215 75% H	144 75% H	147 73% H	184 70% H	196 65% H	188 75% H	206 78% H	601 77% G	862 78% BH
Very common	685 38% B	737 34% H	145 43% AGK	110 38% H	74 38% H	66 33% H	86 33% H	88 29% H	101 40% H	117 44% BFHL	279 36% H	356 32% H
Somewhat common	706 39% H	889 41% HJ	129 39% H	105 37% H	70 36% H	81 40% H	98 37% H	108 36% H	87 35% H	89 34% H	322 41% A	506 46% BDHJ
BOTTOM 2 BOX (NET)	335 18% C	364 17% C	43 13% C	45 16% C	35 18% C	38 19% C	60 23% C	63 21% L	53 21% C	42 16% C	144 19% C	176 16% C
Not very common	295 16% C	316 15% C	37 11% C	43 15% C	29 15% C	30 15% C	54 20% AC	51 17% C	46 18% C	36 14% C	129 17% C	156 14% C
Not at all common	40 2% C	48 2% C	6 2% C	2 1% C	6 3% C	8 4% D	6 2% C	12 4% BDL	7 3% C	6 2% C	15 2% C	20 2% C
Don't know	92 5% AL	165 8% AL	17 5% L	26 9% L	14 7% L	16 8% L	20 8% AK	44 15% GBDFJL	10 4% L	16 6% L	31 4% L	63 6% L
Not Sure	2 * L	- * L	1 * L	- * L	- * L	- * L	- * L	- * L	- * L	- * L	1 * L	- * L
Sigma	1820 100%	2155 100%	335 100%	286 100%	193 100%	201 100%	264 100%	303 100%	251 100%	264 100%	777 100%	1101 100%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Q1115_4. How common do you feel each type of abusive Internet behavior is?

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Table 354

4. Stolen credentials

Base: Familiar With Abusive Internet Behavior

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2379	2708	405	382	267	311	401	416	312	325	994	1274
TOP 2 BOX (NET)	1954 82% EG	2174 80% FH	361 89% AEGIK	335 88% BFHL	205 77%	236 76%	302 75%	307 74%	261 84% EG	269 83% FH	825 83% EG	1027 81% H
Very common	1104 46% BKG	1108 41% HL	249 61% DAEGIK	186 49% BHL	119 45%	140 45% HL	152 38%	143 34%	169 54% AEGK	163 50% BHL	415 42% L	476 37%
Somewhat common	850 36% CI	1066 39% AFJ	112 28%	149 39% CF	86 32%	96 31%	150 37% CI	164 39% F	92 29%	106 33%	410 41% ACEI	551 43% BFJ
BOTTOM 2 BOX (NET)	339 14% C	401 15% D	33 8%	31 8%	45 17% C	56 18% D	80 20% ACIK	73 18% D	43 14% C	41 13% D	138 14% C	200 16% D
Not very common	297 12% C	342 13% D	30 7%	29 8%	36 13% C	44 14% D	70 17% ACIK	63 15% D	36 12%	36 11%	125 13% C	170 13% D
Not at all common	42 2% D	59 2% D	3 1%	2 1%	9 3% ACK	12 4% BD	10 2% C	10 2% D	7 2%	5 2%	13 1%	30 2% D
Don't know	83 3%	133 5% AL	10 2%	16 4%	17 6% ACIK	19 6%	18 4%	36 9% GBDJL	8 3%	15 5%	30 3%	47 4%
Not Sure	3 *	-	1 *	-	-	-	1 *	-	-	-	1 *	-
Sigma	2379 100%	2708 100%	405 100%	382 100%	267 100%	311 100%	401 100%	416 100%	312 100%	325 100%	994 100%	1274 100%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Q1115_5. How common do you feel each type of abusive Internet behavior is?

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Table 355

5. Malware

Base: Familiar With Abusive Internet Behavior

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2558	2804	439	417	324	336	424	427	330	337	1041	1287
TOP 2 BOX (NET)	2336 91% B	2461 88% H	415 95% AEGK	383 92% BFH	294 91% F	286 85% H	379 89% H	356 83% J	305 92% J	296 88% H	943 91% H	1140 89% H
Very common	1737 68% BGK	1623 58% HL	351 80% DAEGK	281 67% BHL	233 72% FGK	211 63% HL	260 61% H	217 51% H	247 75% JAGK	216 64% BHL	646 62% L	698 54% L
Somewhat common	599 23% CEI	838 30% ADFJ	64 15% H	102 24% C	61 19% H	75 22% H	119 28% ACEI	139 33% DFJ	58 18% H	80 24% H	297 29% ACEI	442 34% KBDFJ
BOTTOM 2 BOX (NET)	134 5% C	210 7% A	12 3% H	22 5% H	15 5% H	25 7% H	28 7% C	41 10% D	16 5% H	27 8% H	63 6% C	95 7% H
Not very common	96 4% C	152 5% A	9 2% H	21 5% C	9 3% H	11 3% H	21 5% C	29 7% F	11 3% H	23 7% IF	46 4% C	68 5% H
Not at all common	38 1% D	58 2% D	3 1% H	1 * H	6 2% H	14 4% BDJL	7 2% H	12 3% D	5 2% H	4 1% H	17 2% H	27 2% D
Don't know	82 3% AD	133 5% AD	10 2% H	12 3% H	15 5% H	25 7% BDL	16 4% H	30 7% GBDL	9 3% H	14 4% H	32 3% H	52 4% H
Not Sure	6 * B	-	2 * H	-	-	-	1 * H	-	-	-	3 * H	-
Sigma	2558 100%	2804 100%	439 100%	417 100%	324 100%	336 100%	424 100%	427 100%	330 100%	337 100%	1041 100%	1287 100%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Q1120. Have you ever been affected by any of these types of abusive Internet behaviors?

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Table 356

SUMMARY TABLE OF YES

Base: Familiar With Abusive Internet Behavior (Variable Bases)

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Phishing	958 39% G	974 37% FH	207 49% AEGIK	173 45% BFHJL	110 41% F	77 29% F	132 33% G	128 32% H	118 37% I	109 33% J	391 37% K	487 38% L
Spamming	2086 78% BK	2145 73% L	385 86% DAGIK	339 80% BHJL	276 83% AGIK	298 86% BDHJL	333 77% H	314 70% I	272 76% J	272 74% K	820 75% L	922 69% M
Cyber squatting	484 27% BGI	491 23% HJ	107 32% DAGI	53 19% F	49 25% G	38 19% H	47 18% I	54 18% J	52 21% K	44 17% L	229 29% M	302 27% N
Stolen credentials	562 24% G	616 23% FH	107 26% G	89 23% FH	61 23% FG	39 13% H	64 16% I	61 15% J	69 22% K	62 19% L	261 26% M	365 29% N
Malware	1714 67% BGK	1688 60% H	341 78% DAGIK	285 68% BHJL	240 74% AGK	228 68% BHJL	245 58% H	214 50% I	228 69% JG	194 58% H	660 63% G	767 60% H

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

O1120 1. Have you ever been affected by any of these types of abusive Internet behaviors?

1. Phishing

Base: Familiar With Abusive Internet Behavior

			Region									
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2473	2644	421	382	270	265	395	405	321	327	1066	1265
Yes	958 39% G	974 37% FH	207 49% AEGIK	173 45% BFHJL	110 41% F	77 29%	132 33%	128 32%	118 37%	109 33%	391 37%	487 38% FH
No	1257 51% C	1378 52% D	178 42%	169 44%	138 51% C	145 55% D	227 57% ACI	228 56% D	159 50% C	178 54% D	555 52% C	658 52% D
Not sure	258 10%	292 11% L	36 9%	40 10%	22 8%	43 16% EBDL	36 9%	49 12%	44 14% ACE	40 12%	120 11%	120 9%
Sigma	2473 100%	2644 100%	421 100%	382 100%	270 100%	265 100%	395 100%	405 100%	321 100%	327 100%	1066 100%	1265 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Q1120_2. Have you ever been affected by any of these types of abusive Internet behaviors?

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Table 358

2. Spamming

Base: Familiar With Abusive Internet Behavior

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2664	2926	447	423	331	347	432	447	358	369	1096	1340
Yes	2086 78% BK	2145 73% L	385 86% DAGIK	339 80% BHJL	276 83% AGIK	298 86% BDHJL	333 77% H	314 70% H	272 76% H	272 74% H	820 75% L	922 69% L
No	449 17% C	613 21% ADF	47 11% CF	66 16% CF	46 14% CF	34 10% CF	81 19% C	98 22% DF	61 17% C	82 22% DF	214 20% ACE	333 25% KBDF
Not sure	129 5% E	168 6% E	15 3% E	18 4% E	9 3% E	15 4% E	18 4% GBDFJ	35 8% GBDFJ	25 7% ACE	15 4% ACE	62 6% E	85 6% E
Sigma	2664 100%	2926 100%	447 100%	423 100%	331 100%	347 100%	432 100%	447 100%	358 100%	369 100%	1096 100%	1340 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Q1120_3. Have you ever been affected by any of these types of abusive Internet behaviors?

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3. Cyber squatting

Base: Familiar With Abusive Internet Behavior

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1820	2155	335	286	193	201	264	303	251	264	777	1101
Yes	484 27% BGI	491 23% HJ	107 32% DAGI	53 19%	49 25%	38 19%	47 18%	54 18%	52 21%	44 17%	229 29% AGI	302 27% BDFHJ
No	1114 61% K	1369 64% L	191 57%	187 65% C	119 62%	121 60%	189 72% ACEK	207 68% L	165 66% CK	189 72% BFL	450 58%	665 60%
Not sure	222 12%	295 14% L	37 11%	46 16%	25 13%	42 21% EBHJL	28 11%	42 14%	34 14%	31 12%	98 13%	134 12%
Sigma	1820 100%	2155 100%	335 100%	286 100%	193 100%	201 100%	264 100%	303 100%	251 100%	264 100%	777 100%	1101 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Q1120_4. Have you ever been affected by any of these types of abusive Internet behaviors?

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4. Stolen credentials

Base: Familiar With Abusive Internet Behavior

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2379	2708	405	382	267	311	401	416	312	325	994	1274
Yes	562 24% G	616 23% FH	107 26% G	89 23% FH	61 23% FG	39 13%	64 16%	61 15%	69 22% G	62 19% F	261 26% AG	365 29% BDFHJ
No	1537 65% K	1780 66% L	261 64%	264 69% L	178 67% K	228 73% BL	300 75% ACEIK	301 72% BL	208 67% K	236 73% BL	590 59%	751 59%
Not sure	280 12%	312 12% D	37 9%	29 8%	28 10%	44 14% DJ	37 9%	54 13% DJ	35 11%	27 8%	143 14% ACG	158 12% DJ
Sigma	2379 100%	2708 100%	405 100%	382 100%	267 100%	311 100%	401 100%	416 100%	312 100%	325 100%	994 100%	1274 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

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5. Malware

Base: Familiar With Abusive Internet Behavior

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2558	2804	439	417	324	336	424	427	330	337	1041	1287
Yes	1714 67% BGK	1688 60% H	341 78% DAGIK	285 68% BHJL	240 74% AGK	228 68% BHJL	245 58% H	214 50% H	228 69% JG	194 58% H	660 63% G	767 60% H
No	640 25% CEI	886 32% ADF	74 17%	107 26% C	60 19%	72 21%	146 34% ACEIK	167 39% BDFJL	68 21%	106 31% IF	292 28% ACEI	434 34% KBDF
Not sure	204 8% C	230 8% L	24 5%	25 6%	24 7%	36 11% DL	33 8%	46 11% BDL	34 10% C	37 11% DL	89 9% C	86 7%
Sigma	2558 100%	2804 100%	439 100%	417 100%	324 100%	336 100%	424 100%	427 100%	330 100%	337 100%	1041 100%	1287 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

Base: Familiar With Abusive Internet Behavior (Variable Bases)

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Phishing	1718 69% CG	1943 73% ADH	223 53%	213 56%	200 74% CG	213 80% BDH	246 62% C	268 66% D	216 67% C	242 74% DH	833 78% ACGI	1007 80% BDHJ
Spamming	1403 53% CEG	1624 56% ADFHJ	154 34%	179 42% C	148 45% C	167 48%	206 48% C	223 50% D	194 54% CE	185 50% D	701 64% ACEGI	870 65% BDFHJ
Cyber squatting	1088 60% C	1423 66% AD	121 36%	140 49% C	133 69% ACG	157 78% EBDHJL	145 55% C	187 62% D	170 68% ACG	177 67% D	519 67% ACG	762 69% BDH
Stolen credentials	1925 81% CG	2224 82%	310 77%	301 79%	221 83% G	264 85% D	301 75%	334 80%	248 79%	265 82%	845 85% ACGI	1060 83% D
Malware	1972 77% CG	2201 78% D	305 69%	306 73%	239 74%	263 78%	309 73%	327 77%	251 76% C	267 79%	868 83% ACEGI	1038 81% BD

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Q1125. How scared are you of each of the following?

SUMMARY TABLE OF BOTTOM 2 BOX

Base: Familiar With Abusive Internet Behavior (Variable Bases)

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Phishing	751 30% BK	701 27% FL	197 47% AEGIK	169 44% BFHJL	70 26%	52 20%	148 37% AEK	137 34% BFJL	105 33% K	85 26% L	231 22%	258 20%
Spamming	1256 47% BK	1302 44% L	292 65% DAEGIK	244 58% BHJL	183 55% AIK	180 52% BL	224 52% AK	224 50% BL	164 46% K	184 50% BL	393 36%	470 35%
Cyber squatting	729 40% BEIK	732 34% FL	213 64% DAEGIK	146 51% BFHJL	60 31% F	44 22%	118 45% EIK	116 38% FL	81 32% F	87 33% F	257 33%	339 31% F
Stolen credentials	450 19% K	484 18% AK	94 23% AK	81 21% FL	46 17%	47 15%	98 24% AEK	82 20%	64 21% K	60 18%	148 15%	214 17%
Malware	583 23% K	603 22% L	133 30% AK	111 27% BL	85 26% K	73 22%	114 27% AK	100 23%	79 24% K	70 21%	172 17%	249 19%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Q1125_1. How scared are you of each of the following?
1. Phishing

Base: Familiar With Abusive Internet Behavior

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2473	2644	421	382	270	265	395	405	321	327	1066	1265
TOP 2 BOX (NET)	1718 69% CG	1943 73% ADH	223 53%	213 56%	200 74% CG	213 80% BDH	246 62% C	268 66% D	216 67% C	242 74% DH	833 78% ACGI	1007 80% BDHJ
Very scared	761 31% C	931 35% ADH	88 21%	89 23%	116 43% ACGIK	133 50% BDHJL	121 31% C	118 29%	103 32% C	113 35% D	333 31% C	478 38% KBDH
Somewhat scared	957 39% CEG	1012 38% DF	135 32%	124 32%	84 31%	80 30%	125 32%	150 37%	113 35%	129 39% F	500 47% LACEGI	529 42% BDF
BOTTOM 2 BOX (NET)	751 30% BK	701 27% FL	197 47% AEGIK	169 44% BFHJL	70 26%	52 20%	148 37% AEK	137 34% BFJL	105 33% K	85 26% L	231 22%	258 20%
Not very scared	479 19% K	521 20% FL	117 28% AEIK	123 32% BFHJL	41 15%	39 15%	91 23% AEK	101 25% BFL	63 20%	62 19%	167 16%	196 15%
Not at all scared	272 11% BK	180 7% L	80 19% DAEIK	46 12% BFJL	29 11% FK	13 5%	57 14% HAK	36 9% L	42 13% JK	23 7%	64 6%	62 5%
Not Sure	4 * B	-	1 *	-	-	-	1 *	-	-	-	2 *	-
Sigma	2473 100%	2644 100%	421 100%	382 100%	270 100%	265 100%	395 100%	405 100%	321 100%	327 100%	1066 100%	1265 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Q1125_2. How scared are you of each of the following?

2. Spamming

Base: Familiar With Abusive Internet Behavior

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2664	2926	447	423	331	347	432	447	358	369	1096	1340
TOP 2 BOX (NET)	1403 53% CEG	1624 56% ADFHJ	154 34% C	179 42% C	148 45% C	167 48% C	206 48% C	223 50% D	194 54% CE	185 50% D	701 64% ACEGI	870 65% BDFHJ
Very scared	513 19% C	600 21% D	49 11% C	62 15% C	65 20% C	61 18% C	72 17% C	79 18% C	88 25% ACG	86 23% DH	239 22% ACG	312 23% BDFH
Somewhat scared	890 33% CE	1024 35% DJ	105 23% C	117 28% C	83 25% C	106 31% C	134 31% C	144 32% C	106 30% C	99 27% C	462 42% ACEGI	558 42% BDFHJ
BOTTOM 2 BOX (NET)	1256 47% BK	1302 44% L	292 65% DAEGIK	244 58% BHJL	183 55% AIK	180 52% BL	224 52% AK	224 50% BL	164 46% K	184 50% BL	393 36% L	470 35% L
Not very scared	769 29% K	878 30% L	156 35% AGK	151 36% BL	100 30% C	108 31% C	120 28% C	153 34% GBL	103 29% K	116 31% L	290 26% L	350 26% L
Not at all scared	487 18% BK	424 14% L	136 30% DAGIK	93 22% BHL	83 25% AIK	72 21% BL	104 24% HAIK	71 16% L	61 17% K	68 18% BL	103 9% L	120 9% L
Not Sure	5 * B	- -	1 *	- -	- -	- -	2 *	- -	- -	- -	2 *	- -
Sigma	2664 100%	2926 100%	447 100%	423 100%	331 100%	347 100%	432 100%	447 100%	358 100%	369 100%	1096 100%	1340 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Q1125_3. How scared are you of each of the following?

3. Cyber squatting

Base: Familiar With Abusive Internet Behavior

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1820	2155	335	286	193	201	264	303	251	264	777	1101
TOP 2 BOX (NET)	1088 60% C	1423 66% AD	121 36% C	140 49% C	133 69% ACG	157 78% EBDHJL	145 55% C	187 62% D	170 68% ACG	177 67% D	519 67% ACG	762 69% BDH
Very scared	457 25% C	576 27% D	38 11% C	55 19% C	72 37% ACGK	79 39% BDHJL	57 22% C	79 26% D	85 34% ACGK	78 30% D	205 26% C	285 26% D
Somewhat scared	631 35% C	847 39% AD	83 25% C	85 30% C	61 32% C	78 39% D	88 33% C	108 36% C	85 34% C	99 38% C	314 40% ACEG	477 43% BDH
BOTTOM 2 BOX (NET)	729 40% BEIK	732 34% FL	213 64% DAEGIK	146 51% BFHJL	60 31% F	44 22% C	118 45% EIK	116 38% FL	81 32% C	87 33% F	257 33% C	339 31% F
Not very scared	447 25% EI	517 24% F	116 35% AEGIK	82 29% BF	34 18% C	32 16% C	62 23% C	82 27% F	46 18% C	60 23% C	189 24% EI	261 24% F
Not at all scared	282 15% BK	215 10% FL	97 29% AEGIK	64 22% BFHJL	26 13% FK	12 6% C	56 21% HAEIK	34 11% FL	35 14% K	27 10% C	68 9% C	78 7% C
Not Sure	3 *	-	1 *	-	-	-	1 *	-	-	-	1 *	-
Sigma	1820 100%	2155 100%	335 100%	286 100%	193 100%	201 100%	264 100%	303 100%	251 100%	264 100%	777 100%	1101 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Q1125_4. How scared are you of each of the following?

4. Stolen credentials

Base: Familiar With Abusive Internet Behavior

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2379	2708	405	382	267	311	401	416	312	325	994	1274
TOP 2 BOX (NET)	1925 81% CG	2224 82% CG	310 77% CG	301 79% CG	221 83% G	264 85% D	301 75% CG	334 80% CG	248 79% CG	265 82% CG	845 85% ACGI	1060 83% D
Very scared	1159 49% CG	1282 47% DH	173 43% CG	162 42% CG	151 57% ACGK	188 60% BDHJL	175 44% CG	161 39% CG	175 56% ACGK	171 53% BDH	485 49% C	600 47% H
Somewhat scared	766 32% EI	942 35% FJ	137 34% EI	139 36% FJ	70 26% FJ	76 24% FJ	126 31% I	173 42% GBFJL	73 23% CG	94 29% CG	360 36% AEI	460 36% FJ
BOTTOM 2 BOX (NET)	450 19% K	484 18% AK	94 23% AK	81 21% FL	46 17% FL	47 15% FL	98 24% AEK	82 20% AEK	64 21% K	60 18% K	148 15% K	214 17% K
Not very scared	298 13% K	367 14% K	63 16% AEK	60 16% AEK	24 9% AEK	35 11% AEK	65 16% AEK	62 15% AEK	43 14% AEK	46 14% AEK	103 10% AEK	164 13% AEK
Not at all scared	152 6% BK	117 4% BK	31 8% K	21 5% K	22 8% FK	12 4% FK	33 8% HK	20 5% HK	21 7% HK	14 4% HK	45 5% HK	50 4% HK
Not Sure	4 * B	- - B	1 * B	- - B	- - B	- - B	2 * B	- - B	- - B	- - B	1 * B	- - B
Sigma	2379 100%	2708 100%	405 100%	382 100%	267 100%	311 100%	401 100%	416 100%	312 100%	325 100%	994 100%	1274 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

5. Malware

Base: Familiar With Abusive Internet Behavior

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2558	2804	439	417	324	336	424	427	330	337	1041	1287
TOP 2 BOX (NET)	1972 77% CG	2201 78% D	305 69%	306 73%	239 74%	263 78%	309 73%	327 77%	251 76% C	267 79%	868 83% ACEGI	1038 81% BD
Very scared	953 37% C	1044 37% DH	132 30%	123 29%	113 35%	120 36%	142 33%	131 31%	140 42% ACEG	136 40% DH	426 41% ACG	534 41% BDH
Somewhat scared	1019 40% I	1157 41% L	173 39%	183 44%	126 39%	143 43%	167 39%	196 46% BL	111 34%	131 39%	442 42% AI	504 39%
BOTTOM 2 BOX (NET)	583 23% K	603 22% L	133 30% AK	111 27% BL	85 26% K	73 22%	114 27% AK	100 23%	79 24% K	70 21%	172 17%	249 19%
Not very scared	379 15% K	452 16% L	82 19% AK	83 20% BL	51 16% K	54 16%	75 18% K	74 17%	51 15%	54 16%	120 12%	187 15% K
Not at all scared	204 8% BK	151 5%	51 12% DAK	28 7%	34 10% FK	19 6%	39 9% K	26 6%	28 8% K	16 5%	52 5%	62 5%
Not Sure	3 *	-	1 *	-	-	-	1 *	-	-	-	1 *	-
Sigma	2558 100%	2804 100%	439 100%	417 100%	324 100%	336 100%	424 100%	427 100%	330 100%	337 100%	1041 100%	1287 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

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Table 369

SUMMARY TABLE OF PURCHASED

Base: All Qualified Respondents

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3207	3349	469	460	386	415	504	534	409	401	1439	1539
Malware	2208 69% BE	2229 67% DAEG	341 73% DAEG	303 66%	240 62%	260 63%	332 66%	345 65%	285 70% E	294 73% BDFHL	1010 70% LE	1027 67%
Stolen credentials	1805 56% EI	1828 55% FHJ	261 56% E	235 51%	182 47%	199 48%	271 54%	270 51%	204 50%	198 49%	887 62% ACEGI	926 60% BDFHJ
Phishing	1762 55% CEI	1771 53% DF	238 51%	214 47%	172 45%	192 46%	270 54% E	276 52%	204 50%	195 49%	878 61% ACEGI	894 58% BDFHJ
Spamming	1707 53% B	1637 49%	238 51%	213 46%	188 49%	190 46%	252 50%	248 46%	205 50%	193 48%	824 57% LACEGI	793 52% BDFH
Cyber squatting	1480 46% CEG	1487 44% DH	151 32%	166 36%	148 38%	168 40%	210 42% C	210 39%	189 46% CE	186 46% DH	782 54% LACEGI	757 49% BDFH

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Q1130 1. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?

1. Phishing

Base: All Qualified Respondents

			Region									
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3207	3349	469	460	386	415	504	534	409	401	1439	1539
PURCHASED (NET)	1762 55% CEI	1771 53% DF	238 51%	214 47%	172 45%	192 46%	270 54% E	276 52%	204 50%	195 49%	878 61% ACEGI	894 58% BDFHJ
Purchased antivirus software for my computer	1470 46% BEI	1408 42% F	212 45%	191 42% F	152 39%	144 35%	243 48% EI	226 42% F	167 41%	159 40%	696 48% LAEI	688 45% BF
Purchased an identity protection plan	505 16% CEG	556 17% DH	57 12%	47 10%	43 11%	64 15% D	62 12%	70 13%	56 14%	55 14%	287 20% ACEGI	320 21% BDFHJ
Changed my Internet habits	1149 36% BGK	903 27% H	219 47% DAE	141 31% H	154 40% FGK	121 29% H	160 32% H	111 21% JAGK	178 44% BH	125 31% BH	438 30% L	405 26% H
Stopped making purchases online	332 10% CEG	357 11% DF	25 5%	26 6%	24 6%	29 7%	32 6%	52 10% GD	43 11% CEG	42 10% D	208 14% ACEGI	208 14% BDFH
Other	239 7% BEK	192 6% F	50 11% AEK	35 8% FL	17 4%	15 4%	51 10% AEK	41 8% BFL	31 8%	24 6%	90 6%	77 5%
None	433 14% K	643 19% AL	59 13%	111 24% CBJL	76 20% ACIK	97 23% BJL	98 19% ACIK	124 23% BJL	43 11%	69 17% I	157 11%	242 16% K
Not Sure	4 * B	-	2 * K	-	-	-	2 * K	-	-	-	-	-
Sigma	4132 129%	4059 121%	624 133%	551 120%	466 121%	470 113%	648 129%	624 117%	518 127%	474 118%	1876 130%	1940 126%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

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Table 371

2. Spamming

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3207	3349	469	460	386	415	504	534	409	401	1439	1539
PURCHASED (NET)	1707 53% B	1637 49%	238 51%	213 46%	188 49%	190 46%	252 50%	248 46%	205 50%	193 48%	824 57% LACEGI	793 52% BDFH
Purchased antivirus software for my computer	1456 45% B	1333 40%	219 47%	198 43%	174 45%	159 38%	227 45%	214 40%	171 42%	155 39%	665 46% L	607 39%
Purchased an identity protection plan	432 13% CEG	472 14% DH	42 9%	39 8%	31 8%	48 12%	53 11%	56 10%	52 13% E	57 14% D	254 18% ACEGI	272 18% BDFH
Changed my Internet habits	1098 34% BGK	928 28% H	200 43% DAGK	141 31% H	159 41% AGK	145 35% BHL	153 30% H	117 22%	177 43% JAGK	121 30% H	409 28%	404 26% H
Stopped making purchases online	284 9% CEG	318 9% DF	12 3%	26 6% C	18 5%	26 6%	28 6% C	40 7%	34 8% CE	28 7%	192 13% ACEGI	198 13% BDFHJ
Other	317 10% BK	263 8% FL	69 15% AEIK	51 11% BFL	28 7%	18 4%	65 13% AEK	61 11% BFL	36 9%	32 8% F	119 8%	101 7%
None	452 14% I	658 20% AL	69 15% I	98 21% C	53 14%	85 20% E	96 19% AEIK	131 25% GBJL	42 10%	74 18% I	192 13%	270 18% K
Not Sure	4 * B	-	1 *	-	-	-	1 *	-	-	-	2 *	-
Sigma	4043 126%	3972 119%	612 130%	553 120%	463 120%	481 116%	623 124%	619 116%	512 125%	467 116%	1833 127%	1852 120%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Q1130_3. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?

2 Aug 2016
Table 372

3. Cyber squatting

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3207	3349	469	460	386	415	504	534	409	401	1439	1539
PURCHASED (NET)	1480 46% CEG	1487 44% DH	151 32%	166 36%	148 38%	168 40%	210 42% C	210 39%	189 46% CE	186 46% DH	782 54% LACEGI	757 49% BDFH
Purchased antivirus software for my computer	1199 37% BC	1128 34%	136 29%	144 31%	135 35%	134 32%	181 36% C	177 33%	149 36% C	143 36%	598 42% LACEG	530 34%
Purchased an identity protection plan	466 15% CEG	543 16% DFH	33 7%	42 9%	30 8%	49 12%	56 11% C	58 11%	65 16% CEG	62 15% DH	282 20% ACEG	332 22% BDFHJ
Changed my Internet habits	842 26% BGK	723 22% DH	130 28% DG	78 17%	125 32% FAGK	105 25% DH	106 21%	97 18%	133 33% JAGK	100 25% DH	348 24%	343 22% DH
Stopped making purchases online	299 9% CEG	329 10% D	16 3%	24 5%	25 6% C	32 8%	27 5%	46 9% GD	56 14% ACEG	41 10% D	175 12% ACEG	186 12% BDFH
Other	222 7% B	165 5%	39 8% D	21 5%	20 5%	13 3%	38 8%	31 6%	31 8% J	15 4%	94 7%	85 6% F
None	865 27% IK	1038 31% AJL	199 42% AEIK	211 46% BFHJL	111 29% IK	133 32% JL	188 37% AEIK	197 37% BJL	78 19%	103 26% I	289 20%	394 26% K
Not Sure	9 * B	-	2 *	-	1 *	-	2 *	-	1 *	-	3 *	-
Sigma	3902 122%	3926 117%	555 118%	520 113%	447 116%	466 112%	598 119%	606 113%	513 125%	464 116%	1789 124%	1870 122%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Q1130_4. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?

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Table 373

4. Stolen credentials

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3207	3349	469	460	386	415	504	534	409	401	1439	1539
PURCHASED (NET)	1805 56% EI	1828 55% FHJ	261 56% E	235 51%	182 47%	199 48%	271 54%	270 51%	204 50%	198 49%	887 62% ACEGI	926 60% BDFHJ
Purchased antivirus software for my computer	1470 46% BEI	1377 41% FJ	218 46% I	191 42% FJ	157 41%	144 35%	239 47% HEI	219 41% FJ	155 38%	135 34%	701 49% LAEI	688 45% BFJ
Purchased an identity protection plan	591 18% EG	676 20% DH	90 19% EG	70 15%	44 11%	77 19% E	68 13%	75 14%	76 19% EG	83 21% DH	313 22% AEG	371 24% BDFH
Changed my Internet habits	1095 34% BK	873 26% L	212 45% DAEGK	131 28% L	140 36% FK	122 29%	169 34% HK	131 25%	170 42% JAGK	121 30% BL	404 28% L	368 24%
Stopped making purchases online	376 12% CG	401 12% DH	31 7%	35 8%	36 9%	39 9%	30 6%	48 9%	56 14% CG	49 12% D	223 15% ACEG	230 15% BDFH
Other	228 7% B	172 5% F	36 8%	24 5% F	19 5%	10 2%	49 10% AEK	39 7% BF	29 7%	18 4%	95 7%	81 5% F
None	458 14% K	623 19% AL	70 15%	116 25% CBJL	76 20% AIK	87 21% L	93 18% AIK	122 23% BJL	51 12%	69 17%	168 12%	229 15% K
Not Sure	5 * B	-	2 *	-	-	-	1 *	-	-	-	2 *	-
Sigma	4223 132%	4122 123%	659 141%	567 123%	472 122%	479 115%	649 129%	634 119%	537 131%	475 118%	1906 132%	1967 128%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

2 Aug 2016
Table 374

5. Malware

Base: All Qualified Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3207	3349	469	460	386	415	504	534	409	401	1439	1539
PURCHASED (NET)	2208 69% BE	2229 67% DAEG	341 73% DAEG	303 66% BFL	240 62% BFL	260 63% BFL	332 66% C	345 65% C	285 70% E	294 73% BDFHL	1010 70% LE	1027 67% LE
Purchased antivirus software for my computer	1965 61% BEK	1931 58% L	332 71% DAEGK	286 62% BFL	218 56% BFL	226 54% BFL	308 61% C	301 56% C	268 66% EK	259 65% BFL	839 58% BFL	859 56% BFL
Purchased an identity protection plan	476 15% CEGI	508 15% D	43 9% D	38 8% D	39 10% D	51 12% D	59 12% D	71 13% D	46 11% D	58 14% D	289 20% ACEGI	290 19% BDFHJ
Changed my Internet habits	984 31% BK	752 22% DAGIK	188 40% DAGIK	112 24% FAGK	140 36% BHL	113 27% BHL	149 30% H	110 21% H	129 32% JK	92 23% JK	378 26% L	325 21% L
Stopped making purchases online	288 9% CE	314 9% DFHJ	19 4% CE	27 6% CE	17 4% CE	27 7% C	35 7% C	32 6% C	29 7% C	26 6% C	188 13% ACEGI	202 13% BDFHJ
Other	200 6% BK	166 5% AEIK	44 9% AEIK	31 7% FJL	16 4% FJL	15 4% FJL	44 9% AEIK	38 7% BFJL	21 5% AEIK	14 3% AEIK	75 5% AEIK	68 4% AEIK
None	298 9% AJ	434 13% AJ	33 7% AJ	72 16% CJ	48 12% ACI	53 13% J	53 11% GBJL	88 16% GBJL	33 8% GBJL	28 7% GBJL	131 9% GBJL	193 13% KJ
Not Sure	4 * B	-	1 *	-	-	-	2 *	-	-	-	1 *	-
Sigma	4215 131%	4105 123%	660 141%	566 123%	478 124%	485 117%	650 129%	640 120%	526 129%	477 119%	1901 132%	1937 126%

Proportions/Mean: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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?

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Table 375

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
Consumer protection agency	-	1145 34% AH	-	147 32% C	-	181 44% EBDHJL	-	151 28% G	-	140 35% IH	-	526 34% KH
Contact the website owner/operator	1724 51% BCG	985 29% DH	124 26% D	88 19% D	193 48% FC	116 28% D	248 47% HC	124 23% G	194 47% JC	120 30% DH	965 63% LACEGI	537 35% BDFH
Local police	-	951 28% ADJ	-	101 22% C	-	127 31% EDJ	-	176 33% GBDJ	-	81 20% I	-	466 30% KBDJ
NATIONAL LAW ENFORCEMENT/FBI (NET)	-	822 25% AD	-	94 20% C	-	101 24% E	-	117 22% G	-	97 24% I	-	413 27% KBDH
National law enforcement	-	769 23% AD	-	41 9% C	-	101 24% ED	-	117 22% GD	-	97 24% ID	-	413 27% KBDH
FBI	-	53 2% AFHJL	-	53 12% CBFHJL	-	-	-	-	-	-	-	-
NATIONAL INTELLIGENCE AGENCY/CIA (NET)	-	545 16% ADH	-	40 9% C	-	84 20% EBDH	-	48 9% G	-	95 24% IBDHL	-	278 18% KBDH
A national intelligence agency	-	529 16% ADH	-	24 5% C	-	84 20% EBDH	-	48 9% GD	-	95 24% IBDHL	-	278 18% KBDH
Intelligence agency like the CIA or NSA	-	16 * AL	-	16 3% CBFHJL	-	-	-	-	-	-	-	-
ICANN	-	532 16% AFH	-	75 16% CFH	-	28 7% E	-	47 9% G	-	60 15% IFH	-	322 21% KBDFHJ
Federal police	-	511 15% ADL	-	41 9% C	-	127 31% EBDHJL	-	111 21% GBDJL	-	58 14% ID	-	174 11% K
Private security companies	-	408 12% ADH	-	37 8% C	-	57 14% EDH	-	41 8% G	-	54 13% IDH	-	219 14% KBDH
Interpol	-	360 11% AD	-	27 6% C	-	50 12% ED	-	50 9% GD	-	43 11% ID	-	190 12% KBD
Other	653 19% BK	-	154 33% DAEGIK	-	96 24% FAK	-	131 25% HAK	-	93 22% JK	-	179 12% L	-
No one	403 12% BEGI	-	65 14% DEGI	-	33 8% F	-	45 8% H	-	36 9% J	-	224 15% LAEGI	-
Not sure	722 22% BK	-	158 33% DAEGK	-	99 25% FK	-	136 26% HAK	-	121 29% JAK	-	208 14% L	-
Decline to Answer	2 *	-	1 *	-	-	-	1 *	-	-	-	-	-

Proportions/Means: Columns Tested (5% nsk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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?

2 Aug 2016
Table 375

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
Don't know	-	744 22% AFL	-	165 36% CBFHJL	-	75 18% E	-	115 22% G	-	113 28% IBFHL	-	276 18% K
Sigma	3504 104%	7003 209%	502 106%	815 177%	421 105%	946 228%	561 105%	980 184%	444 107%	861 215%	1576 103%	3401 221%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Base: Registered For Business

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

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Table 376

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**-	1687	**-	262	**-	212	**-	228	**-	256	**-	729
Yes	-	712 42% H	-	104 40% H	-	87 41% H	-	70 31%	-	126 49% BDH	-	325 45% H
No	-	975 58% J	-	158 60% J	-	125 59%	-	158 69% BDFJL	-	130 51%	-	404 55%
Sigma	-	1687 100%	-	262 100%	-	212 100%	-	228 100%	-	256 100%	-	729 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: Registered For Business

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

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Table 377

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	1687	-**	262	-**	212	-**	228	-**	256	-**	729
Manufacturing	-	203 12% DHJ	-	14 5%	-	17 8%	-	15 7%	-	11 4%	-	146 20% BDFHJ
Education	-	100 6%	-	14 5%	-	12 6%	-	12 5%	-	22 9%	-	40 5%
Computer programming, consultancy and related activities	-	98 6% D	-	8 3%	-	10 5%	-	7 3%	-	19 7% DH	-	54 7% BDH
Retail trade, except of motor vehicles and motorcycles	-	90 5% L	-	26 10% BJL	-	17 8% L	-	12 5%	-	11 4%	-	24 3%
Information service activities	-	74 4% D	-	5 2%	-	6 3%	-	10 4%	-	19 7% BDF	-	34 5% D
Arts, entertainment and recreation	-	67 4% L	-	24 9% BFJL	-	9 4% L	-	15 7% BL	-	9 4% L	-	10 1%
Other service activities	-	55 3%	-	8 3%	-	9 4%	-	11 5%	-	5 2%	-	22 3%
Food and beverage service activities	-	47 3% D	-	1 *	-	6 3% D	-	5 2%	-	6 2%	-	29 4% BD
Human health activities	-	47 3% L	-	20 8% BFHJL	-	4 2%	-	5 2%	-	7 3%	-	11 2%
Advertising and market research	-	43 3% D	-	2 1%	-	7 3% D	-	3 1%	-	15 6% BDHL	-	16 2%
Construction of buildings	-	42 2%	-	6 2%	-	2 1%	-	6 3%	-	5 2%	-	23 3%
Real estate activities	-	40 2%	-	9 3%	-	4 2%	-	5 2%	-	3 1%	-	19 3%
Other professional, scientific and technical activities	-	39 2%	-	7 3%	-	7 3%	-	5 2%	-	7 3%	-	13 2%
Telecommunications	-	36 2%	-	5 2%	-	9 4% B	-	4 2%	-	4 2%	-	14 2%
Agriculture, forestry and fishing	-	36 2%	-	7 3%	-	4 2%	-	3 1%	-	9 4%	-	13 2%
Office administrative, office support and other business support activities	-	32 2%	-	3 1%	-	2 1%	-	6 3%	-	10 4% BDFL	-	11 2%
Wholesale trade, except of motor vehicles and motorcycles	-	29 2%	-	2 1%	-	2 1%	-	4 2%	-	4 2%	-	17 2%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: Registered For Business

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

2 Aug 2016
Table 377

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	1687	-.**	262	-.**	212	-.**	228	-.**	256	-.**	729
Legal and accounting activities	-	26 2% L	-	8 3% BHL	-	5 2% L	-	1 *	-	7 3% HL	-	5 1%
Electricity, gas, steam and air conditioning supply	-	24 1%	-	1 *	-	1 *	-	5 2%	-	5 2%	-	12 2%
Financial service activities, except insurance and pension funding	-	23 1%	-	4 2%	-	2 1%	-	1 *	-	5 2%	-	11 2%
Activities auxiliary to financial service and insurance activities	-	22 1%	-	1 *	-	2 1%	-	3 1%	-	2 1%	-	14 2%
Scientific research and development	-	22 1%	-	4 2%	-	1 *	-	3 1%	-	2 1%	-	12 2%
Civil engineering	-	22 1%	-	1 *	-	4 2%	-	1 *	-	2 1%	-	14 2%
Travel agency, tour operator, reservation service and related activities	-	19 1%	-	5 2% H	-	2 1%	-	-	-	2 1%	-	10 1%
Wholesale and retail trade and repair of motor vehicles and motorcycles	-	18 1%	-	1 *	-	6 3% BDH	-	1 *	-	2 1%	-	8 1%
Warehousing and support activities for transportation	-	18 1%	-	-	-	-	-	1 *	-	1 *	-	16 2% BDF
Architectural and engineering activities; technical testing and analysis	-	18 1%	-	-	-	3 1%	-	3 1%	-	2 1%	-	10 1%
Publishing activities	-	17 1%	-	2 1%	-	1 *	-	4 2%	-	5 2%	-	5 1%
Accommodations	-	17 1% L	-	1 *	-	6 3% BDL	-	3 1%	-	4 2%	-	3 *
Specialized construction activities	-	17 1%	-	4 2% J	-	3 1%	-	3 1%	-	-	-	7 1%
Activities of head offices; management consultancy activities	-	14 1%	-	3 1%	-	-	-	4 2%	-	1 *	-	6 1%
Insurance, reinsurance and pension funding, except compulsory social security	-	13 1%	-	2 1%	-	4 2%	-	1 *	-	1 *	-	5 1%
Employment activities	-	13 1%	-	3 1%	-	-	-	2 1%	-	2 1%	-	6 1%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: Registered For Business

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

2 Aug 2016
Table 377

	Region											
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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	1687	-**	262	-**	212	-**	228	-**	256	-**	729
Land transport and transport via pipelines	-	11 1%	-	1 *	-	4 2% BL	-	2 1%	-	2 1%	-	2 *
Rental and leasing activities	-	11 1%	-	3 1%	-	2 1%	-	1 *	-	2 1%	-	3 *
Motion picture, video and television program production, sound recording and music publishing activities	-	11 1%	-	3 1%	-	-	-	3 1%	-	2 1%	-	3 *
Mining and quarrying	-	9 1%	-	-	-	3 1%	-	-	-	3 1%	-	3 *
Social work activities without accommodation	-	7 *	-	3 1% L	-	1 *	-	2 1%	-	-	-	1 *
Activities of households as employers; undifferentiated goods- and services-producing activities of households for own use	-	7 *	-	2 1%	-	-	-	3 1% B	-	-	-	2 *
Security and investigation activities	-	6 *	-	2 1%	-	-	-	2 1%	-	-	-	2 *
Services to buildings and landscape activities	-	6 *	-	1 *	-	1 *	-	1 *	-	1 *	-	2 *
Veterinary activities	-	6 *	-	2 1% L	-	2 1% L	-	2 1% L	-	-	-	-
Public administration and defense; compulsory social security	-	6 *	-	-	-	1 *	-	4 2% BDL	-	1 *	-	-
Programming and broadcasting activities	-	6 *	-	-	-	-	-	-	-	5 2% BDFHL	-	1 *
Postal and courier activities	-	5 *	-	-	-	-	-	-	-	-	-	5 1% B
Water transport	-	5 *	-	-	-	-	-	-	-	-	-	5 1% B
Water supply; sewerage, waste management and remediation activities	-	5 *	-	-	-	1 *	-	-	-	2 1%	-	2 *
Residential care activities	-	4 *	-	-	-	1 *	-	-	-	1 *	-	2 *
Air transport	-	1 *	-	-	-	-	-	1 *	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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2 Aug 2016
Table 377

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	1687	-.**	262	-.**	212	-.**	228	-.**	256	-.**	729
Activities of extraterritorial organizations and bodies	-	1*	-	-	-	-	-	-	-	-	-	1*
Other	-	199	-	44	-	29	-	43	-	28	-	55
	-	12% L	-	17% BL	-	14% L	-	19% BJL	-	11%	-	8%
Sigma	-	1687	-	262	-	212	-	228	-	256	-	729
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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Q318. In what state, province or territory do you currently reside?

Base: Have Region Codes And Region Question To Be Asked

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1210	1198	371	360	-**	-**	533	534	-**	-**	306	304
Alabama	2 *	3 *	2 1%	3 1% BH	-	-	-	-	-	-	-	-
Alaska	1 *	-	1 *	-	-	-	-	-	-	-	-	-
Arizona	10 1% G	7 1%	10 3% AGK	7 2% BHL	-	-	-	-	-	-	-	-
Arkansas	-	1 *	-	1 *	-	-	-	-	-	-	-	-
California	40 3% GK	27 2% HL	40 11% AGK	27 8% BHL	-	-	-	-	-	-	-	-
Colorado	7 1%	6 1%	7 2% AGK	6 2% BHL	-	-	-	-	-	-	-	-
Connecticut	4 *	6 1%	4 1% AG	6 2% BHL	-	-	-	-	-	-	-	-
Delaware	-	1 *	-	1 *	-	-	-	-	-	-	-	-
District of Columbia	1 *	-	1 *	-	-	-	-	-	-	-	-	-
Florida	18 1% GK	22 2% HL	18 5% AGK	22 6% BHL	-	-	-	-	-	-	-	-
Georgia	6 *	11 1% H	6 2% AGK	11 3% BHL	-	-	-	-	-	-	-	-
Hawaii	1 *	-	1 *	-	-	-	-	-	-	-	-	-
Illinois	9 1% G	5 *	9 2% AGK	5 1% BHL	-	-	-	-	-	-	-	-
Indiana	2 *	7 1%	2 1%	7 2% BHL	-	-	-	-	-	-	-	-
Iowa	1 *	-	1 *	-	-	-	-	-	-	-	-	-
Kansas	1 *	4 *	1 *	4 1% BH	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1210	1198	371	360	..**	..**	533	534	..**	..**	306	304
Kentucky	4 *	-	4 1% DAG	-	-	-	-	-	-	-	-	-
Louisiana	1 *	3 *	1 *	3 1% BH	-	-	-	-	-	-	-	-
Maine	2 *	2 *	2 1%	2 1%	-	-	-	-	-	-	-	-
Maryland	8 1%	6 1%	8 2% AGK	6 2% BHL	-	-	-	-	-	-	-	-
Massachusetts	3 *	5 *	3 1% AG	5 1% BHL	-	-	-	-	-	-	-	-
Michigan	7 1%	5 *	7 2% AGK	5 1% BHL	-	-	-	-	-	-	-	-
Minnesota	8 1%	7 1%	8 2% AGK	7 2% BHL	-	-	-	-	-	-	-	-
Mississippi	2 *	-	2 1%	-	-	-	-	-	-	-	-	-
Missouri	-	4 * A	-	4 1% CBH	-	-	-	-	-	-	-	-
Montana	2 *	-	2 1%	-	-	-	-	-	-	-	-	-
Nebraska	2 *	2 *	2 1%	2 1%	-	-	-	-	-	-	-	-
Nevada	3 *	4 *	3 1% AG	4 1% BH	-	-	-	-	-	-	-	-
New Hampshire	-	2 *	-	2 1%	-	-	-	-	-	-	-	-
New Jersey	11 1% G	13 1% H	11 3% AGK	13 4% BHL	-	-	-	-	-	-	-	-
New Mexico	1 *	2 *	1 *	2 1%	-	-	-	-	-	-	-	-
New York	16 1% GK	15 1% H	16 4% AGK	15 4% BHL	-	-	-	-	-	-	-	-
North Carolina	8 1%	9 1% H	8 2% AGK	9 3% BHL	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1210	1198	371	360	..**	..**	533	534	..**	..**	306	304
North Dakota	-	1*	-	1*	-	-	-	-	-	-	-	-
Ohio	8 1%	11 1% H	8 2% AGK	11 3% BHL	-	-	-	-	-	-	-	-
Oklahoma	2*	4*	2 1%	4 1% BH	-	-	-	-	-	-	-	-
Oregon	8 1%	3*	8 2% AGK	3 1% BH	-	-	-	-	-	-	-	-
Pennsylvania	4*	11 1% H	4 1% AG	11 3% BHL	-	-	-	-	-	-	-	-
Rhode Island	1*	1*	1*	1*	-	-	-	-	-	-	-	-
South Carolina	6*	2*	6 2% AGK	2 1%	-	-	-	-	-	-	-	-
South Dakota	1*	-	1*	-	-	-	-	-	-	-	-	-
Tennessee	2*	-	2 1%	-	-	-	-	-	-	-	-	-
Texas	18 1% GK	24 2% HL	18 5% AGK	24 7% BHL	-	-	-	-	-	-	-	-
Utah	3*	3*	3 1% AG	3 1% BH	-	-	-	-	-	-	-	-
Vermont	1*	1*	1*	1*	-	-	-	-	-	-	-	-
Virginia	9 1% G	8 1%	9 2% AGK	8 2% BHL	-	-	-	-	-	-	-	-
Washington	10 1% G	3*	10 3% AGK	3 1% BH	-	-	-	-	-	-	-	-
West Virginia	3*	1*	3 1% AG	1*	-	-	-	-	-	-	-	-
Wisconsin	4*	3*	4 1% AG	3 1% BH	-	-	-	-	-	-	-	-
Alberta	10 1% G	15 1% H	10 3% AGK	15 4% BHL	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1210	1198	371	360	..**	..**	533	534	..**	..**	306	304
British Columbia	19 2% GK	18 2% HL	19 5% AGK	18 5% BHL	-	-	-	-	-	-	-	-
Manitoba	4 * GK	6 1% HL	4 1% AG	6 2% BHL	-	-	-	-	-	-	-	-
New Brunswick	3 * GK	4 * HL	3 1% AG	4 1% BH	-	-	-	-	-	-	-	-
Newfoundland	3 * GK	1 * HL	3 1% AG	1 * BHL	-	-	-	-	-	-	-	-
Northwest Territories	1 * GK	1 * HL	1 * AG	1 * BHL	-	-	-	-	-	-	-	-
Nova Scotia	4 * GK	2 * HL	4 1% AG	2 1% BHL	-	-	-	-	-	-	-	-
Nunavut	1 * GK	- * HL	1 * AG	- * BHL	-	-	-	-	-	-	-	-
Ontario	45 4% GK	40 3% HL	45 12% AGK	40 11% BHL	-	-	-	-	-	-	-	-
Prince Edward Island	2 * GK	- * HL	2 1% AG	- * BHL	-	-	-	-	-	-	-	-
Quebec	9 1% G	10 1% H	9 2% AGK	10 3% BHL	-	-	-	-	-	-	-	-
Saskatchewan	2 * GK	6 1% HL	2 1% AG	6 2% BHL	-	-	-	-	-	-	-	-
Yukon Territory	- * GK	2 * HL	- * AG	2 1% BHL	-	-	-	-	-	-	-	-
Alsace	1 * GK	2 * HL	- * AG	- * BHL	-	-	1 * GK	2 * HL	-	-	-	-
Aquitaine	1 * GK	2 * HL	- * AG	- * BHL	-	-	1 * GK	2 * HL	-	-	-	-
Auvergne	3 * GK	- * HL	- * AG	- * BHL	-	-	3 1% GK	- * HL	-	-	-	-
Lower Normandy	2 * GK	3 * HL	- * AG	- * BHL	-	-	2 * GK	3 1% HL	-	-	-	-
Burgundy	2 * GK	4 * HL	- * AG	- * BHL	-	-	2 * GK	4 1% HL	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1210	1198	371	360	..**	..**	533	534	..**	..**	306	304
Brittany	6 *	5 *	-	-	-	-	6 1% AC	5 1% B	-	-	-	-
Centre	7 1%	5 *	-	-	-	-	7 1% ACK	5 1% B	-	-	-	-
Champagne-Ardenne	1 *	3 *	-	-	-	-	1 *	3 1%	-	-	-	-
Corsica	-	1 *	-	-	-	-	-	1 *	-	-	-	-
Franche-Comte	1 *	-	-	-	-	-	1 *	-	-	-	-	-
Upper Normandy	-	2 *	-	-	-	-	-	2 *	-	-	-	-
Ile de France (Paris)	28 2% CK	28 2% DL	-	-	-	-	28 5% ACK	28 5% BDL	-	-	-	-
Languedoc-Roussillon	5 *	4 *	-	-	-	-	5 1% A	4 1%	-	-	-	-
Limousin	-	3 *	-	-	-	-	-	3 1%	-	-	-	-
Lorraine	6 *	3 *	-	-	-	-	6 1% AC	3 1%	-	-	-	-
Midi-Pyrenees	2 *	4 *	-	-	-	-	2 *	4 1%	-	-	-	-
North Calais	5 *	7 1%	-	-	-	-	5 1% A	7 1% BDL	-	-	-	-
Pays de la Loire	4 *	6 1%	-	-	-	-	4 1%	6 1% BD	-	-	-	-
Picardy	1 *	2 *	-	-	-	-	1 *	2 *	-	-	-	-
Poitou-Charentes	2 *	-	-	-	-	-	2 *	-	-	-	-	-
Provence-Alpes-Cote-D'a zur	8 1%	13 1% D	-	-	-	-	8 2% ACK	13 2% BDL	-	-	-	-
Rhone-Alps	13 1% C	9 1%	-	-	-	-	13 2% ACK	9 2% BDL	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1210	1198	371	360	..**	..**	533	534	..**	..**	306	304
Baden-Wuerttemberg	17 1%	12 1%	-	-	-	-	17 3%	12 2%	-	-	-	-
	CK						ACK	BDL				
Bavaria	20 2%	19 2%	-	-	-	-	20 4%	19 4%	-	-	-	-
	CK	DL					ACK	BDL				
Berlin	10 1%	7 1%	-	-	-	-	10 2%	7 1%	-	-	-	-
							ACK	BDL				
Brandenburg	2 *	1 *	-	-	-	-	2 *	1 *	-	-	-	-
Bremen	-	2 *	-	-	-	-	-	2 *	-	-	-	-
Hamburg	5 *	2 *	-	-	-	-	5 1%	2 *	-	-	-	-
							A					
Hesse	8 1%	14 1%	-	-	-	-	8 2%	14 3%	-	-	-	-
		D					ACK	BDL				
Mecklenburg-Western Pomerania	4 *	1 *	-	-	-	-	4 1%	1 *	-	-	-	-
Lower Saxony	11 1%	9 1%	-	-	-	-	11 2%	9 2%	-	-	-	-
							ACK	BDL				
North Rhine-Westphalia	29 2%	35 3%	-	-	-	-	29 5%	35 7%	-	-	-	-
	CK	DL					ACK	BDL				
Rhineland-Palatinate	5 *	4 *	-	-	-	-	5 1%	4 1%	-	-	-	-
							A					
Saarland	2 *	1 *	-	-	-	-	2 *	1 *	-	-	-	-
Saxony	2 *	7 1%	-	-	-	-	2 *	7 1%	-	-	-	-
								BDL				
Saxony-Anhalt	4 *	4 *	-	-	-	-	4 1%	4 1%	-	-	-	-
Schleswig-Holstein	1 *	3 *	-	-	-	-	1 *	3 1%	-	-	-	-
Thuringia	4 *	4 *	-	-	-	-	4 1%	4 1%	-	-	-	-
Abruzzo	1 *	3 *	-	-	-	-	1 *	3 1%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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2 Aug 2016
Table 378

Base: Have Region Codes And Region Question To Be Asked

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1210	1198	371	360	..**	..**	533	534	..**	..**	306	304
Basilicata	1*	-	-	-	-	-	1*	-	-	-	-	-
Calabria	-	2*	-	-	-	-	-	2*	-	-	-	-
Campania	8 1%	5*	-	-	-	-	8 2% ACK	5 1% B	-	-	-	-
Emilia-Romagna	1*	-	-	-	-	-	1*	-	-	-	-	-
Friuli-Venezia Giulia	2*	-	-	-	-	-	2*	-	-	-	-	-
Lazio	2*	5*	-	-	-	-	2*	5 1% B	-	-	-	-
Liguria	-	2*	-	-	-	-	-	2*	-	-	-	-
Lombardy	13 1% C	9 1%	-	-	-	-	13 2% ACK	9 2% BDL	-	-	-	-
Marche	1*	-	-	-	-	-	1*	-	-	-	-	-
Molise	-	1*	-	-	-	-	-	1*	-	-	-	-
Piedmont	9 1%	3*	-	-	-	-	9 2% ACK	3 1%	-	-	-	-
Apulia	3*	4*	-	-	-	-	3 1%	4 1%	-	-	-	-
Sardinia	1*	-	-	-	-	-	1*	-	-	-	-	-
Sicily	2*	5*	-	-	-	-	2*	5 1% B	-	-	-	-
Tuscany	5*	3*	-	-	-	-	5 1% A	3 1%	-	-	-	-
Umbria	-	1*	-	-	-	-	-	1*	-	-	-	-
Veneto	4*	7 1%	-	-	-	-	4 1%	7 1% BDL	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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Q318. In what state, province or territory do you currently reside?

2 Aug 2016
Table 378

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	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1210	1198	371	360	..**	..**	533	534	..**	..**	306	304
Andalusia	7 1%	11 1%	-	-	-	-	7 1% ACK	11 2% BDL	-	-	-	-
Asturias	1 *	3 *	-	-	-	-	1 *	3 1%	-	-	-	-
Balearic Islands	2 *	1 *	-	-	-	-	2 *	1 *	-	-	-	-
Canary Islands	3 *	3 *	-	-	-	-	3 1%	3 1%	-	-	-	-
Cantabria	1 *	2 *	-	-	-	-	1 *	2 *	-	-	-	-
Castilla-Leon	1 *	2 *	-	-	-	-	1 *	2 *	-	-	-	-
Castilla-La Mancha	2 *	3 *	-	-	-	-	2 *	3 1%	-	-	-	-
Catalonia	8 1%	5 *	-	-	-	-	8 2% ACK	5 1% B	-	-	-	-
Extremadura	3 *	1 *	-	-	-	-	3 1%	1 *	-	-	-	-
Galicia	1 *	4 *	-	-	-	-	1 *	4 1%	-	-	-	-
La Rioja	2 *	1 *	-	-	-	-	2 *	1 *	-	-	-	-
Madrid	6 *	6 1%	-	-	-	-	6 1% AC	6 1% BD	-	-	-	-
Murcia	3 *	1 *	-	-	-	-	3 1%	1 *	-	-	-	-
Basque Country	2 *	1 *	-	-	-	-	2 *	1 *	-	-	-	-
Valencia	8 1%	5 *	-	-	-	-	8 2% ACK	5 1% B	-	-	-	-
East of England	7 1%	4 *	-	-	-	-	7 1% ACK	4 1%	-	-	-	-
East Midlands	4 *	8 1%	-	-	-	-	4 1%	8 1% BDL	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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Unweighted Base	1210	1198	371	360	..**	..**	533	534	..**	..**	306	304
London	19 2% CK	22 2% DL	-	-	-	-	19 4% ACK	22 4% BDL	-	-	-	-
North East	3 *	1 *	-	-	-	-	3 1%	1 *	-	-	-	-
North West	11 1%	12 1%	-	-	-	-	11 2% ACK	12 2% BDL	-	-	-	-
Northern Ireland	2 *	2 *	-	-	-	-	2 *	2 *	-	-	-	-
Scotland	8 1%	8 1%	-	-	-	-	8 2% ACK	8 1% BDL	-	-	-	-
South East	22 2% CK	16 1% DL	-	-	-	-	22 4% ACK	16 3% BDL	-	-	-	-
South West	6 *	8 1%	-	-	-	-	6 1% AC	8 1% BDL	-	-	-	-
Wales	4 *	4 *	-	-	-	-	4 1%	4 1%	-	-	-	-
West Midlands	9 1%	10 1%	-	-	-	-	9 2% ACK	10 2% BDL	-	-	-	-
Yorkshire and the Humber	5 *	5 *	-	-	-	-	5 1% A	5 1% B	-	-	-	-
Hokkaido	7 1%	14 1% DH	-	-	-	-	-	-	-	-	7 2% ACG	14 5% BDH
Aomori	-	1 *	-	-	-	-	-	-	-	-	-	1 *
Iwate	1 *	1 *	-	-	-	-	-	-	-	-	1 *	1 *
Miyagi	3 *	4 *	-	-	-	-	-	-	-	-	3 1% AG	4 1% BDH
Akita	-	2 *	-	-	-	-	-	-	-	-	-	2 1%
Yamagata	-	1 *	-	-	-	-	-	-	-	-	-	1 *
Fukushima	4 *	1 *	-	-	-	-	-	-	-	-	4 1% ACG	1 *

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1210	1198	371	360	..**	..**	533	534	..**	..**	306	304
Tochigi	1*	1*	-	-	-	-	-	-	-	-	1*	1*
Gunma	3*	2*	-	-	-	-	-	-	-	-	3 1% AG	2 1%
Ibaraki	2*	2*	-	-	-	-	-	-	-	-	2 1%	2 1%
Saitama	14 1% CG	12 1% H	-	-	-	-	-	-	-	-	14 5% ACG	12 4% BDH
Chiba	8 1% H	11 1% H	-	-	-	-	-	-	-	-	8 3% ACG	11 4% BDH
Tokyo	33 3% CG	37 3% DH	-	-	-	-	-	-	-	-	33 11% ACG	37 12% BDH
Kanagawa	17 1% CG	12 1% H	-	-	-	-	-	-	-	-	17 6% ACG	12 4% BDH
Yamanashi	-	2*	-	-	-	-	-	-	-	-	-	2 1%
Nagano	4*	4*	-	-	-	-	-	-	-	-	4 1% ACG	4 1% BDH
Niigata	3*	-	-	-	-	-	-	-	-	-	3 1% AG	-
Toyama	-	2*	-	-	-	-	-	-	-	-	-	2 1%
Ishikawa	-	1*	-	-	-	-	-	-	-	-	-	1*
Shizuoka	2*	5*	-	-	-	-	-	-	-	-	2 1%	5 2% BDH
Gifu	2*	2*	-	-	-	-	-	-	-	-	2 1%	2 1%
Aichi	11 1% G	8 1% H	-	-	-	-	-	-	-	-	11 4% ACG	8 3% BDH
Mie	2*	1*	-	-	-	-	-	-	-	-	2 1%	1*
Shiga	-	1*	-	-	-	-	-	-	-	-	-	1*

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1210	1198	371	360	..**	..**	533	534	..**	..**	306	304
Kyoto	6 *	4 *	-	-	-	-	-	-	-	-	6 2% ACG	4 1% BDH
Osaka	17 1% CG	17 1% DH	-	-	-	-	-	-	-	-	17 6% ACG	17 6% BDH
Hyogo	10 1% G	8 1%	-	-	-	-	-	-	-	-	10 3% ACG	8 3% BDH
Nara	-	1 *	-	-	-	-	-	-	-	-	-	1 *
Tottori	-	1 *	-	-	-	-	-	-	-	-	-	1 *
Shimane	1 *	-	-	-	-	-	-	-	-	-	1 *	-
Okayama	3 *	1 *	-	-	-	-	-	-	-	-	3 1% AG	1 *
Hiroshima	3 *	4 *	-	-	-	-	-	-	-	-	3 1% AG	4 1% BDH
Yamaguchi	-	2 *	-	-	-	-	-	-	-	-	-	2 1%
Tokushima	-	1 *	-	-	-	-	-	-	-	-	-	1 *
Kagawa	2 *	-	-	-	-	-	-	-	-	-	2 1%	-
Ehime	4 *	2 *	-	-	-	-	-	-	-	-	4 1% ACG	2 1%
Fukuoka	6 *	4 *	-	-	-	-	-	-	-	-	6 2% ACG	4 1% BDH
Saga	1 *	-	-	-	-	-	-	-	-	-	1 *	-
Nagasaki	-	1 *	-	-	-	-	-	-	-	-	-	1 *
Kumamoto	-	1 *	-	-	-	-	-	-	-	-	-	1 *
Oita	2 *	-	-	-	-	-	-	-	-	-	2 1%	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1210	1198	371	360	..**	..**	533	534	..**	..**	306	304
Miyazaki	1*	2*	-	-	-	-	-	-	-	-	1*	21%
Kagoshima	2*	-	-	-	-	-	-	-	-	-	21%	-
Okinawa	1*	-	-	-	-	-	-	-	-	-	1*	-
Lower Silesia	6*	4*	-	-	-	-	61% AC	41%	-	-	-	-
Kuyavia-Pomerania	4*	4*	-	-	-	-	41%	41%	-	-	-	-
Lodz	3*	91%	-	-	-	-	31%	92% BDL	-	-	-	-
Lublin	4*	3*	-	-	-	-	41%	31%	-	-	-	-
Lubusz	-	1*	-	-	-	-	-	1*	-	-	-	-
Lesser Poland	6*	5*	-	-	-	-	61% AC	51% B	-	-	-	-
Masovia	81%	81%	-	-	-	-	82% ACK	81% BDL	-	-	-	-
Subcarpathia	3*	1*	-	-	-	-	31%	1*	-	-	-	-
Pomerania	4*	4*	-	-	-	-	41%	41%	-	-	-	-
Silesia	5*	71%	-	-	-	-	51% A	71% BDL	-	-	-	-
Swietokrzyskie (Holy Cross)	3*	-	-	-	-	-	31%	-	-	-	-	-
Warmia-Masuria	3*	-	-	-	-	-	31%	-	-	-	-	-
Greater Poland	3*	4*	-	-	-	-	31%	41%	-	-	-	-
West Pomerania	1*	3*	-	-	-	-	1*	31%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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Unweighted Base	1210	1198	371	360	..**	..**	533	534	..**	..**	306	304
Altay Republic	1*	-	-	-	-	-	-	-	-	-	1*	-
Bashkortostan Republic	-	1*	-	-	-	-	-	-	-	-	-	1*
Buryatiya Republic	-	1*	-	-	-	-	-	-	-	-	-	1*
Kalmykiya Republic	1*	-	-	-	-	-	-	-	-	-	1*	-
Sakha (Yakutiya) Republic	-	1*	-	-	-	-	-	-	-	-	-	1*
Tatarstan Republic	2*	6 1%	-	-	-	-	-	-	-	-	2 1%	6 2% BDH
Chechnya Republic	-	1*	-	-	-	-	-	-	-	-	-	1*
Chuvashiya Republic	-	1*	-	-	-	-	-	-	-	-	-	1*
Krasnodar Kray	4 * B	-	-	-	-	-	-	-	-	-	4 1% LACG	-
Krasnoyarsk Kray	1*	2*	-	-	-	-	-	-	-	-	1*	2 1%
Primorskiy Kray	1*	1*	-	-	-	-	-	-	-	-	1*	1*
Stavropol Kray	1*	-	-	-	-	-	-	-	-	-	1*	-
Amur Oblast	1*	-	-	-	-	-	-	-	-	-	1*	-
Astrakhan Oblast	1*	-	-	-	-	-	-	-	-	-	1*	-
Bryansk Oblast	3*	2*	-	-	-	-	-	-	-	-	3 1% AG	2 1%
Vologograd Oblast	-	3*	-	-	-	-	-	-	-	-	-	3 1% BH
Vologda Oblast	1*	2*	-	-	-	-	-	-	-	-	1*	2 1%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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Unweighted Base	1210	1198	371	360	..**	..**	533	534	..**	..**	306	304
Voronezh Oblast	-	2*	-	-	-	-	-	-	-	-	-	2 1%
Ivanovo Oblast	2*	-	-	-	-	-	-	-	-	-	2 1%	-
Irkutsk Oblast	2*	1*	-	-	-	-	-	-	-	-	2 1%	1*
Kaliningrad Oblast	1*	-	-	-	-	-	-	-	-	-	1*	-
Kaluga Oblast	1*	-	-	-	-	-	-	-	-	-	1*	-
Kemerovo Oblast	1*	1*	-	-	-	-	-	-	-	-	1*	1*
Kirov Oblast	1*	3*	-	-	-	-	-	-	-	-	1*	3 1% BDH
Kostroma Oblast	-	1*	-	-	-	-	-	-	-	-	-	1*
Kurgan Oblast	-	2*	-	-	-	-	-	-	-	-	-	2 1%
Kursk Oblast	1*	1*	-	-	-	-	-	-	-	-	1*	1*
Leningrad Oblast	6*	2*	-	-	-	-	-	-	-	-	6 2% ACG	2 1%
Lipetsk Oblast	-	1*	-	-	-	-	-	-	-	-	-	1*
Moscow Oblast	17 1% CG	12 1% H	-	-	-	-	-	-	-	-	17 6% ACG	12 4% BDH
Murmansk Oblast	1*	-	-	-	-	-	-	-	-	-	1*	-
Nizhny Novgorod Oblast	2*	2*	-	-	-	-	-	-	-	-	2 1%	2 1%
Novgorod Oblast	1*	1*	-	-	-	-	-	-	-	-	1*	1*
Novosibirsk Oblast	5*	2*	-	-	-	-	-	-	-	-	5 2% ACG	2 1%

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Unweighted Base	1210	1198	371	360	..**	..**	533	534	..**	..**	306	304
Omsk Oblast	2 *	4 *	-	-	-	-	-	-	-	-	2 1%	4 1% BDH
Orenburg Oblast	1 *	2 *	-	-	-	-	-	-	-	-	1 *	2 1%
Orel Oblast	2 *	-	-	-	-	-	-	-	-	-	2 1%	-
Penza Oblast	-	1 *	-	-	-	-	-	-	-	-	-	1 *
Perm Kray	1 *	4 *	-	-	-	-	-	-	-	-	1 *	4 1% BDH
Rostov Oblast	2 *	6 1%	-	-	-	-	-	-	-	-	2 1%	6 2% BDH
Ryazan Oblast	-	1 *	-	-	-	-	-	-	-	-	-	1 *
Samara Oblast	7 1%	4 *	-	-	-	-	-	-	-	-	7 2% ACG	4 1% BDH
Saratov Oblast	-	2 *	-	-	-	-	-	-	-	-	-	2 1%
Sverdlovsk Oblast	6 *	6 1%	-	-	-	-	-	-	-	-	6 2% ACG	6 2% BDH
Smolensk Oblast	2 *	1 *	-	-	-	-	-	-	-	-	2 1%	1 *
Tver Oblast	1 *	1 *	-	-	-	-	-	-	-	-	1 *	1 *
Tomsk Oblast	1 *	1 *	-	-	-	-	-	-	-	-	1 *	1 *
Tula Oblast	2 *	1 *	-	-	-	-	-	-	-	-	2 1%	1 *
Tyumen Oblast	-	3 *	-	-	-	-	-	-	-	-	-	3 1% BH
Chelyabinsk Oblast	4 *	-	-	-	-	-	-	-	-	-	4 1% LACG	-
Zabaykalsk (Chita) Kray	-	1 *	-	-	-	-	-	-	-	-	-	1 *

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Unweighted Base	1210	1198	371	360	..**	..**	533	534	..**	..**	306	304
Yaroslavl Oblast	1 *	2 *	-	-	-	-	-	-	-	-	1 *	2 1%
Moscow	30 2% CG	21 2% DH	-	-	-	-	-	-	-	-	30 10% ACG	21 7% BDH
Saint Petersburg	7 1%	14 1% DH	-	-	-	-	-	-	-	-	7 2% ACG	14 5% BDH
Yevrey Jewish Autonomous Oblast	-	1 *	-	-	-	-	-	-	-	-	-	1 *
Adana Province	-	2 *	-	-	-	-	-	2 *	-	-	-	-
Adiyaman Province	-	1 *	-	-	-	-	-	1 *	-	-	-	-
Ankara Province	11 1%	6 1%	-	-	-	-	11 2% ACK	6 1% BD	-	-	-	-
Antalya Province	-	3 *	-	-	-	-	-	3 1%	-	-	-	-
Aydin Province	-	1 *	-	-	-	-	-	1 *	-	-	-	-
Bolu Province	1 *	-	-	-	-	-	1 *	-	-	-	-	-
Bursa Province	2 *	3 *	-	-	-	-	2 *	3 1%	-	-	-	-
Canakkale Province	1 *	-	-	-	-	-	1 *	-	-	-	-	-
Denizli Province	1 *	-	-	-	-	-	1 *	-	-	-	-	-
Eskisehir Province	-	1 *	-	-	-	-	-	1 *	-	-	-	-
Gaziantep Province	-	1 *	-	-	-	-	-	1 *	-	-	-	-
Giresun Province	-	1 *	-	-	-	-	-	1 *	-	-	-	-
Isparta Province	-	1 *	-	-	-	-	-	1 *	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

2 Aug 2016
Table 378

Base: Have Region Codes And Region Question To Be Asked

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1210	1198	371	360	..**	..**	533	534	..**	..**	306	304
Istanbul Province	22 2% CK	18 2% DL	-	-	-	-	22 4% ACK	18 3% BDL	-	-	-	-
Izmir Province	6 *	8 1%	-	-	-	-	6 1% AC	8 1% BDL	-	-	-	-
Kayseri Province	1 *	1 *	-	-	-	-	1 *	1 *	-	-	-	-
Kocaeli Province	-	1 *	-	-	-	-	-	1 *	-	-	-	-
Mardin Province	1 *	-	-	-	-	-	1 *	-	-	-	-	-
Mugla Province	1 *	-	-	-	-	-	1 *	-	-	-	-	-
Samsun Province	1 *	-	-	-	-	-	1 *	-	-	-	-	-
Sivas Province	1 *	-	-	-	-	-	1 *	-	-	-	-	-
Van Province	-	1 *	-	-	-	-	-	1 *	-	-	-	-
Zonguldak Province	1 *	-	-	-	-	-	1 *	-	-	-	-	-
Sirnak Province	-	1 *	-	-	-	-	-	1 *	-	-	-	-
Other place	15 1% B	1 *	7 2% D	-	-	-	5 1%	1 *	-	-	3 1%	-
Sigma	1210 100%	1198 100%	371 100%	360 100%	-	-	533 100%	534 100%	-	-	306 100%	304 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

Base: All U.S. Respondents

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	268	255	268	255	..**	..**	..**	..**	..**	..**	..**	..**
East	54 20%	64 25%	54 20%	64 25%	-	-	-	-	-	-	-	-
Midwest	43 16%	49 19%	43 16%	49 19%	-	-	-	-	-	-	-	-
South	78 29%	87 34%	78 29%	87 34%	-	-	-	-	-	-	-	-
West	86 32% B	55 22%	86 32% D	55 22%	-	-	-	-	-	-	-	-
Unknown	7 3% B	-	7 3% D	-	-	-	-	-	-	-	-	-
Sigma	268 100%	255 100%	268 100%	255 100%	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q437. What is the highest level of education you have completed or the highest degree you have received?

Base: All U.S. Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	268	255	268	255	..**	..**	..**	..**	..**	..**	..**	..**
HIGH SCHOOL OR LESS (NET)	6 2%	20 8% A	6 2%	20 8% C	-	-	-	-	-	-	-	-
Less than high school	2 1%	1 *	2 1%	1 *	-	-	-	-	-	-	-	-
Completed some high school	-	3 1%	-	3 1%	-	-	-	-	-	-	-	-
Completed high school	4 1%	16 6% A	4 1%	16 6% C	-	-	-	-	-	-	-	-
ATTENDED COLLEGE OR COLLEGE DEGREE (NET)	169 63% B	130 51%	169 63% D	130 51%	-	-	-	-	-	-	-	-
Some college, but no degree	49 18%	41 16%	49 18%	41 16%	-	-	-	-	-	-	-	-
Associate Degree	25 9%	22 9%	25 9%	22 9%	-	-	-	-	-	-	-	-
College (such as B.A., B.S.)	95 35% B	67 26%	95 35% D	67 26%	-	-	-	-	-	-	-	-
ATTENDED GRADUATE SCHOOL OR GRADUATE DEGREE (NET)	84 31%	96 38%	84 31%	96 38%	-	-	-	-	-	-	-	-
Some graduate school, but no degree	16 6%	22 9%	16 6%	22 9%	-	-	-	-	-	-	-	-
Graduate degree (such as MBA, MS, M.D., Ph.D.)	68 25%	74 29%	68 25%	74 29%	-	-	-	-	-	-	-	-
Job-specific training program(s) after high school	9 3%	9 4%	9 3%	9 4%	-	-	-	-	-	-	-	-
Sigma	268 100%	255 100%	268 100%	255 100%	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q437. What is the highest level of education you have completed or the highest degree you have received?

Base: All Non-U.S. Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	634	637	103	105	..	..	430	431	101	101	..	..
Weighted Base	634	637	103	105	..	..	430	431	101	101	..	..
Middle School	3 *	4 1%	-	-	-	-	3 1%	4 1%	-	-	-	-
HS Diploma	17 3%	14 2%	-	-	-	-	17 4% ACI	14 3% B	-	-	-	-
No formal education	1 *	-	-	-	-	-	-	-	1 1% G	-	-	-
Some high school	2 *	6 1% H	-	-	-	-	-	-	2 2% AG	6 6% BDH	-	-
High school completed	15 2% G	24 4% DH	-	-	-	-	-	-	15 15% ACG	24 24% BDH	-	-
Some University/Technikon college	37 6% BCG	17 3% H	-	-	-	-	-	-	37 37% JACG	17 17% BDH	-	-
University/Technikon college completed	39 6% CG	49 8% DH	-	-	-	-	-	-	39 39% ACG	49 49% BDH	-	-
Other post-matric qualification	7 1% G	5 1%	-	-	-	-	-	-	7 7% ACG	5 5% BDH	-	-
Less Than Secondary School (high school)	6 1% G	2 *	6 6% AGI	2 2% BH	-	-	-	-	-	-	-	-
Completed some Secondary School (high school)	4 1%	4 1%	4 4% AGI	4 4% BHJ	-	-	-	-	-	-	-	-
Graduated from Secondary School (high school)	13 2% G	6 1% H	13 13% AGI	6 6% BHJ	-	-	-	-	-	-	-	-
Trade Certificate or diploma	3 *	5 1%	3 3% AG	5 5% BHJ	-	-	-	-	-	-	-	-
Certificate or Diploma from Community College, Institution, CEGEP	9 1% G	15 2% H	9 9% AGI	15 14% BHJ	-	-	-	-	-	-	-	-
Teaching Certificate from Provincial Department of Education	1 *	2 *	1 1% G	2 2% BH	-	-	-	-	-	-	-	-
Completed some university study, but no degree	15 2% G	18 3% H	15 15% AGI	18 17% BHJ	-	-	-	-	-	-	-	-
University Certificate or Diploma below Bachelor Level	14 2% G	11 2% H	14 14% AGI	11 10% BHJ	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q437. What is the highest level of education you have completed or the highest degree you have received?

Base: All Non-U.S. Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Weighted Base	634	637	103	105	..**	..**	430	431	101	101	..**	..**
Bachelor or first professional degree	26 4% GI	23 4% H	26 25% AGI	23 22% BHJ	-	-	-	-	-	-	-	-
Graduate or Professional Degree above Bachelor Level	12 2% G	19 3% H	12 12% AGI	19 18% BHJ	-	-	-	-	-	-	-	-
CAP / BEP (Vocational training certificate/Technical education certificate)	12 2% A	8 1% A	-	-	-	-	12 3% A	8 2% A	-	-	-	-
High school diploma	10 2% A	15 2% B	-	-	-	-	10 2% A	15 3% B	-	-	-	-
2-year college degree/Associate's degree	20 3% ACI	23 4% D	-	-	-	-	20 5% ACI	23 5% BDJ	-	-	-	-
3-year college degree/Bachelor's degree	18 3% ACI	15 2% B	-	-	-	-	18 4% ACI	15 3% B	-	-	-	-
4-year college degree/Master's degree	12 2% A	12 2% B	-	-	-	-	12 3% A	12 3% B	-	-	-	-
DESS/DEA /Master (5-year college degree)	18 3% ACI	19 3% BDJ	-	-	-	-	18 4% ACI	19 4% BDJ	-	-	-	-
Doctorate	8 1% A	9 1% A	-	-	-	-	8 2% A	9 2% A	-	-	-	-
Still studying	1 * A	1 * A	-	-	-	-	1 * A	1 * A	-	-	-	-
Did not graduate	2 * A	4 1% A	-	-	-	-	2 * A	4 1% A	-	-	-	-
Lower Secondary Education (5th - 9 or 10th)	3 * A	1 * A	-	-	-	-	3 1% A	1 * A	-	-	-	-
HS Diploma	18 3% ACI	13 2% B	-	-	-	-	18 4% ACI	13 3% B	-	-	-	-
University Entrance Exam	21 3% ACI	28 4% DJ	-	-	-	-	21 5% ACI	28 6% BDJ	-	-	-	-
University of Applied Sciences	20 3% ACI	14 2% B	-	-	-	-	20 5% ACI	14 3% B	-	-	-	-
Finished University	26 4% CI	27 4% DJ	-	-	-	-	26 6% ACI	27 6% BDJ	-	-	-	-
Doctorate	2 * A	4 1% A	-	-	-	-	2 * A	4 1% A	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q437. What is the highest level of education you have completed or the highest degree you have received?

Base: All Non-U.S. Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Weighted Base	634	637	103	105	..**	..**	430	431	101	101	..**	..**
Completed Apprenticeship	27 4% CI	21 3%	-	-	-	-	27 6% ACI	21 5% BDJ	-	-	-	-
Master Craftsman Diploma	4 1%	7 1%	-	-	-	-	4 1%	7 2%	-	-	-	-
Other Qualification	2 *	1 *	-	-	-	-	2 *	1 *	-	-	-	-
Student	2 *	8 1%	-	-	-	-	2 *	8 2%	-	-	-	-
Some College	9 1%	3 *	-	-	-	-	9 2%	3 1%	-	-	-	-
Short Bachelor, 2-3 Year	4 1%	10 2%	-	-	-	-	4 1%	10 2% B	-	-	-	-
Bachelor, 4-5 Year	13 2%	16 3%	-	-	-	-	13 3% A	16 4% BD	-	-	-	-
post-bachelor	5 1%	1 *	-	-	-	-	5 1%	1 *	-	-	-	-
Doctorate	2 *	1 *	-	-	-	-	2 *	1 *	-	-	-	-
No formal education	1 *	1 *	-	-	-	-	1 *	1 *	-	-	-	-
Secondary	1 *	3 *	-	-	-	-	1 *	3 1%	-	-	-	-
Baccalaureate	15 2%	10 2%	-	-	-	-	15 3% A	10 2% B	-	-	-	-
Not finalized University studies	4 1%	4 1%	-	-	-	-	4 1%	4 1%	-	-	-	-
Diploma	5 1%	11 2%	-	-	-	-	5 1%	11 3% B	-	-	-	-
Degree	16 3%	15 2%	-	-	-	-	16 4% ACI	15 3% B	-	-	-	-
Masters/Postgraduate/Do ctorate/PHD	9 1%	6 1%	-	-	-	-	9 2%	6 1%	-	-	-	-
Still studying	-	1 *	-	-	-	-	-	1 *	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q437. What is the highest level of education you have completed or the highest degree you have received?

2 Aug 2016
Table 381

Base: All Non-U.S. Respondents

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Weighted Base	634	637	103	105	..**	..**	430	431	101	101	..**	..**
GCSE/O-Level/CSE	13 2%	18 3%	-	-	-	-	13 3% A	18 4% BDJ	-	-	-	-
Vocational qualifications	3 *	5 1%	-	-	-	-	3 1%	5 1%	-	-	-	-
A-Level/Scottish Higher or equivalent	23 4%	21 3%	-	-	-	-	23 5% ACI	21 5% BDJ	-	-	-	-
Bachelor Degree or equivalent	32 5% CI	37 6% DJ	-	-	-	-	32 7% ACI	37 9% BDJ	-	-	-	-
Masters/PhD or equivalent	23 4%	17 3%	-	-	-	-	23 5% ACI	17 4% BDJ	-	-	-	-
No formal qualifications	2 *	2 *	-	-	-	-	2 *	2 *	-	-	-	-
Apprentice/Trainee	-	1 *	-	-	-	-	-	1 *	-	-	-	-
Other	4 1% B	-	-	-	-	-	4 1% H	-	-	-	-	-
Sigma	634 100%	637 100%	103 100%	105 100%	-	-	430 100%	431 100%	101 100%	101 100%	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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)

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3255	3349	473	460	400	415	533	534	414	401	1435	1539
Employed full time	1914 59% CEGI	2070 62% ADFHJ	201 42% K	201 44% L	184 46% AK	201 48% L	258 48% GDF	295 55% C	213 51% ACK	200 50% BL	1058 74% ACEGI	1173 76% BDFHJ
Employed part time	259 8% K	292 9% L	34 7% K	46 10% L	42 11% AK	46 11% L	56 11% AK	49 9% L	46 11% ACK	49 12% BL	81 6% K	102 7% L
Self-employed full time	644 20% BK	369 11% L	143 30% DAGK	41 9% L	126 32% FAGK	78 19% BDHL	106 20% HK	55 10% L	108 26% AGK	87 22% BDHL	161 11% L	108 7% K
Not employed, but looking for work	48 1% K	77 2% AJL	9 2% K	15 3% JL	5 1% L	13 3% JL	21 4% AEIK	23 4% BJL	3 1% L	3 1% L	10 1% K	23 1% K
Not employed and not looking for work	29 1% L	19 1% L	6 1% L	4 1% L	4 1% L	2 * L	7 1% L	5 1% L	- - L	- - L	12 1% L	8 1% L
Retired	111 3% IK	151 5% AFJL	37 8% AEIK	83 18% CBFHJL	10 3% L	8 2% L	33 6% AEIK	37 7% BFJL	7 2% L	5 1% L	24 2% L	18 1% L
Not employed, unable to work due to a disability or illness	24 1% K	23 1% L	8 2% AIK	12 3% BFJL	2 1% L	- - L	10 2% AIK	6 1% FJL	1 * L	- - L	3 * L	5 * L
Student	161 5% K	144 4% L	28 6% DK	14 3% L	22 6% L	28 7% BDL	30 6% K	28 5% L	30 7% AK	29 7% BDL	51 4% L	45 3% K
Stay-at-home spouse or partner	65 2% L	77 2% L	7 1% L	9 2% L	5 1% L	10 2% L	12 2% L	21 4% BJL	6 1% L	5 1% L	35 2% L	32 2% L
Self-employed part time	- - L	127 4% AL	- - L	35 8% CBHL	- - L	29 7% EBHL	- - L	15 3% G	- - L	23 6% IBHL	- - L	25 2% K
Sigma	3255 100%	3349 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1435 100%	1539 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1936	1929	473	460	175	186	432	428	-**	-**	856	855
Less than \$15,000	11 1% K	8 * 2%	11 2% AEGK	8 2% BHL	-	-	-	-	-	-	-	-
\$15,000 to \$24,999	6 * 1%	23 1% AHL	6 1% AGK	23 5% CBFHL	-	-	-	-	-	-	-	-
\$25,000 to \$34,999	18 1% GK	23 1% HL	18 4% AEGK	23 5% BFHL	-	-	-	-	-	-	-	-
\$35,000 to \$49,999	23 1% GK	32 2% HL	23 5% AEGK	32 7% BFHL	-	-	-	-	-	-	-	-
\$50,000 to \$74,999	45 2% EGK	54 3% FHL	45 10% AEGK	54 12% BFHL	-	-	-	-	-	-	-	-
\$75,000 to \$99,999	36 2% GK	50 3% FHL	36 8% AEGK	50 11% BFHL	-	-	-	-	-	-	-	-
\$100,000 to \$124,999	29 1% GK	17 1% L	29 6% AEGK	17 4% BFHL	-	-	-	-	-	-	-	-
\$125,000 to \$149,999	20 1% GK	11 1% L	20 4% AEGK	11 2% BFHL	-	-	-	-	-	-	-	-
\$150,000 to \$199,999	24 1% GK	19 1% HL	24 5% AEGK	19 4% BFHL	-	-	-	-	-	-	-	-
\$200,000 to \$249,999	6 * 1%	3 * 1%	6 1% AGK	3 1% BL	-	-	-	-	-	-	-	-
\$250,000 or more	11 1% K	4 * 2%	11 2% AEGK	4 1% BL	-	-	-	-	-	-	-	-
Less than \$15,000 (in Canadian dollars)	9 * K	6 * 2%	9 2% AGK	6 1% BHL	-	-	-	-	-	-	-	-
\$15,000 to \$24,999 (in Canadian dollars)	5 * 1%	7 * 1%	5 1% AGK	7 2% BHL	-	-	-	-	-	-	-	-
\$25,000 to \$34,999 (in Canadian dollars)	10 1% K	14 1% L	10 2% AGK	14 3% BFHL	-	-	-	-	-	-	-	-
\$35,000 to \$49,999 (in Canadian dollars)	9 * K	8 * 2%	9 2% AGK	8 2% BHL	-	-	-	-	-	-	-	-
\$50,000 to \$74,999 (in Canadian dollars)	10 1% K	20 1% HL	10 2% AGK	20 4% BFHL	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1936	1929	473	460	175	186	432	428	-**	-**	856	855
\$75,000 to \$99,999 (in Canadian dollars)	16 1% K	9 * L	16 3% AEGK	9 2% BHL	-	-	-	-	-	-	-	-
\$100,000 to \$124,999 (in Canadian dollars)	14 1% K	10 1% L	14 3% AEGK	10 2% BFHL	-	-	-	-	-	-	-	-
\$125,000 to \$149,999 (in Canadian dollars)	6 * L	7 * L	6 1% AGK	7 2% BHL	-	-	-	-	-	-	-	-
\$150,000 to \$199,999 (in Canadian dollars)	8 * L	9 * L	8 2% AGK	9 2% BHL	-	-	-	-	-	-	-	-
\$200,000 to \$249,999 (in Canadian dollars)	1 * L	4 * L	1 * A	4 1% BL	-	-	-	-	-	-	-	-
\$250,000 or more (in Canadian dollars)	2 * A	3 * A	2 * A	3 1% BL	-	-	-	-	-	-	-	-
Less than 10,000 yuan	4 * A	8 * A	-	-	-	-	-	-	-	-	4 * A	8 1% BDH
10,000 to 19,999 yuan	6 * A	6 * A	-	-	-	-	-	-	-	-	6 1% A	6 1% B
20,000 to 29,999 yuan	8 * A	8 * A	-	-	-	-	-	-	-	-	8 1% ACG	8 1% BDH
30,000 to 39,999 yuan	10 1% A	9 * A	-	-	-	-	-	-	-	-	10 1% ACG	9 1% BDH
40,000 to 49,999 yuan	8 * A	7 * A	-	-	-	-	-	-	-	-	8 1% ACG	7 1% B
50,000 to 59,999 yuan	22 1% CG	13 1% CG	-	-	-	-	-	-	-	-	22 3% ACEG	13 2% BDH
60,000 to 79,999 yuan	36 2% CG	38 2% DH	-	-	-	-	-	-	-	-	36 4% ACEG	38 4% BDFH
80,000 to 99,999 yuan	68 4% CEG	48 2% DFH	-	-	-	-	-	-	-	-	68 8% ACEG	48 6% BDFH
100,000 to 124,999 yuan	134 7% CEG	122 6% DFH	-	-	-	-	-	-	-	-	134 16% ACEG	122 14% BDFH
125,000 to 149,999 yuan	96 5% CEG	117 6% DFH	-	-	-	-	-	-	-	-	96 11% ACEG	117 14% BDFH
150,000 or more yuan	146 8% CEG	171 9% DFH	-	-	-	-	-	-	-	-	146 17% ACEG	171 20% BDFH

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1936	1929	473	460	175	186	432	428	-**	-**	856	855
Less than 1,000,000 yen	5 *	8 *	-	-	-	-	-	-	-	-	5 1% A	8 1% BDH
1,000,000 to 1,499,999 yen	3 *	2 *	-	-	-	-	-	-	-	-	3 *	2 *
1,500,000 to 1,999,999 yen	7 *	3 *	-	-	-	-	-	-	-	-	7 1% AC	3 *
2,000,000 to 2,999,999 yen	13 1%	14 1%	-	-	-	-	-	-	-	-	13 2% ACG	14 2% BDH
3,000,000 to 3,999,999 yen	19 1% CG	13 1%	-	-	-	-	-	-	-	-	19 2% ACEG	13 2% BDH
4,000,000 to 4,999,999 yen	16 1% C	19 1% DH	-	-	-	-	-	-	-	-	16 2% ACG	19 2% BDFH
5,000,000 to 5,999,999 yen	27 1% CG	23 1% DH	-	-	-	-	-	-	-	-	27 3% ACEG	23 3% BDFH
6,000,000 to 6,999,999 yen	21 1% CG	17 1% D	-	-	-	-	-	-	-	-	21 2% ACEG	17 2% BDH
7,000,000 to 7,999,999 yen	13 1%	17 1% D	-	-	-	-	-	-	-	-	13 2% ACG	17 2% BDH
8,000,000 to 9,999,999 yen	24 1% CG	20 1% DH	-	-	-	-	-	-	-	-	24 3% ACEG	20 2% BDFH
10,000,000 or more yen	24 1% CG	34 2% DH	-	-	-	-	-	-	-	-	24 3% ACEG	34 4% BDFH
Less than 4,000 real	33 2% CGK	35 2% DHL	-	-	33 19% ACGK	35 19% BDHL	-	-	-	-	-	-
4,000 to 7,999 real	24 1% CGK	27 1% DHL	-	-	24 14% ACGK	27 15% BDHL	-	-	-	-	-	-
8,000 to 11,999 real	5 *	16 1% AL	-	-	5 3% ACGK	16 9% EBDHL	-	-	-	-	-	-
12,000 to 15,999 real	10 1% K	4 *	-	-	10 6% ACGK	4 2% BDHL	-	-	-	-	-	-
16,000 to 19,999 real	6 *	8 *	-	-	6 3% ACGK	8 4% BDHL	-	-	-	-	-	-
20,000 to 29,999 real	20 1% CGK	18 1% DHL	-	-	20 11% ACGK	18 10% BDHL	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1936	1929	473	460	175	186	432	428	-**	-**	856	855
30,000 to 39,999 real	13 1% K	12 1% L	-	-	13 7% ACGK	12 6% BDHL	-	-	-	-	-	-
40,000 to 49,999 real	11 1% K	11 1% L	-	-	11 6% ACGK	11 6% BDHL	-	-	-	-	-	-
50,000 to 74,999 real	14 1% K	14 1% L	-	-	14 8% ACGK	14 8% BDHL	-	-	-	-	-	-
75,000 to 99,999 real	7 *	19 1% ADHL	-	-	7 4% ACGK	19 10% EBDHL	-	-	-	-	-	-
100,000 or more real	24 1% CGK	14 1% L	-	-	24 14% ACGK	14 8% BDHL	-	-	-	-	-	-
Less than 50,000 Mexican pesos	10 1% K	6 *	10 2% AGK	6 1% BHL	-	-	-	-	-	-	-	-
50,000 to 74,999 Mexican pesos	8 *	7 *	8 2% AGK	7 2% BHL	-	-	-	-	-	-	-	-
75,000 to 99,999 Mexican pesos	8 *	6 *	8 2% AGK	6 1% BHL	-	-	-	-	-	-	-	-
100,000 to 149,999 Mexican pesos	9 *	13 1% L	9 2% AGK	13 3% BFHL	-	-	-	-	-	-	-	-
150,000 to 199,999 Mexican pesos	8 *	11 1% L	8 2% AGK	11 2% BFHL	-	-	-	-	-	-	-	-
200,000 to 249,999 Mexican pesos	7 *	11 1% L	7 1% AGK	11 2% BFHL	-	-	-	-	-	-	-	-
250,000 to 299,999 Mexican pesos	7 *	9 *	7 1% AGK	9 2% BHL	-	-	-	-	-	-	-	-
300,000 to 399,999 Mexican pesos	6 *	7 *	6 1% AGK	7 2% BHL	-	-	-	-	-	-	-	-
400,000 to 499,999 Mexican pesos	8 *	8 *	8 2% AGK	8 2% BHL	-	-	-	-	-	-	-	-
500,000 to 999,999 Mexican pesos	8 *	6 *	8 2% AGK	6 1% BHL	-	-	-	-	-	-	-	-
1,000,000 Mexican pesos or more	8 *	4 *	8 2% AGK	4 1% BL	-	-	-	-	-	-	-	-
Less than 5,000 Euros	10 1% K	6 *	-	-	-	-	10 2% ACEK	6 1% BDL	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1936	1929	473	460	175	186	432	428	-**	-**	856	855
5,000 Euros - 9,999 Euros	10 1% K	6 *	-	-	-	-	10 2% ACEK	6 1% BDL	-	-	-	-
10,000 Euros - 19,999 Euros	31 2% CK	34 2% DL	-	-	-	-	31 7% ACEK	34 8% BDL	-	-	-	-
20,000 Euros - 29,999 Euros	36 2% CK	40 2% DFL	-	-	-	-	36 8% ACEK	40 9% BDL	-	-	-	-
30,000 Euros - 39,999 Euros	29 1% CK	40 2% DFL	-	-	-	-	29 7% ACEK	40 9% BDL	-	-	-	-
40,000 Euros - 49,999 Euros	28 1% CK	27 1% DL	-	-	-	-	28 6% ACEK	27 6% BDL	-	-	-	-
50,000 Euros - 74,999 Euros	29 1% CK	29 2% DL	-	-	-	-	29 7% ACEK	29 7% BDL	-	-	-	-
75,000 Euros - 99,999 Euros	14 1% K	18 1% DL	-	-	-	-	14 3% ACEK	18 4% BDL	-	-	-	-
100,000 Euros - 149,999 Euros	5 *	6 *	-	-	-	-	5 1% ACK	6 1% BDL	-	-	-	-
150,000 Euros - 199,999 Euros	3 *	4 *	-	-	-	-	3 1% AK	4 1% BDL	-	-	-	-
200,000 Euros or more	1 *	-	-	-	-	-	1 *	-	-	-	-	-
Less than 10,000 ZL	5 *	1 *	-	-	-	-	5 1% ACK	1 *	-	-	-	-
10,000 ZL - 19,999 ZL	-	1 *	-	-	-	-	-	1 *	-	-	-	-
20,000 ZL - 29,999 ZL	4 *	2 *	-	-	-	-	4 1% ACK	2 *	-	-	-	-
30,000 ZL - 39,999 ZL	4 *	4 *	-	-	-	-	4 1% ACK	4 1% BDL	-	-	-	-
40,000 ZL - 49,999 ZL	5 *	5 *	-	-	-	-	5 1% ACK	5 1% BDL	-	-	-	-
50,000 ZL - 59,999 ZL	4 *	6 *	-	-	-	-	4 1% ACK	6 1% BDL	-	-	-	-
60,000 ZL - 79,999 ZL	11 1% K	9 * L	-	-	-	-	11 3% ACEK	9 2% BDL	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1936	1929	473	460	175	186	432	428	-**	-**	856	855
80,000 ZL - 99,999 ZL	3 *	5 *	-	-	-	-	3 1% AK	5 1% BDL	-	-	-	-
100,000 ZL - 149,999 ZL	8 *	8 *	-	-	-	-	8 2% ACK	8 2% BDL	-	-	-	-
150,000 ZL - 199,999 ZL	2 *	1 *	-	-	-	-	2 * AK	1 *	-	-	-	-
200,000 ZL - 249,999 ZL	-	1 *	-	-	-	-	-	1 *	-	-	-	-
Less than 5,000 TRY	5 *	6 *	-	-	-	-	5 1% ACK	6 1% BDL	-	-	-	-
5,000 TRY - 9,999 TRY	6 *	4 *	-	-	-	-	6 1% ACK	4 1% BDL	-	-	-	-
10,000 TRY - 19,999 TRY	3 *	2 *	-	-	-	-	3 1% AK	2 * BL	-	-	-	-
20,000 TRY - 29,999 TRY	7 *	6 *	-	-	-	-	7 2% ACK	6 1% BDL	-	-	-	-
30,000 TRY - 39,999 TRY	3 *	6 *	-	-	-	-	3 1% AK	6 1% BDL	-	-	-	-
40,000 TRY - 49,999 TRY	7 *	3 *	-	-	-	-	7 2% ACK	3 1% BL	-	-	-	-
50,000 TRY - 74,999 TRY	7 *	9 *	-	-	-	-	7 2% ACK	9 2% BDL	-	-	-	-
75,000 TRY - 99,999 TRY	6 *	6 *	-	-	-	-	6 1% ACK	6 1% BDL	-	-	-	-
100,000 TRY - 149,999 TRY	4 *	3 *	-	-	-	-	4 1% ACK	3 1% BL	-	-	-	-
200,000 TRY - 249,999 TRY	-	1 *	-	-	-	-	-	1 *	-	-	-	-
250,000 TRY or more	2 *	2 *	-	-	-	-	2 * AK	2 * BL	-	-	-	-
Less than 2000 RUB	1 *	1 *	-	-	-	-	-	-	-	-	1 *	1 *
2000 RUB - 4000 RUB	1 *	2 *	-	-	-	-	-	-	-	-	1 *	2 *

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1936	1929	473	460	175	186	432	428	-**	-**	856	855
6001 RUB - 8000 RUB	-	1*	-	-	-	-	-	-	-	-	-	1*
8001 RUB - 10000 RUB	1*	3*	-	-	-	-	-	-	-	-	1*	3*
10001 RUB - 15000 RUB	6*	4*	-	-	-	-	-	-	-	-	6 1% A	4*
15001 RUB - 25000 RUB	10 1%	6*	-	-	-	-	-	-	-	-	10 1% ACG	6 1% B
More than 25000 RUB	98 5% CEG	107 6% DFH	-	-	-	-	-	-	-	-	98 11% ACEG	107 13% BDFH
Up to 4,499 GBP	-	4 * A	-	-	-	-	-	4 1% GBDL	-	-	-	-
4,500 to 6,499 GBP	1*	-	-	-	-	-	1*	-	-	-	-	-
6,500 to 7,499 GBP	1*	1*	-	-	-	-	1*	1*	-	-	-	-
7,500 to 9,499 GBP	4 * B	-	-	-	-	-	4 1% HACK	-	-	-	-	-
9,500 to 11,499 GBP	4*	5*	-	-	-	-	4 1% ACK	5 1% BDL	-	-	-	-
11,500 to 13,499 GBP	2*	2*	-	-	-	-	2*	2*	-	-	-	-
13,500 to 15,499 GBP	3*	4*	-	-	-	-	3 1% AK	4 1% BDL	-	-	-	-
15,500 to 17,499 GBP	5*	4*	-	-	-	-	5 1% ACK	4 1% BDL	-	-	-	-
17,500 to 24,999 GBP	13 1% K	12 1% L	-	-	-	-	13 3% ACEK	12 3% BDFL	-	-	-	-
25,000 to 29,999 GBP	7*	6*	-	-	-	-	7 2% ACK	6 1% BDL	-	-	-	-
30,000 to 39,999 GBP	8*	14 1% L	-	-	-	-	8 2% ACK	14 3% BDFL	-	-	-	-
40,000 to 49,999 GBP	8*	8*	-	-	-	-	8 2% ACK	8 2% BDL	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1936	1929	473	460	175	186	432	428	-**	-**	856	855
50,000 to 74,999 GBP	13 1% K	18 1% DL	-	-	-	-	13 3% ACEK	18 4% BDFL	-	-	-	-
75,000 to 99,999 GBP	6 *	9 * L	-	-	-	-	6 1% ACK	9 2% BDFL	-	-	-	-
100,000 or more GBP	12 1% BK	4 * L	-	-	-	-	12 3% HACEK	4 1% BDL	-	-	-	-
Decline to answer	157 8% BK	89 5% L	67 14% DAEK	31 7% BL	8 5% L	8 4% L	53 12% AEK	36 8% BL	-	-	29 3% L	14 2% L
Sigma	1936 100%	1929 100%	473 100%	460 100%	175 100%	186 100%	432 100%	428 100%	-	-	856 100%	855 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q485. Racial Background.

2 Aug 2016
Table 384

Base: All Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
White	290 9% EGIK	289 9% FHJL	290 61% AEGIK	289 63% BFHJL	-	-	-	-	-	-	-	-
Hispanic	11 K	10 L	11 2% AEGIK	10 2% BFHJL	-	-	-	-	-	-	-	-
BLACK/AFRICAN AMERICAN (NET)	8 *	9 *	8 2% AEGIK	9 2% BFHJL	-	-	-	-	-	-	-	-
Black	8 *	9 *	8 2% AEGIK	9 2% BFHJL	-	-	-	-	-	-	-	-
Asian or Pacific Islander	5 B	-	5 1% DAEGIK	-	-	-	-	-	-	-	-	-
Native American or Alaskan Native	4 *	4 *	4 1% AGK	4 1% BHL	-	-	-	-	-	-	-	-
Mixed Race	11 BK	3 *	11 2% DAEGIK	3 1% BL	-	-	-	-	-	-	-	-
First Nation/Native Canadian	2 *	-	2 * AK	-	-	-	-	-	-	-	-	-
South Asian	7 B	1 *	7 1% DAEGIK	1 *	-	-	-	-	-	-	-	-
Chinese	5 B	-	5 1% DAEGIK	-	-	-	-	-	-	-	-	-
Korean	1 *	2 *	1 *	2 * BL	-	-	-	-	-	-	-	-
Japanese	2 *	1 *	2 * AK	1 *	-	-	-	-	-	-	-	-
Other Southeast Asian	1 *	3 *	1 *	3 1% BL	-	-	-	-	-	-	-	-
Filipino	1 *	2 *	1 *	2 * BL	-	-	-	-	-	-	-	-
Arab/West Asian	2 *	1 *	2 * AK	1 *	-	-	-	-	-	-	-	-
Some other race	2 *	1 *	2 * AK	1 *	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Base: All Respondents

Q485. Racial Background.

			Region									
	2015 Total Registrants	2016 Total Registrants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3357	3349	473	460	400	415	533	534	414	401	1537	1539
Decline to Answer	19 1%	3 *	19 4%	3 1%	-	-	-	-	-	-	-	-
	BK		DAEGIK	BL								
Unknown	2986 89%	3019 90%	102 22%	130 28%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%
	C	D		C	AC	BD	AC	BD	AC	BD	AC	BD
Sigma	3357 100%	3348 100%	473 100%	459 100%	400 100%	415 100%	533 100%	534 100%	414 100%	401 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Q364. What is your marital status?

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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3150	3149	473	460	400	415	533	534	207	201	1537	1539
Never married	879 28% C	944 30% D	105 22%	91 20%	116 29% C	155 37% EBDHL	157 29% C	150 28% D	68 33% C	70 35% D	433 28% C	478 31% D
Married or civil union	1812 58% EG	1812 58% FJ	262 55% E	283 62% FJ	186 47%	176 42%	273 51%	296 55% F	111 54%	100 50%	980 64% ACEGI	957 62% BFHJ
Divorced	147 5% K	117 4% L	51 11% AEGIK	43 9% BFHL	20 5% K	12 3%	30 6% K	24 4% L	12 6% K	11 5% L	34 2%	27 2%
Separated	52 2% K	48 2% L	8 2% K	8 2%	19 5% ACGK	13 3% BL	10 2% K	9 2%	6 3% K	5 2% L	9 1%	13 1%
Widow/Widower	33 1% K	36 1% L	11 2% AK	13 3% BFL	7 2% FK	1 *	8 2% K	8 1% F	2 1%	3 1%	5 *	11 1%
Living with partner	227 7% K	192 6% L	36 8% K	22 5%	52 13% ACIK	58 14% BDHJL	55 10% AIK	47 9% BDL	8 4%	12 6%	76 5% L	53 3%
Sigma	3150 100%	3149 100%	473 100%	460 100%	400 100%	415 100%	533 100%	534 100%	207 100%	201 100%	1537 100%	1539 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Base: All Argentina Respondents

QARREG. In which region do you currently reside?

2 Aug 2016
Table 386

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	100	104	..	..	100	104	..	..	..	..	..	..
Buenos Aires	50 50%	34 33%	-	-	50 50%	34 33%	-	-	-	-	-	-
Buenos Aires Province (including Gran Buenos Aires)	15 15%	23 22%	-	-	15 15%	23 22%	-	-	-	-	-	-
Santa Fe	6 6%	8 8%	-	-	6 6%	8 8%	-	-	-	-	-	-
Cordoba	7 7%	11 11%	-	-	7 7%	11 11%	-	-	-	-	-	-
Patagonia	4 4%	8 8%	-	-	4 4%	8 8%	-	-	-	-	-	-
Other	18 18%	20 19%	-	-	18 18%	20 19%	-	-	-	-	-	-
Sigma	100 100%	104 100%	-	-	100 100%	104 100%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: All South Korea Respondents

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

2 Aug 2016
Table 387

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	101	101	..	..	..	..	..	..	..	..	101	101
Less than 10,000,000 Won	3 3%	2 2%	-	-	-	-	-	-	-	-	3 3%	2 2%
10,000,000 to 20,999,999 Won	6 6%	3 3%	-	-	-	-	-	-	-	-	6 6%	3 3%
21,000,000 to 29,999,999 Won	14 14%	11 11%	-	-	-	-	-	-	-	-	14 14%	11 11%
30,000,000 to 44,999,999 Won	18 18%	22 22%	-	-	-	-	-	-	-	-	18 18%	22 22%
45,000,000 to 74,999,999 Won	40 40%	41 41%	-	-	-	-	-	-	-	-	40 40%	41 41%
75,000,000 or more Won	16 16%	18 18%	-	-	-	-	-	-	-	-	16 16%	18 18%
Decline to answer	4 4%	4 4%	-	-	-	-	-	-	-	-	4 4%	4 4%
Sigma	101 100%	101 100%	-	-	-	-	-	-	-	-	101 100%	101 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

			Region									
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	101	101	-**	-**	-**	-**	-**	-**	-**	-**	101	101
Yes	99 98%	97 96%	- -	- -	- -	- -	- -	- -	- -	- -	99 98%	97 96%
No	2 2%	4 4%	- -	- -	- -	- -	- -	- -	- -	- -	2 2%	4 4%
Sigma	101 100%	101 100%	- -	- -	- -	- -	- -	- -	- -	- -	101 100%	101 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: All South Korea Respondents

QKREG1. In which region do you currently reside?

2 Aug 2016
Table 389

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	101	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	101
Seoul	-	49 49%	-	-	-	-	-	-	-	-	-	49 49%
Busan	-	7 7%	-	-	-	-	-	-	-	-	-	7 7%
Gyeonggi-do	-	17 17%	-	-	-	-	-	-	-	-	-	17 17%
Ulsan	-	-	-	-	-	-	-	-	-	-	-	-
Daejeon	-	3 3%	-	-	-	-	-	-	-	-	-	3 3%
Gwangju	-	1 1%	-	-	-	-	-	-	-	-	-	1 1%
Incheon	-	3 3%	-	-	-	-	-	-	-	-	-	3 3%
Daegu	-	6 6%	-	-	-	-	-	-	-	-	-	6 6%
Jeju-do	-	1 1%	-	-	-	-	-	-	-	-	-	1 1%
Chungcheongbuk-do	-	-	-	-	-	-	-	-	-	-	-	-
Gangwon-do	-	4 4%	-	-	-	-	-	-	-	-	-	4 4%
Chungcheongnam-do	-	2 2%	-	-	-	-	-	-	-	-	-	2 2%
Jeollabuk-do	-	-	-	-	-	-	-	-	-	-	-	-
Jeollanam-do	-	3 3%	-	-	-	-	-	-	-	-	-	3 3%
Gyeongsangnam-do	-	2 2%	-	-	-	-	-	-	-	-	-	2 2%
Gyeongsangbuk-do	-	3 3%	-	-	-	-	-	-	-	-	-	3 3%
Sigma	-	101 100%	-	-	-	-	-	-	-	-	-	101 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: All South Korea Respondents

QKRREG2. REGION CLASSIFICATION

2 Aug 2016
Table 390

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	101	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	101
Seoul	-	49 49%	-	-	-	-	-	-	-	-	-	49 49%
Busan	-	7 7%	-	-	-	-	-	-	-	-	-	7 7%
Gyeonggi-do	-	17 17%	-	-	-	-	-	-	-	-	-	17 17%
All other metropolitan cities	-	13 13%	-	-	-	-	-	-	-	-	-	13 13%
All other provinces (do)	-	15 15%	-	-	-	-	-	-	-	-	-	15 15%
Sigma	-	101 100%	-	-	-	-	-	-	-	-	-	101 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	325	330	..	..	..	..	..	..	..	..	325	330
No education	-	2 1%	-	-	-	-	-	-	-	-	-	2 1%
Less than primary	5 2%	5 2%	-	-	-	-	-	-	-	-	5 2%	5 2%
Primary but less than middle	7 2%	9 3%	-	-	-	-	-	-	-	-	7 2%	9 3%
Middle but less than matric	6 2%	10 3%	-	-	-	-	-	-	-	-	6 2%	10 3%
Matric but less than graduate	26 8%	25 8%	-	-	-	-	-	-	-	-	26 8%	25 8%
Graduate or above	281 86%	279 85%	-	-	-	-	-	-	-	-	281 86%	279 85%
Sigma	325 100%	330 100%	-	-	-	-	-	-	-	-	325 100%	330 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

2 Aug 2016
Table 392

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	325	330	..	..	..	..	..	..	..	..	325	330
Less than 120,000 rupees	39 12%	53 16%	-	-	-	-	-	-	-	-	39 12%	53 16%
120,000 rupees or more	263 81%	257 78%	-	-	-	-	-	-	-	-	263 81%	257 78%
Decline to answer	23 7%	20 6%	-	-	-	-	-	-	-	-	23 7%	20 6%
Sigma	325 100%	330 100%	-	-	-	-	-	-	-	-	325 100%	330 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

2 Aug 2016
Table 393

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	325	330	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	325	330
Metro	256 79%	281 85% A	-	-	-	-	-	-	-	-	256 79%	281 85% K
Non-metro	69 21% B	49 15%	-	-	-	-	-	-	-	-	69 21% L	49 15%
Sigma	325 100%	330 100%	-	-	-	-	-	-	-	-	325 100%	330 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

			Region									
	2015 Total Registrants	2016 Total Registrants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	325	330	**	**	**	**	**	**	**	**	325	330
Yes	310 95%	311 94%	-	-	-	-	-	-	-	-	310 95%	311 94%
No	15 5%	19 6%	-	-	-	-	-	-	-	-	15 5%	19 6%
Sigma	325 100%	330 100%	-	-	-	-	-	-	-	-	325 100%	330 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: All India Respondents

QINREG1. In which division do you currently reside?

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	330	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	330
Uttar Pradesh	-	10 3%	-	-	-	-	-	-	-	-	-	10 3%
Maharashtra	-	61 18%	-	-	-	-	-	-	-	-	-	61 18%
Bihar	-	1 *	-	-	-	-	-	-	-	-	-	1 *
West Bengal	-	29 9%	-	-	-	-	-	-	-	-	-	29 9%
Andhra Pradesh	-	34 10%	-	-	-	-	-	-	-	-	-	34 10%
Tamil Nadu	-	46 14%	-	-	-	-	-	-	-	-	-	46 14%
Madhya Pradesh	-	3 1%	-	-	-	-	-	-	-	-	-	3 1%
Rajasthan	-	3 1%	-	-	-	-	-	-	-	-	-	3 1%
Karnataka	-	29 9%	-	-	-	-	-	-	-	-	-	29 9%
Gujarat	-	21 6%	-	-	-	-	-	-	-	-	-	21 6%
Orissa	-	4 1%	-	-	-	-	-	-	-	-	-	4 1%
Kerala	-	4 1%	-	-	-	-	-	-	-	-	-	4 1%
Assam	-	1 *	-	-	-	-	-	-	-	-	-	1 *
Punjab	-	4 1%	-	-	-	-	-	-	-	-	-	4 1%
Haryana	-	8 2%	-	-	-	-	-	-	-	-	-	8 2%
Jharkhand	-	-	-	-	-	-	-	-	-	-	-	-
Chhattisgarh	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: All India Respondents

QINREG1. In which division do you currently reside?

2 Aug 2016
Table 395

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	..**	330	..**	..**	..**	..**	..**	..**	..**	..**	..**	330
Jammu and Kashmir	-	1*	-	-	-	-	-	-	-	-	-	1*
Uttaranchal	-	4 1%	-	-	-	-	-	-	-	-	-	4 1%
Himachal Pradesh	-	-	-	-	-	-	-	-	-	-	-	-
Tripura	-	1*	-	-	-	-	-	-	-	-	-	1*
Manipur	-	-	-	-	-	-	-	-	-	-	-	-
Meghalaya	-	-	-	-	-	-	-	-	-	-	-	-
Nagaland	-	1*	-	-	-	-	-	-	-	-	-	1*
Goa	-	1*	-	-	-	-	-	-	-	-	-	1*
Arunachal Pradesh	-	-	-	-	-	-	-	-	-	-	-	-
Mizoram	-	-	-	-	-	-	-	-	-	-	-	-
Sikkim	-	-	-	-	-	-	-	-	-	-	-	-
Delhi	-	61 18%	-	-	-	-	-	-	-	-	-	61 18%
Pondicherry	-	-	-	-	-	-	-	-	-	-	-	-
Chandigarh	-	3 1%	-	-	-	-	-	-	-	-	-	3 1%
Andaman and Nicobar Islands	-	-	-	-	-	-	-	-	-	-	-	-
Dadra and Nagar Haveli	-	-	-	-	-	-	-	-	-	-	-	-
Daman and Diu	-	-	-	-	-	-	-	-	-	-	-	-
Lakshadweep	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: All India Respondents

QINREG1. In which division do you currently reside?

2 Aug 2016
Table 395

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	..	330	..	..	..	..	..	..	..	..	..	330
Sigma	-	330 100%	-	-	-	-	-	-	-	-	-	330 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: All India Respondents

QINREG2. STATE SIZE CLASSIFICATION

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	330	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	330
Bigger State	-	258 78%	-	-	-	-	-	-	-	-	-	258 78%
Smaller State	-	8 2%	-	-	-	-	-	-	-	-	-	8 2%
Union Territories	-	64 19%	-	-	-	-	-	-	-	-	-	64 19%
Sigma	-	330 100%	-	-	-	-	-	-	-	-	-	330 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: All Indonesia Respondents

Q1500. In which province do you currently reside?

2 Aug 2016
Table 397

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	101	100	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	101	100
Irian Jaya Barat	-	-	-	-	-	-	-	-	-	-	-	-
Papua	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-
Banten	3 3%	9 9%	-	-	-	-	-	-	-	-	3 3%	9 9%
Jakarta Raya	36 36% B	21 21%	-	-	-	-	-	-	-	-	36 36% L	21 21%
Jawa Barat	12 12%	11 11%	-	-	-	-	-	-	-	-	12 12%	11 11%
Jawa Tengah	10 10%	15 15%	-	-	-	-	-	-	-	-	10 10%	15 15%
Jawa Timur	13 13%	16 16%	-	-	-	-	-	-	-	-	13 13%	16 16%
Yogyakarta	6 6%	6 6%	-	-	-	-	-	-	-	-	6 6%	6 6%
Kalimantan Barat	1 1%	1 1%	-	-	-	-	-	-	-	-	1 1%	1 1%
Kalimantan Selatan	1 1%	1 1%	-	-	-	-	-	-	-	-	1 1%	1 1%
Kalimantan Tengah	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-
Kalimantan Timur	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-
Maluku	-	1 1%	-	-	-	-	-	-	-	-	-	1 1%
Maluku Utara	-	-	-	-	-	-	-	-	-	-	-	-
Bali	2 2%	3 3%	-	-	-	-	-	-	-	-	2 2%	3 3%
Nusa Tenggara Barat	-	-	-	-	-	-	-	-	-	-	-	-
Nusa Tenggara Timur	-	1 1%	-	-	-	-	-	-	-	-	-	1 1%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: All Indonesia Respondents

Q1500. In which province do you currently reside?

2 Aug 2016
Table 397

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	101	100	..**	..**	..**	..**	..**	..**	..**	..**	101	100
Gorontalo	-	1 1%	-	-	-	-	-	-	-	-	-	1 1%
Sulawesi Barat	-	-	-	-	-	-	-	-	-	-	-	-
Sulawesi Selatan	2 2%	2 2%	-	-	-	-	-	-	-	-	2 2%	2 2%
Sulawesi Tengah	-	-	-	-	-	-	-	-	-	-	-	-
Sulawesi Tenggara	-	-	-	-	-	-	-	-	-	-	-	-
Sulawesi Utara	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-
Aceh	1 1%	1 1%	-	-	-	-	-	-	-	-	1 1%	1 1%
Bangka-Belitung	1 1%	1 1%	-	-	-	-	-	-	-	-	1 1%	1 1%
Bengkulu	-	-	-	-	-	-	-	-	-	-	-	-
Jambi	-	-	-	-	-	-	-	-	-	-	-	-
Kepulauan Riau	-	-	-	-	-	-	-	-	-	-	-	-
Lampung	2 2%	1 1%	-	-	-	-	-	-	-	-	2 2%	1 1%
Riau	1 1%	1 1%	-	-	-	-	-	-	-	-	1 1%	1 1%
Sumatera Barat	3 3%	-	-	-	-	-	-	-	-	-	3 3%	-
Sumatera Selatan	-	3 3%	-	-	-	-	-	-	-	-	-	3 3%
Sumatera Utara	3 3%	5 5%	-	-	-	-	-	-	-	-	3 3%	5 5%
Sigma	101 100%	100 100%	-	-	-	-	-	-	-	-	101 100%	100 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: All Indonesia Respondents

Q1502. REGION CLASSIFICATION

2 Aug 2016
Table 398

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	101	100	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	101	100
Irian Jaya	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-
Jawa	80 79%	78 78%	-	-	-	-	-	-	-	-	80 79%	78 78%
Kalimantan	4 4%	2 2%	-	-	-	-	-	-	-	-	4 4%	2 2%
Maluku	-	1 1%	-	-	-	-	-	-	-	-	-	1 1%
Nusa Tenggara	2 2%	4 4%	-	-	-	-	-	-	-	-	2 2%	4 4%
Sulawesi	3 3%	3 3%	-	-	-	-	-	-	-	-	3 3%	3 3%
Sumatera	11 11%	12 12%	-	-	-	-	-	-	-	-	11 11%	12 12%
Sigma	101 100%	100 100%	-	-	-	-	-	-	-	-	101 100%	100 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: All Nigeria Respondents

Q1580. What is your marital status?

2 Aug 2016
Table 399

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	207	200	-.**	-.**	-.**	-.**	-.**	-.**	207	200	-.**	-.**
Single, never married	95 46%	100 50%	-	-	-	-	-	-	95 46%	100 50%	-	-
Married (monogamous or polygamous)	104 50%	95 48%	-	-	-	-	-	-	104 50%	95 48%	-	-
Divorced	1 *	2 1%	-	-	-	-	-	-	1 *	2 1%	-	-
Separated	4 2% B	-	-	-	-	-	-	-	4 2% J	-	-	-
Widowed	2 1%	1 1%	-	-	-	-	-	-	2 1%	1 1%	-	-
Loosely coupled	1 *	2 1%	-	-	-	-	-	-	1 *	2 1%	-	-
Sigma	207 100%	200 100%	-	-	-	-	-	-	207 100%	200 100%	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: All Nigeria Respondents

Q1503. In which state do you currently reside?

2 Aug 2016
Table 400

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	207	200	-.**	-.**	-.**	-.**	-.**	-.**	207	200	-.**	-.**
Lagos State	111 54%	112 56%	-	-	-	-	-	-	111 54%	112 56%	-	-
Ogun State	9 4%	4 2%	-	-	-	-	-	-	9 4%	4 2%	-	-
Oyo State	8 4%	7 4%	-	-	-	-	-	-	8 4%	7 4%	-	-
Osun State	-	3 2%	-	-	-	-	-	-	-	3 2%	-	-
Kogi State	-	1 1%	-	-	-	-	-	-	-	1 1%	-	-
Kwara State	6 3%	3 2%	-	-	-	-	-	-	6 3%	3 2%	-	-
Delta State	3 1%	2 1%	-	-	-	-	-	-	3 1%	2 1%	-	-
Ondo State	7 3%	2 1%	-	-	-	-	-	-	7 3%	2 1%	-	-
Edo State	7 3% B	1 1%	-	-	-	-	-	-	7 3% J	1 1%	-	-
Ekiti State	-	1 1%	-	-	-	-	-	-	-	1 1%	-	-
Anambra State	1 *	2 1%	-	-	-	-	-	-	1 *	2 1%	-	-
Abia State	1 *	1 1%	-	-	-	-	-	-	1 *	1 1%	-	-
Enugu State	2 1%	3 2%	-	-	-	-	-	-	2 1%	3 2%	-	-
Ebonyi State	-	-	-	-	-	-	-	-	-	-	-	-
Rivers State	13 6%	13 7%	-	-	-	-	-	-	13 6%	13 7%	-	-
Akwa Ibom State	1 *	3 2%	-	-	-	-	-	-	1 *	3 2%	-	-
Imo State	3 1%	3 2%	-	-	-	-	-	-	3 1%	3 2%	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: All Nigeria Respondents

Q1503. In which state do you currently reside?

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	207	200	..**	..**	..**	..**	..**	..**	207	200	..**	..**
Cross River State	-	5 3% A	-	-	-	-	-	-	-	5 3% 1	-	-
Bayelsa State	-	-	-	-	-	-	-	-	-	-	-	-
Borno State	-	-	-	-	-	-	-	-	-	-	-	-
Adamawa State	1 *	-	-	-	-	-	-	-	1 *	-	-	-
Taraba State	-	-	-	-	-	-	-	-	-	-	-	-
Yobe State	-	-	-	-	-	-	-	-	-	-	-	-
Kano State	-	2 1%	-	-	-	-	-	-	-	2 1%	-	-
Jigawa State	-	-	-	-	-	-	-	-	-	-	-	-
Bauchi State	1 *	2 1%	-	-	-	-	-	-	1 *	2 1%	-	-
Gombe State	1 *	-	-	-	-	-	-	-	1 *	-	-	-
Kaduna State	2 1%	2 1%	-	-	-	-	-	-	2 1%	2 1%	-	-
Katsina State	-	-	-	-	-	-	-	-	-	-	-	-
Sokoto State	1 *	1 1%	-	-	-	-	-	-	1 *	1 1%	-	-
Kebbi State	-	-	-	-	-	-	-	-	-	-	-	-
Zamfara State	-	-	-	-	-	-	-	-	-	-	-	-
Benue State	-	3 2%	-	-	-	-	-	-	-	3 2%	-	-
Niger State	1 *	-	-	-	-	-	-	-	1 *	-	-	-
Plateau State	3 1%	4 2%	-	-	-	-	-	-	3 1%	4 2%	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: All Nigeria Respondents

Q1503. In which state do you currently reside?

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	207	200	-.**	-.**	-.**	-.**	-.**	-.**	207	200	-.**	-.**
Nassarawa State	1 *	-	-	-	-	-	-	-	1 *	-	-	-
Abuja Federal Capital Territory	24 12%	20 10%	-	-	-	-	-	-	24 12%	20 10%	-	-
Sigma	207 100%	200 100%	-	-	-	-	-	-	207 100%	200 100%	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: All Nigeria Respondents

Q1504. STATE CLASSIFICATION

2 Aug 2016
Table 401

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	207	200	-.**	-.**	-.**	-.**	-.**	-.**	207	200	-.**	-.**
Postal Code Region 1	120 58%	116 58%	-	-	-	-	-	-	120 58%	116 58%	-	-
Postal Code Region 2	14 7%	14 7%	-	-	-	-	-	-	14 7%	14 7%	-	-
Postal Code Region 3	17 8% B	6 3%	-	-	-	-	-	-	17 8% J	6 3%	-	-
Postal Code Region 4	4 2%	6 3%	-	-	-	-	-	-	4 2%	6 3%	-	-
Postal Code Region 5	17 8%	24 12%	-	-	-	-	-	-	17 8%	24 12%	-	-
Postal Code Region 6	1 *	-	-	-	-	-	-	-	1 *	-	-	-
Postal Code Region 7	2 1%	4 2%	-	-	-	-	-	-	2 1%	4 2%	-	-
Postal Code Region 8	3 1%	3 2%	-	-	-	-	-	-	3 1%	3 2%	-	-
Postal Code Region 9	29 14%	27 14%	-	-	-	-	-	-	29 14%	27 14%	-	-
Sigma	207 100%	200 100%	-	-	-	-	-	-	207 100%	200 100%	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: All Nigeria Respondents

Q1585. Do you consider yourself...?

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	207	200	-.**	-.**	-.**	-.**	-.**	-.**	207	200	-.**	-.**
Hausa	2 1%	5 3%	-	-	-	-	-	-	2 1%	5 3%	-	-
Yoruba	110 53%	92 46%	-	-	-	-	-	-	110 53%	92 46%	-	-
Igbo/Ibo	56 27%	50 25%	-	-	-	-	-	-	56 27%	50 25%	-	-
Fulanji	2 1%	-	-	-	-	-	-	-	2 1%	-	-	-
Other	34 16%	48 24%	-	-	-	-	-	-	34 16%	48 24%	-	-
Decline to answer	3 1%	5 3%	-	-	-	-	-	-	3 1%	5 3%	-	-
Sigma	207 100%	200 100%	-	-	-	-	-	-	207 100%	200 100%	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: All Egypt Respondents

Q1505. In which governorate do you currently reside?

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	106	100	..	..	..	..	..	..	106	100	..	..
Ad Daqahliyah	4 4%	6 6%	-	-	-	-	-	-	4 4%	6 6%	-	-
Al Buhayrah	4 4%	2 2%	-	-	-	-	-	-	4 4%	2 2%	-	-
Al Gharbiyah	10 9%	4 4%	-	-	-	-	-	-	10 9%	4 4%	-	-
Al Isma'iliyah	-	-	-	-	-	-	-	-	-	-	-	-
Kafr ash Shaykh	6 6%	1 1%	-	-	-	-	-	-	6 6%	1 1%	-	-
Dumyat	-	4 4%	-	-	-	-	-	-	-	4 4%	-	-
Al Qalyubiyah	4 4%	3 3%	-	-	-	-	-	-	4 4%	3 3%	-	-
Ash Sharqiyah	6 6%	5 5%	-	-	-	-	-	-	6 6%	5 5%	-	-
Al Minufiyah	2 2%	4 4%	-	-	-	-	-	-	2 2%	4 4%	-	-
Al Qahirah	34 32%	25 25%	-	-	-	-	-	-	34 32%	25 25%	-	-
Al Iskandariyah	16 15%	15 15%	-	-	-	-	-	-	16 15%	15 15%	-	-
Bur Sa'id	2 2%	1 1%	-	-	-	-	-	-	2 2%	1 1%	-	-
Al Uqsur	-	1 1%	-	-	-	-	-	-	-	1 1%	-	-
As Suways	1 1%	-	-	-	-	-	-	-	1 1%	-	-	-
Aswan	-	1 1%	-	-	-	-	-	-	-	1 1%	-	-
Asyut	1 1%	5 5%	-	-	-	-	-	-	1 1%	5 5%	-	-
Al Minya	3 3%	2 2%	-	-	-	-	-	-	3 3%	2 2%	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: All Egypt Respondents

Q1505. In which governorate do you currently reside?

2 Aug 2016
Table 403

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	106	100	..**	..**	..**	..**	..**	..**	106	100	..**	..**
Suhaj	-	3 3%	-	-	-	-	-	-	-	3 3%	-	-
Qina	-	2 2%	-	-	-	-	-	-	-	2 2%	-	-
Al Fayyum	-	-	-	-	-	-	-	-	-	-	-	-
Al Jizah	13 12%	9 9%	-	-	-	-	-	-	13 12%	9 9%	-	-
Bani Suwayf	-	3 3%	-	-	-	-	-	-	-	3 3%	-	-
Janub Sina'	-	-	-	-	-	-	-	-	-	-	-	-
Matruh	-	-	-	-	-	-	-	-	-	-	-	-
Shamal Sina'	-	2 2%	-	-	-	-	-	-	-	2 2%	-	-
Al Wadi al Jadid	-	-	-	-	-	-	-	-	-	-	-	-
Al Bahr al Ahmar	-	2 2%	-	-	-	-	-	-	-	2 2%	-	-
Sigma	106 100%	100 100%	-	-	-	-	-	-	106 100%	100 100%	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: All Egypt Respondents

Q1506. REGION CLASSIFICATION

2 Aug 2016
Table 404

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	106	100	-.**	-.**	-.**	-.**	-.**	-.**	106	100	-.**	-.**
Lower	36 34%	29 29%	-	-	-	-	-	-	36 34%	29 29%	-	-
City	53 50%	42 42%	-	-	-	-	-	-	53 50%	42 42%	-	-
Upper	17 16%	25 25%	-	-	-	-	-	-	17 16%	25 25%	-	-
Desert	- -	4 4% A	-	-	-	-	-	-	-	4 4% I	-	-
Sigma	106 100%	100 100%	-	-	-	-	-	-	106 100%	100 100%	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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?

2 Aug 2016
Table 405

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	125	125	..	..	125	125	..	..	..	..	..	..
Menos de \$ 6,000.000 pesos colombianos	19 15%	14 11%	-	-	19 15%	14 11%	-	-	-	-	-	-
\$ 6.001.000 a \$ 12.000.000 pesos colombianos	10 8%	16 13%	-	-	10 8%	16 13%	-	-	-	-	-	-
\$ 12.001.000 a \$ 18.000.000 pesos colombianos	9 7%	10 8%	-	-	9 7%	10 8%	-	-	-	-	-	-
\$ 18.001.000 a \$ 24.000.000 pesos colombianos	6 5%	8 6%	-	-	6 5%	8 6%	-	-	-	-	-	-
\$ 24.001.000 a \$ 30.000.000 pesos colombianos	4 3%	14 11% A	-	-	4 3%	14 11% E	-	-	-	-	-	-
\$ 30.001.000 a \$ 36.000.000 pesos colombianos	6 5%	8 6%	-	-	6 5%	8 6%	-	-	-	-	-	-
\$ 36.001.000 a \$ 60.000.000 pesos colombianos	17 14%	13 10%	-	-	17 14%	13 10%	-	-	-	-	-	-
\$ 60.001.000 a \$ 84.000.000 pesos colombianos	8 6%	10 8%	-	-	8 6%	10 8%	-	-	-	-	-	-
\$ 84.001.000 o mas pesos colombianos	16 13%	15 12%	-	-	16 13%	15 12%	-	-	-	-	-	-
Decline to answer	30 24% B	17 14%	-	-	30 24% F	17 14%	-	-	-	-	-	-
Sigma	125 100%	125 100%	-	-	125 100%	125 100%	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: All Colombian Respondents

QCOREG2. In which region do you live?

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	125	-.**	-.**	-.**	125	-.**	-.**	-.**	-.**	-.**	-.**
Central	-	9 7%	-	-	-	9 7%	-	-	-	-	-	-
Bogota	-	54 43%	-	-	-	54 43%	-	-	-	-	-	-
Pacifico Norte	-	1 1%	-	-	-	1 1%	-	-	-	-	-	-
Eje Cafetero	-	12 10%	-	-	-	12 10%	-	-	-	-	-	-
Andina Norte	-	12 10%	-	-	-	12 10%	-	-	-	-	-	-
Andina Sur	-	4 3%	-	-	-	4 3%	-	-	-	-	-	-
Pacifico Sur	-	18 14%	-	-	-	18 14%	-	-	-	-	-	-
Caribe	-	13 10%	-	-	-	13 10%	-	-	-	-	-	-
Orinoquia	-	2 2%	-	-	-	2 2%	-	-	-	-	-	-
Amazonia	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	125 100%	-	-	-	125 100%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: All Vietnam Respondents

Q4010. What is your current education level?

2 Aug 2016
Table 407

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	52*	52*	..**	..**	..**	..**	..**	..**	..**	..**	52*	52*
No schooling	-	-	-	-	-	-	-	-	-	-	-	-
Some Kindergarten school	-	-	-	-	-	-	-	-	-	-	-	-
Complete Kindergarten school	-	-	-	-	-	-	-	-	-	-	-	-
Some Primary school (Grades 1-5)	-	-	-	-	-	-	-	-	-	-	-	-
Complete Primary school (Grades 1-5)	-	-	-	-	-	-	-	-	-	-	-	-
Some Lower Secondary school (Grades 6-9)	-	1 2%	-	-	-	-	-	-	-	-	-	1 2%
Complete Lower Secondary school (Grades 6-9)	-	-	-	-	-	-	-	-	-	-	-	-
Some Upper Secondary school (Grades 10-12)	2 4%	-	-	-	-	-	-	-	-	-	2 4%	-
Complete Upper Secondary school (Grades 10-12)	3 6%	-	-	-	-	-	-	-	-	-	3 6%	-
Some Professional Secondary school - Primary level	1 2%	-	-	-	-	-	-	-	-	-	1 2%	-
Complete Professional Secondary school - Primary level	-	1 2%	-	-	-	-	-	-	-	-	-	1 2%
Some Professional Secondary school - Intermediate level	-	-	-	-	-	-	-	-	-	-	-	-
Complete Professional Secondary school - Intermediate level	1 2%	1 2%	-	-	-	-	-	-	-	-	1 2%	1 2%
Some College	1 2%	-	-	-	-	-	-	-	-	-	1 2%	-
Complete College	5 10%	8 15%	-	-	-	-	-	-	-	-	5 10%	8 15%
Some University	11 21%	8 15%	-	-	-	-	-	-	-	-	11 21%	8 15%
Complete University	25 48%	27 52%	-	-	-	-	-	-	-	-	25 48%	27 52%

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

Base: All Vietnam Respondents

Q4010. What is your current education level?

2 Aug 2016
Table 407

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	52*	52*	._**	._**	._**	._**	._**	._**	._**	._**	52*	52*
Some Post graduate degree	1 2%	1 2%	-	-	-	-	-	-	-	-	1 2%	1 2%
Complete Post graduate degree	2 4%	5 10%	-	-	-	-	-	-	-	-	2 4%	5 10%
Don't Know/ REFUSED	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	52 100%	52 100%	-	-	-	-	-	-	-	-	52 100%	52 100%

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

Base: All Vietnam Respondents

Q4015. What is your current occupation?

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	52*	52*	..**	..**	..**	..**	..**	..**	..**	..**	52*	52*
GOVERNMENT EMPLOYEE (THE GOVERNMENT'S ORGANIZATIONS OR STATE-OWN COMPANIES)	-	4 8% A	-	-	-	-	-	-	-	-	-	4 8% K
Senior government official	-	-	-	-	-	-	-	-	-	-	-	-
Middle government official	-	-	-	-	-	-	-	-	-	-	-	-
Low government official	1 2%	3 6%	-	-	-	-	-	-	-	-	1 2%	3 6%
Production Worker	3 6%	1 2%	-	-	-	-	-	-	-	-	3 6%	1 2%
NON-STATE SECTOR EMPLOYEE	2 4%	5 10%	-	-	-	-	-	-	-	-	2 4%	5 10%
Top level management	-	-	-	-	-	-	-	-	-	-	-	-
Middle management	8 15%	8 15%	-	-	-	-	-	-	-	-	8 15%	8 15%
Low manager	5 10%	2 4%	-	-	-	-	-	-	-	-	5 10%	2 4%
Executive/Officer	1 2%	3 6%	-	-	-	-	-	-	-	-	1 2%	3 6%
EMPLOYER (owners of companies/business establishments having 'employees' on a continuous basis)	3 6%	1 2%	-	-	-	-	-	-	-	-	3 6%	1 2%
Owner of a company/agency/farm (10 workers or higher)	-	1 2%	-	-	-	-	-	-	-	-	-	1 2%
Owner of a company/agency/farm (1- 9 workers)	1 2%	-	-	-	-	-	-	-	-	-	1 2%	-
OWN-ACCOUNT WORKER	7 13%	5 10%	-	-	-	-	-	-	-	-	7 13%	5 10%
Investor (real estate, stock,...)	-	-	-	-	-	-	-	-	-	-	-	-

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

Base: All Vietnam Respondents

Q4015. What is your current occupation?

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	52*	52*	..**	..**	..**	..**	..**	..**	..**	..**	52*	52*
Store owner/ individual establishment owner (not having "employees" on a continuous basis)	1 2%	1 2%	-	-	-	-	-	-	-	-	1 2%	1 2%
Farmer, logger, fisherman (agriculture, forestry and fishing)	-	-	-	-	-	-	-	-	-	-	-	-
Other self-employment (professional, freelancer, own-account driver, vendor, hawker,...)	1 2%	1 2%	-	-	-	-	-	-	-	-	1 2%	1 2%
PART-TIME/UNPAID FAMILY WORKER/ UNEMPLOYED	2 4%	-	-	-	-	-	-	-	-	-	2 4%	-
Student/ Apprentice	12 23%	11 21%	-	-	-	-	-	-	-	-	12 23%	11 21%
Housewife/househusband	-	-	-	-	-	-	-	-	-	-	-	-
Retired	-	1 2%	-	-	-	-	-	-	-	-	-	1 2%
Family workers	2 4%	-	-	-	-	-	-	-	-	-	2 4%	-
Unemployed	1 2%	-	-	-	-	-	-	-	-	-	1 2%	-
OTHERS (UNCLASIFIABLE BY STATUS)	2 4%	4 8%	-	-	-	-	-	-	-	-	2 4%	4 8%
Don't Know/ REFUSED	-	1 2%	-	-	-	-	-	-	-	-	-	1 2%
Sigma	52 100%	52 100%	-	-	-	-	-	-	-	-	52 100%	52 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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 Aug 2016
Table 409

1. Household Income

Base: All Vietnam Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	52*	52*	..	..	..	..	..	..	..	..	52*	52*
150,000,000 VND or higher	5 10%	6 12%	-	-	-	-	-	-	-	-	5 10%	6 12%
75,000,000- 149,999,999 VND	3 6%	5 10%	-	-	-	-	-	-	-	-	3 6%	5 10%
45,000,000- 74,999,999 VND	2 4%	5 10%	-	-	-	-	-	-	-	-	2 4%	5 10%
30,000,000- 44,999,999 VND	4 8%	6 12%	-	-	-	-	-	-	-	-	4 8%	6 12%
15,000,000- 29,999,999 VND	14 27%	13 25%	-	-	-	-	-	-	-	-	14 27%	13 25%
7,500,000- 14,999,999 VND	18 35%	11 21%	-	-	-	-	-	-	-	-	18 35%	11 21%
4,500,000- 7,499,999 VND	3 6%	-	-	-	-	-	-	-	-	-	3 6%	-
3,000,000- 4,499,999 VND	-	2 4%	-	-	-	-	-	-	-	-	-	2 4%
1,500,000- 2,999,999 VND	1 2%	-	-	-	-	-	-	-	-	-	1 2%	-
1- 1,499,999 VND	-	1 2%	-	-	-	-	-	-	-	-	-	1 2%
No income/ expenditure	-	-	-	-	-	-	-	-	-	-	-	-
Don't Know/NA	2 4%	3 6%	-	-	-	-	-	-	-	-	2 4%	3 6%
Sigma	52 100%	52 100%	-	-	-	-	-	-	-	-	52 100%	52 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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 Aug 2016
Table 410

2. Household Expenditure

Base: All Vietnam Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	52*	52*	..	..	..	..	..	..	..	..	52*	52*
150,000,000 VND or higher	2 4%	1 2%	-	-	-	-	-	-	-	-	2 4%	1 2%
75,000,000- 149,999,999 VND	4 8%	5 10%	-	-	-	-	-	-	-	-	4 8%	5 10%
45,000,000- 74,999,999 VND	2 4%	4 8%	-	-	-	-	-	-	-	-	2 4%	4 8%
30,000,000- 44,999,999 VND	1 2%	2 4%	-	-	-	-	-	-	-	-	1 2%	2 4%
15,000,000- 29,999,999 VND	5 10%	10 19%	-	-	-	-	-	-	-	-	5 10%	10 19%
7,500,000- 14,999,999 VND	11 21%	12 23%	-	-	-	-	-	-	-	-	11 21%	12 23%
4,500,000- 7,499,999 VND	14 27%	10 19%	-	-	-	-	-	-	-	-	14 27%	10 19%
3,000,000- 4,499,999 VND	9 17% B	2 4%	-	-	-	-	-	-	-	-	9 17% L	2 4%
1,500,000- 2,999,999 VND	1 2%	3 6%	-	-	-	-	-	-	-	-	1 2%	3 6%
1- 1,499,999 VND	-	1 2%	-	-	-	-	-	-	-	-	-	1 2%
No income/ expenditure	1 2%	-	-	-	-	-	-	-	-	-	1 2%	-
Don't Know/NA	2 4%	2 4%	-	-	-	-	-	-	-	-	2 4%	2 4%
Sigma	52 100%	52 100%	-	-	-	-	-	-	-	-	52 100%	52 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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 Aug 2016
Table 411

3. Personal Income

Base: All Vietnam Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	52*	52*	..	..	..	..	..	..	..	..	52*	52*
150,000,000 VND or higher	3 6%	1 2%	-	-	-	-	-	-	-	-	3 6%	1 2%
75,000,000- 149,999,999 VND	-	-	-	-	-	-	-	-	-	-	-	-
45,000,000- 74,999,999 VND	3 6%	3 6%	-	-	-	-	-	-	-	-	3 6%	3 6%
30,000,000- 44,999,999 VND	2 4%	1 2%	-	-	-	-	-	-	-	-	2 4%	1 2%
15,000,000- 29,999,999 VND	4 8%	6 12%	-	-	-	-	-	-	-	-	4 8%	6 12%
7,500,000- 14,999,999 VND	13 25%	11 21%	-	-	-	-	-	-	-	-	13 25%	11 21%
4,500,000- 7,499,999 VND	10 19%	11 21%	-	-	-	-	-	-	-	-	10 19%	11 21%
3,000,000- 4,499,999 VND	5 10%	8 15%	-	-	-	-	-	-	-	-	5 10%	8 15%
1,500,000- 2,999,999 VND	5 10%	4 8%	-	-	-	-	-	-	-	-	5 10%	4 8%
1- 1,499,999 VND	3 6%	2 4%	-	-	-	-	-	-	-	-	3 6%	2 4%
No income/ expenditure	1 2%	2 4%	-	-	-	-	-	-	-	-	1 2%	2 4%
Don't Know/NA	3 6%	3 6%	-	-	-	-	-	-	-	-	3 6%	3 6%
Sigma	52 100%	52 100%	-	-	-	-	-	-	-	-	52 100%	52 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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 Aug 2016
Table 412

4. Personal Expenditure

Base: All Vietnam Respondents

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	52*	52*	..	..	..	..	..	..	..	..	52*	52*
150,000,000 VND or higher	3 6%	-	-	-	-	-	-	-	-	-	3 6%	-
75,000,000- 149,999,999 VND	-	-	-	-	-	-	-	-	-	-	-	-
45,000,000- 74,999,999 VND	2 4%	-	-	-	-	-	-	-	-	-	2 4%	-
30,000,000- 44,999,999 VND	2 4%	2 4%	-	-	-	-	-	-	-	-	2 4%	2 4%
15,000,000- 29,999,999 VND	3 6%	-	-	-	-	-	-	-	-	-	3 6%	-
7,500,000- 14,999,999 VND	2 4%	2 4%	-	-	-	-	-	-	-	-	2 4%	2 4%
4,500,000- 7,499,999 VND	5 10%	6 12%	-	-	-	-	-	-	-	-	5 10%	6 12%
3,000,000- 4,499,999 VND	10 19%	9 17%	-	-	-	-	-	-	-	-	10 19%	9 17%
1,500,000- 2,999,999 VND	11 21%	17 33%	-	-	-	-	-	-	-	-	11 21%	17 33%
1- 1,499,999 VND	11 21%	12 23%	-	-	-	-	-	-	-	-	11 21%	12 23%
No income/ expenditure	-	-	-	-	-	-	-	-	-	-	-	-
Don't Know/NA	3 6%	4 8%	-	-	-	-	-	-	-	-	3 6%	4 8%
Sigma	52 100%	52 100%	-	-	-	-	-	-	-	-	52 100%	52 100%

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

Base: All Vietnam Respondents

Q4025. BTS

2 Aug 2016
Table 413

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	50*	49*	..	..	..	..	..	..	..	..	50*	49*
Class A5 (150,000,000+)	5 10%	6 12%	-	-	-	-	-	-	-	-	5 10%	6 12%
Class A4 (75,000,000 - 149,999,999)	3 6%	5 10%	-	-	-	-	-	-	-	-	3 6%	5 10%
Class A3 (45,000,000 - 74,999,999)	2 4%	5 10%	-	-	-	-	-	-	-	-	2 4%	5 10%
Class A2 (30,000,000 - 44,999,999)	4 8%	6 12%	-	-	-	-	-	-	-	-	4 8%	6 12%
Class A1 (15,000,000 - 29,999,999)	14 28%	13 27%	-	-	-	-	-	-	-	-	14 28%	13 27%
Class B (7,500,000 - 14,999,999)	18 36%	11 22%	-	-	-	-	-	-	-	-	18 36%	11 22%
Class C (4,500,000 - 7,499,999)	3 6%	-	-	-	-	-	-	-	-	-	3 6%	-
Class D (3,000,000 - 4,499,000)	-	2 4%	-	-	-	-	-	-	-	-	-	2 4%
Class E (1,500,000 - 2,999,999)	1 2%	-	-	-	-	-	-	-	-	-	1 2%	-
Class F (1 - 1,499,999)	-	1 2%	-	-	-	-	-	-	-	-	-	1 2%
Sigma	50 100%	49 100%	-	-	-	-	-	-	-	-	50 100%	49 100%

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

Base: All Vietnam Respondents

Q4027. In what region do you live?

2 Aug 2016
Table 414

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	52*	52*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	52*	52*
North East	6 12%	10 19%	-	-	-	-	-	-	-	-	6 12%	10 19%
Red River Delta	15 29%	12 23%	-	-	-	-	-	-	-	-	15 29%	12 23%
North Central Coast	3 6%	3 6%	-	-	-	-	-	-	-	-	3 6%	3 6%
South Central Coast	3 6%	3 6%	-	-	-	-	-	-	-	-	3 6%	3 6%
Central Highlands	2 4%	-	-	-	-	-	-	-	-	-	2 4%	-
South East	14 27%	15 29%	-	-	-	-	-	-	-	-	14 27%	15 29%
Mekong River Delta	8 15%	7 13%	-	-	-	-	-	-	-	-	8 15%	7 13%
North West	1 2%	2 4%	-	-	-	-	-	-	-	-	1 2%	2 4%
Sigma	52 100%	52 100%	-	-	-	-	-	-	-	-	52 100%	52 100%

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

Base: All Philippines Respondents

Q4030. What is your highest educational attainment?

2 Aug 2016
Table 415

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	102	101	..	..	..	..	..	..	..	..	102	101
No schooling	-	-	-	-	-	-	-	-	-	-	-	-
Some elementary	-	1 1%	-	-	-	-	-	-	-	-	-	1 1%
Complete elementary	-	2 2%	-	-	-	-	-	-	-	-	-	2 2%
Some high school	1 1%	1 1%	-	-	-	-	-	-	-	-	1 1%	1 1%
Completed high school	4 4%	2 2%	-	-	-	-	-	-	-	-	4 4%	2 2%
Some vocational	1 1%	3 3%	-	-	-	-	-	-	-	-	1 1%	3 3%
Completed Vocational	4 4%	6 6%	-	-	-	-	-	-	-	-	4 4%	6 6%
Some college	13 13%	17 17%	-	-	-	-	-	-	-	-	13 13%	17 17%
Completed college/ Has degree	59 58%	63 62%	-	-	-	-	-	-	-	-	59 58%	63 62%
Some post graduate degree	12 12%	5 5%	-	-	-	-	-	-	-	-	12 12%	5 5%
Completed post graduate degree	8 8% B	1 1%	-	-	-	-	-	-	-	-	8 8% L	1 1%
Not know/Refused	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	102 100%	101 100%	-	-	-	-	-	-	-	-	102 100%	101 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: All Philippines Respondents

Q4035. At the present time, what is your occupation?

2 Aug 2016
Table 416

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	102	101	..	..	..	..	..	..	..	..	102	101
Professional, technical and kindred workers	51 50%	40 40%	-	-	-	-	-	-	-	-	51 50%	40 40%
Farmers and farm managers	-	2 2%	-	-	-	-	-	-	-	-	-	2 2%
Manager, officials and proprietors except farm	4 4%	3 3%	-	-	-	-	-	-	-	-	4 4%	3 3%
Clerical and kindred workers	13 13%	12 12%	-	-	-	-	-	-	-	-	13 13%	12 12%
Sales workers	3 3%	7 7%	-	-	-	-	-	-	-	-	3 3%	7 7%
Craftsmen, foremen and kindred workers	2 2%	2 2%	-	-	-	-	-	-	-	-	2 2%	2 2%
Service workers except private household workers	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-
Private household workers	1 1%	1 1%	-	-	-	-	-	-	-	-	1 1%	1 1%
Laborers	1 1%	2 2%	-	-	-	-	-	-	-	-	1 1%	2 2%
Not gainfully employed	1 1%	5 5%	-	-	-	-	-	-	-	-	1 1%	5 5%
Housewife	6 6%	8 8%	-	-	-	-	-	-	-	-	6 6%	8 8%
Student	4 4%	7 7%	-	-	-	-	-	-	-	-	4 4%	7 7%
Pensioner	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-
Others	10 10%	10 10%	-	-	-	-	-	-	-	-	10 10%	10 10%
Refused	4 4%	2 2%	-	-	-	-	-	-	-	-	4 4%	2 2%
Sigma	102 100%	101 100%	-	-	-	-	-	-	-	-	102 100%	101 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: All Philippines Respondents

Q4036. Please select the area in which you live?

2 Aug 2016
Table 417

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	102	101	..	..	..	..	..	..	..	..	102	101
National Capital Region	34 33%	41 41%	-	-	-	-	-	-	-	-	34 33%	41 41%
Cordillera Administrative Region	1 1%	7 7% A	-	-	-	-	-	-	-	-	1 1%	7 7% K
Ilocos (Region I)	2 2%	1 1%	-	-	-	-	-	-	-	-	2 2%	1 1%
Cagayan Valley (Region II)	2 2%	3 3%	-	-	-	-	-	-	-	-	2 2%	3 3%
Central Luzon (Region III)	7 7%	7 7%	-	-	-	-	-	-	-	-	7 7%	7 7%
Southern Tagalog (Region IV)	25 25%	17 17%	-	-	-	-	-	-	-	-	25 25%	17 17%
Bicol (Region V)	6 6%	2 2%	-	-	-	-	-	-	-	-	6 6%	2 2%
Western Visayas (Region VI)	1 1%	4 4%	-	-	-	-	-	-	-	-	1 1%	4 4%
Central Visayas (Region VII)	13 13%	6 6%	-	-	-	-	-	-	-	-	13 13%	6 6%
Eastern Visayas (Region VIII)	1 1%	1 1%	-	-	-	-	-	-	-	-	1 1%	1 1%
Western Mindanao (Region IX)	-	-	-	-	-	-	-	-	-	-	-	-
Northern Mindanao (Region X)	5 5%	6 6%	-	-	-	-	-	-	-	-	5 5%	6 6%
Southern Mindanao (Region XI)	4 4%	4 4%	-	-	-	-	-	-	-	-	4 4%	4 4%
Central Mindanao (Region XII)	1 1%	2 2%	-	-	-	-	-	-	-	-	1 1%	2 2%
Autonomous Region in Muslim Mindanao	-	-	-	-	-	-	-	-	-	-	-	-
Caraga	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	102 100%	101 100%	-	-	-	-	-	-	-	-	102 100%	101 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: All Brazil Respondents And 21+ Years Of Age

Q1507. What is the highest level of education you have completed or the highest degree you have received?

2 Aug 2016
Table 418

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	163	168	..	..	163	168	..	..	..	..	..	..
Nenhum	-	-	-	-	-	-	-	-	-	-	-	-
Alfabetizacao	-	3 2%	-	-	-	3 2%	-	-	-	-	-	-
Fundamental incompleto - fundamental I (1a. serie a 4a.)	-	-	-	-	-	-	-	-	-	-	-	-
Fundamental incompleto - fundamental II (6a. serie a 8a. serie)	2 1%	3 2%	-	-	2 1%	3 2%	-	-	-	-	-	-
Fundamental completo	2 1%	5 3%	-	-	2 1%	5 3%	-	-	-	-	-	-
Ensino Medio	48 29%	52 31%	-	-	48 29%	52 31%	-	-	-	-	-	-
Superior	80 49%	81 48%	-	-	80 49%	81 48%	-	-	-	-	-	-
Pos-graduacao (Mestrado, Doutorado ou Pos-doutorado)	31 19%	24 14%	-	-	31 19%	24 14%	-	-	-	-	-	-
Sigma	163 100%	168 100%	-	-	163 100%	168 100%	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: All Brazil Respondents

QBRREG1. In which state do you currently reside?

2 Aug 2016
Table 419

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	186	-.**	-.**	-.**	186	-.**	-.**	-.**	-.**	-.**	-.**
Distrito Federal	-	3 2%	-	-	-	3 2%	-	-	-	-	-	-
Goiás	-	2 1%	-	-	-	2 1%	-	-	-	-	-	-
Mato Grosso	-	3 2%	-	-	-	3 2%	-	-	-	-	-	-
Mato Grosso do Sul	-	2 1%	-	-	-	2 1%	-	-	-	-	-	-
Acre	-	-	-	-	-	-	-	-	-	-	-	-
Amapá	-	-	-	-	-	-	-	-	-	-	-	-
Amazonas	-	2 1%	-	-	-	2 1%	-	-	-	-	-	-
Para	-	3 2%	-	-	-	3 2%	-	-	-	-	-	-
Rondonia	-	-	-	-	-	-	-	-	-	-	-	-
Roraima	-	-	-	-	-	-	-	-	-	-	-	-
Tocantins	-	2 1%	-	-	-	2 1%	-	-	-	-	-	-
Alagoas	-	4 2%	-	-	-	4 2%	-	-	-	-	-	-
Bahia	-	17 9%	-	-	-	17 9%	-	-	-	-	-	-
Ceará	-	2 1%	-	-	-	2 1%	-	-	-	-	-	-
Maranhão	-	2 1%	-	-	-	2 1%	-	-	-	-	-	-
Paraíba	-	3 2%	-	-	-	3 2%	-	-	-	-	-	-
Pernambuco	-	8 4%	-	-	-	8 4%	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: All Brazil Respondents

QBRREG1. In which state do you currently reside?

2 Aug 2016
Table 419

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	..**	186	..**	..**	..**	186	..**	..**	..**	..**	..**	..**
Piaui	-	1 1%	-	-	-	1 1%	-	-	-	-	-	-
Rio Grande do Norte	-	3 2%	-	-	-	3 2%	-	-	-	-	-	-
Sergipe	-	-	-	-	-	-	-	-	-	-	-	-
Parana	-	9 5%	-	-	-	9 5%	-	-	-	-	-	-
Rio Grande do Sul	-	7 4%	-	-	-	7 4%	-	-	-	-	-	-
Santa Catarina	-	5 3%	-	-	-	5 3%	-	-	-	-	-	-
Espirito Santo	-	6 3%	-	-	-	6 3%	-	-	-	-	-	-
Minas Gerais	-	21 11%	-	-	-	21 11%	-	-	-	-	-	-
Rio de Janeiro	-	18 10%	-	-	-	18 10%	-	-	-	-	-	-
Sao Paulo	-	63 34%	-	-	-	63 34%	-	-	-	-	-	-
Sigma	-	186 100%	-	-	-	186 100%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: All Brazil Respondents

QBRREG2. REGION CLASSIFICATION

2 Aug 2016
Table 420

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	186	-.**	-.**	-.**	186	-.**	-.**	-.**	-.**	-.**	-.**
Center-west	-	10 5%	-	-	-	10 5%	-	-	-	-	-	-
North	-	7 4%	-	-	-	7 4%	-	-	-	-	-	-
North-east	-	40 22%	-	-	-	40 22%	-	-	-	-	-	-
South	-	21 11%	-	-	-	21 11%	-	-	-	-	-	-
South-east	-	108 58%	-	-	-	108 58%	-	-	-	-	-	-
Sigma	-	186 100%	-	-	-	186 100%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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?

2 Aug 2016
Table 421

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	101	95*	101	95*	..**	..**	..**	..**	..**	..**	..**	..**
No he estudiado	-	-	-	-	-	-	-	-	-	-	-	-
Primaria incompleta	-	-	-	-	-	-	-	-	-	-	-	-
Primaria completa	-	-	-	-	-	-	-	-	-	-	-	-
Secundaria incompleta	-	-	-	-	-	-	-	-	-	-	-	-
Secundaria completa	2 2%	1 1%	2 2%	1 1%	-	-	-	-	-	-	-	-
Carrera comercial	-	1 1%	-	1 1%	-	-	-	-	-	-	-	-
Carrera tecnica	1 1%	3 3%	1 1%	3 3%	-	-	-	-	-	-	-	-
Preparatoria incompleta	1 1%	1 1%	1 1%	1 1%	-	-	-	-	-	-	-	-
Preparatoria completa	5 5%	3 3%	5 5%	3 3%	-	-	-	-	-	-	-	-
Licenciatura incompleta	15 15%	12 13%	15 15%	12 13%	-	-	-	-	-	-	-	-
Licenciatura completa	53 52%	63 66%	53 52%	63 66%	-	-	-	-	-	-	-	-
Diplomado/Maestria	22 22% B	10 11%	22 22% D	10 11%	-	-	-	-	-	-	-	-
Doctorado	2 2%	1 1%	2 2%	1 1%	-	-	-	-	-	-	-	-
Sigma	101 100%	95 100%	101 100%	95 100%	-	-	-	-	-	-	-	-

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

Base: All Mexican Respondents

QMXREG. In which state do you currently reside?

2 Aug 2016
Table 422

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	100	-.**	100	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Aguascalientes	-	2 2%	-	2 2%	-	-	-	-	-	-	-	-
Baja California Norte	-	3 3%	-	3 3%	-	-	-	-	-	-	-	-
Baja California Sur	-	-	-	-	-	-	-	-	-	-	-	-
Campeche	-	1 1%	-	1 1%	-	-	-	-	-	-	-	-
Chiapas	-	1 1%	-	1 1%	-	-	-	-	-	-	-	-
Chihuahua	-	2 2%	-	2 2%	-	-	-	-	-	-	-	-
Coahuila	-	1 1%	-	1 1%	-	-	-	-	-	-	-	-
Colima	-	1 1%	-	1 1%	-	-	-	-	-	-	-	-
Distrito Federal	-	18 18%	-	18 18%	-	-	-	-	-	-	-	-
Durango	-	-	-	-	-	-	-	-	-	-	-	-
Guanajuato	-	5 5%	-	5 5%	-	-	-	-	-	-	-	-
Guerrero	-	1 1%	-	1 1%	-	-	-	-	-	-	-	-
Hidalgo	-	-	-	-	-	-	-	-	-	-	-	-
Jalisco	-	5 5%	-	5 5%	-	-	-	-	-	-	-	-
Mexico	-	16 16%	-	16 16%	-	-	-	-	-	-	-	-
Michoacan	-	4 4%	-	4 4%	-	-	-	-	-	-	-	-
Morelos	-	2 2%	-	2 2%	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: All Mexican Respondents

QMXREG. In which state do you currently reside?

2 Aug 2016
Table 422

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	.**	100	.**	100	.**	.**	.**	.**	.**	.**	.**	.**
Nayarit	-	-	-	-	-	-	-	-	-	-	-	-
Nuevo Leon	-	6 6%	-	6 6%	-	-	-	-	-	-	-	-
Oaxaca	-	1 1%	-	1 1%	-	-	-	-	-	-	-	-
Puebla	-	5 5%	-	5 5%	-	-	-	-	-	-	-	-
Queretaro	-	2 2%	-	2 2%	-	-	-	-	-	-	-	-
Quintana Roo	-	2 2%	-	2 2%	-	-	-	-	-	-	-	-
San Luis Potosi	-	5 5%	-	5 5%	-	-	-	-	-	-	-	-
Sinaloa	-	1 1%	-	1 1%	-	-	-	-	-	-	-	-
Sonora	-	3 3%	-	3 3%	-	-	-	-	-	-	-	-
Tabasco	-	1 1%	-	1 1%	-	-	-	-	-	-	-	-
Tamaulipas	-	4 4%	-	4 4%	-	-	-	-	-	-	-	-
Tlaxcala	-	1 1%	-	1 1%	-	-	-	-	-	-	-	-
Veracruz	-	4 4%	-	4 4%	-	-	-	-	-	-	-	-
Yucatan	-	3 3%	-	3 3%	-	-	-	-	-	-	-	-
Zacatecas	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	100 100%	-	100 100%	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: All Chinese Respondents And 21+ Years Of Age

Q1574. What is the highest level of education you have completed or the highest degree you have received?

2 Aug 2016
Table 423

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	542	543	..	..	..	..	..	..	..	..	542	543
High school or less	10 2%	18 3%	-	-	-	-	-	-	-	-	10 2%	18 3%
College	101 19%	119 22%	-	-	-	-	-	-	-	-	101 19%	119 22%
Bachelor degree	379 70%	356 66%	-	-	-	-	-	-	-	-	379 70%	356 66%
Post graduate	52 10%	50 9%	-	-	-	-	-	-	-	-	52 10%	50 9%
Sigma	542 100%	543 100%	-	-	-	-	-	-	-	-	542 100%	543 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: All Turkey Respondents

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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	50*	50*	-.**	-.**	-.**	-.**	50*	50*	-.**	-.**	-.**	-.**
Primary education	-	-	-	-	-	-	-	-	-	-	-	-
Middle school or junior high school	-	1 2%	-	-	-	-	-	1 2%	-	-	-	-
High school	10 20%	12 24%	-	-	-	-	10 20%	12 24%	-	-	-	-
University	33 66%	29 58%	-	-	-	-	33 66%	29 58%	-	-	-	-
Masters degree or doctorate	7 14%	8 16%	-	-	-	-	7 14%	8 16%	-	-	-	-
No schooling completed	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	50 100%	50 100%	-	-	-	-	50 100%	50 100%	-	-	-	-

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

Base: All Colombia Respondents

QCOED. What was the last year of schooling that you completed?

2 Aug 2016
Table 425

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	125	125	-.**	-.**	125	125	-.**	-.**	-.**	-.**	-.**	-.**
None	-	-	-	-	-	-	-	-	-	-	-	-
Pre-school	1 1%	-	-	-	1 1%	-	-	-	-	-	-	-
Primary	-	1 1%	-	-	-	1 1%	-	-	-	-	-	-
Secondary	5 4%	9 7%	-	-	5 4%	9 7%	-	-	-	-	-	-
Technical/Technology	32 26%	34 27%	-	-	32 26%	34 27%	-	-	-	-	-	-
University	52 42%	63 50%	-	-	52 42%	63 50%	-	-	-	-	-	-
Post Graduate	32 26% B	17 14%	-	-	32 26% F	17 14%	-	-	-	-	-	-
Other	3 2%	1 1%	-	-	3 2%	1 1%	-	-	-	-	-	-
Sigma	125 100%	125 100%	-	-	125 100%	125 100%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: All Indonesia Respondents

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

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	101	100	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	101	100
No schooling	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-
Some elementary school	-	-	-	-	-	-	-	-	-	-	-	-
Elementary school	-	-	-	-	-	-	-	-	-	-	-	-
Junior high school	1 1%	2 2%	-	-	-	-	-	-	-	-	1 1%	2 2%
High school or higher	99 98%	98 98%	-	-	-	-	-	-	-	-	99 98%	98 98%
Sigma	101 100%	100 100%	-	-	-	-	-	-	-	-	101 100%	100 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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?

2 Aug 2016
Table 427

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	176	176	..	..	..	..	..	..	..	..	176	176
Less than high school	4 2%	3 2%	-	-	-	-	-	-	-	-	4 2%	3 2%
High school degree	47 27%	43 24%	-	-	-	-	-	-	-	-	47 27%	43 24%
Junior College degree	17 10%	16 9%	-	-	-	-	-	-	-	-	17 10%	16 9%
BA or University degree	108 61%	114 65%	-	-	-	-	-	-	-	-	108 61%	114 65%
Sigma	176 100%	176 100%	-	-	-	-	-	-	-	-	176 100%	176 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: All Nigeria Respondents

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

2 Aug 2016
Table 428

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	200	-.**	-.**	-.**	-.**	-.**	-.**	-.**	200	-.**	-.**
No level completed	-	1 1%	-	-	-	-	-	-	-	1 1%	-	-
Completed FSLC (first school leaving certificate)	-	3 2%	-	-	-	-	-	-	-	3 2%	-	-
Completed MSLC (middle school leaving certificate)	-	1 1%	-	-	-	-	-	-	-	1 1%	-	-
Vocational/COMM	-	1 1%	-	-	-	-	-	-	-	1 1%	-	-
JSS/O'Level	-	-	-	-	-	-	-	-	-	-	-	-
Completed O'Level/SSS (senior secondary school)	-	10 5%	-	-	-	-	-	-	-	10 5%	-	-
Completed A'Level or higher	-	111 56%	-	-	-	-	-	-	-	111 56%	-	-
Other	-	73 37%	-	-	-	-	-	-	-	73 37%	-	-
Sigma	-	200 100%	-	-	-	-	-	-	-	200 100%	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: All Poland Respondents

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

2 Aug 2016
Table 429

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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% H	1 2%	-	-	-	-
Tertiary	32 60%	35 66%	-	-	-	-	32 60%	35 66%	-	-	-	-
Sigma	53 100%	53 100%	-	-	-	-	53 100%	53 100%	-	-	-	-

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

Base: All Russia Respondents

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

2 Aug 2016
Table 430

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	130	128	..	..	..	..	..	..	..	..	130	128
Incomplete secondary and lower	2 2%	-	-	-	-	-	-	-	-	-	2 2%	-
Secondary general	5 4%	7 5%	-	-	-	-	-	-	-	-	5 4%	7 5%
Secondary special	18 14%	18 14%	-	-	-	-	-	-	-	-	18 14%	18 14%
Incomplete higher	10 8%	8 6%	-	-	-	-	-	-	-	-	10 8%	8 6%
Higher (including postgraduate)	95 73%	95 74%	-	-	-	-	-	-	-	-	95 73%	95 74%
Sigma	130 100%	128 100%	-	-	-	-	-	-	-	-	130 100%	128 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: All South Korea Respondents

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

2 Aug 2016
Table 431

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	101	101	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	101	101
Less than high school	1 1%	1 1%	-	-	-	-	-	-	-	-	1 1%	1 1%
High school graduate	15 15%	18 18%	-	-	-	-	-	-	-	-	15 15%	18 18%
College/University graduate	76 75%	76 75%	-	-	-	-	-	-	-	-	76 75%	76 75%
Post graduate degree	9 9%	6 6%	-	-	-	-	-	-	-	-	9 9%	6 6%
Sigma	101 100%	101 100%	-	-	-	-	-	-	-	-	101 100%	101 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** 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?

2 Aug 2016
Table 432

	Region											
	2015 Total Regi- strants	2016 Total Regi- strants	2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	550	551	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	550	551
Less than 1000 RMB	-	1 *	-	-	-	-	-	-	-	-	-	1 *
1001-2000 RMB	3 1%	2 *	-	-	-	-	-	-	-	-	3 1%	2 *
2001-3000 RMB	9 2%	9 2%	-	-	-	-	-	-	-	-	9 2%	9 2%
3001-4000 RMB	14 3%	9 2%	-	-	-	-	-	-	-	-	14 3%	9 2%
4001-6000 RMB	62 11% B	42 8%	-	-	-	-	-	-	-	-	62 11% L	42 8%
6001-10,000 RMB	182 33%	163 30%	-	-	-	-	-	-	-	-	182 33%	163 30%
Over 10,000 RMB	266 48%	321 58% A	-	-	-	-	-	-	-	-	266 48%	321 58% K
Decline to answer	14 3% B	4 1%	-	-	-	-	-	-	-	-	14 3% L	4 1%
Sigma	550 100%	551 100%	-	-	-	-	-	-	-	-	550 100%	551 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: All South Africa Respondents

QZAREG. In which region do you currently reside?

2 Aug 2016
Table 433

	2015 Total Regi- strants	2016 Total Regi- strants	Region									
			2015 North America	2016 North America	2015 South America	2016 South America	2015 Europe	2016 Europe	2015 Africa	2016 Africa	2015 Asia	2016 Asia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	101	-.**	-.**	-.**	-.**	-.**	-.**	-.**	101	-.**	-.**
Free state	-	2 2%	-	-	-	-	-	-	-	2 2%	-	-
Gauteng	-	38 38%	-	-	-	-	-	-	-	38 38%	-	-
KwaZulu-Natal	-	19 19%	-	-	-	-	-	-	-	19 19%	-	-
Limpopo	-	3 3%	-	-	-	-	-	-	-	3 3%	-	-
Mpumalanga	-	4 4%	-	-	-	-	-	-	-	4 4%	-	-
Northern Cape	-	-	-	-	-	-	-	-	-	-	-	-
Northwest	-	1 1%	-	-	-	-	-	-	-	1 1%	-	-
Western Cape	-	30 30%	-	-	-	-	-	-	-	30 30%	-	-
Eastern Cape	-	4 4%	-	-	-	-	-	-	-	4 4%	-	-
Sigma	-	101 100%	-	-	-	-	-	-	-	101 100%	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

[illegible]

Page Table Title

1	1	Q616. Country
3	2	Q264. In which country or region do you currently reside?
5	3	Q268. I identify my gender as...?
6	4	Q280. Respondent Age.
7	5	Q605. Have you ever registered a domain name?
8	6	Q610. What was your role in the domain registration decision?
9	7	Q615. For what purpose(s) did you register a domain name?
10	8	Q625. For which types of business(es) did you register a domain name?
11	9	Q635. How many total domains have you personally registered, including domains that may no longer be active?
12	10	Q640. Have you ever registered duplicate domain names?
13	11	Q642. Why did you register duplicate domain names?
14	18	Q655. COUNTRY QUOTAS
16	19	Q700. Which of the following domain name extensions, if any, have you heard of?
19	20	Q630. In which of the following TLD(s) have you registered domain names?
22	21	Q795. Of the (...) domains you have registered, how many are in each of the following categories? SUMMARY TABLE OF MEANS (INCLUDING 0)
23	22	Q795. Of the (...) domains you have registered, how many are in each of the following categories? SUMMARY TABLE OF MEANS (EXCLUDING 0)
24	23	Q795 1. Of the (...) domains you have registered, how many are in each of the following categories? 1. Parked-registered and reserved for your use, but not in active service. The site displays a placeholder webpage like "under development" or similar term
25	24	Q795 2. Of the (...) domains you have registered, how many are in each of the following categories? 2. Redirected to an active website-if you enter the URL, it redirects to another URL
26	25	Q795 3. Of the (...) domains you have registered, how many are in each of the following categories? 3. Used for an active website
27	26	Q795 4. Of the (...) domains you have registered, how many are in each of the following categories? 4. Actively used for some purpose other than a website
28	27	Q795 5. Of the (...) domains you have registered, how many are in each of the following categories? 5. Expired-no longer registered in your or your company's name
29	28	Q795 6. Of the (...) domains you have registered, how many are in each of the following categories? 6. Other
30	29	Q720. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? SUMMARY TABLE OF TOP 2 BOX
33	30	Q720. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? SUMMARY TABLE OF BOTTOM 2 BOX
36	31	Q720 1. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 1. .biz
37	32	Q720 2. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 2. .com
38	33	Q720 3. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 3. .info
39	34	Q720 4. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 4. .mobi
40	35	Q720 5. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 5. .net
41	36	Q720 6. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 6. .org
42	37	Q720 7. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 7. .tel
43	38	Q720 8. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 8. .asia
44	39	Q720 9. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 9. .pro
45	40	Q720 10. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 10. .coop
46	41	Q720 11. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 11. .cn
47	42	Q720 12. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 12. .vn
48	43	Q720 13. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 13. .ph
49	44	Q720 14. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 14. .jp

Page	Table	Title
50	45	Q720_15. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 15. .kr
51	46	Q720_16. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 16. .ru
52	47	Q720_17. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 17. .in
53	48	Q720_18. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 18. .id
54	49	Q720_19. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 19. .ng
55	50	Q720_20. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 20. .za
56	51	Q720_21. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 21. .eg
57	52	Q720_22. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 22. .co
58	53	Q720_23. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 23. .ar
59	54	Q720_24. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 24. .br
60	55	Q720_25. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 25. .it
61	56	Q720_26. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 26. .tr
62	57	Q720_27. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 27. .es
63	58	Q720_28. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 28. .pl
64	59	Q720_29. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 29. .uk
65	60	Q720_30. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 30. .fr
66	61	Q720_31. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 31. .de
67	62	Q720_32. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 32. .us
68	63	Q720_33. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 33. .ca
69	64	Q720_34. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 34. .mx
70	65	Q720_38. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 38. .eu
71	66	q730. To the best of your knowledge, why do websites have different extensions?
76	67	Q748. How would you describe your satisfaction with the types of common domain names we've mentioned so far?
77	68	Q750. If you wanted more information about one of the current domain name extensions, where would you go?
78	69	Q755. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? SUMMARY TABLE OF TOP 2 BOX
79	70	Q755. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? SUMMARY TABLE OF BOTTOM 2 BOX
80	71	Q755_1. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 1. Innovative
81	72	Q755_2. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 2. Cutting edge
82	73	Q755_3. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 3. Extreme
83	74	Q755_4. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 4. Trustworthy
84	75	Q755_5. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 5. Unconventional
85	76	Q755_6. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 6. Practical
86	77	Q755_7. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 7. Technical
87	78	Q755_8. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 8. Confusing

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88	79	Q755_9. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 9. Overwhelming
89	80	Q755_10. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 10. Useful
90	81	Q755_11. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 11. For people like me
91	82	Q755_12. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 12. Interesting
92	83	Q755_13. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 13. Exciting
93	84	Q755_14. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 14. Helpful
94	85	Q755_15. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 15. Informative
95	86	Q765. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? SUMMARY TABLE OF STRICT/SOME RESTRICTIONS
98	87	Q765. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? SUMMARY TABLE OF STRICT RESTRICTIONS
101	88	Q765. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? SUMMARY TABLE OF SOME RESTRICTIONS
104	89	Q765. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? SUMMARY TABLE OF NO RESTRICTIONS
107	90	Q765_1. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 1. .com
108	91	Q765_2. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 2. .net
109	92	Q765_3. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 3. .info
110	93	Q765_4. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 4. .org
111	94	Q765_5. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 5. .cn
112	95	Q765_6. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 6. .vn
113	96	Q765_7. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 7. .ph
114	97	Q765_8. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 8. .jp
115	98	Q765_9. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 9. .kr
116	99	Q765_10. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 10. .ru
117	100	Q765_11. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 11. .in
118	101	Q765_12. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 12. .id
119	102	Q765_13. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 13. .ng
120	103	Q765_14. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 14. .za

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121	104	Q765_15. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 15. .eg
122	105	Q765_16. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 16. .co
123	106	Q765_17. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 17. .ar
124	107	Q765_18. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 18. .br
125	108	Q765_19. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 19. .it
126	109	Q765_20. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 20. .fr
127	110	Q765_21. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 21. .es
128	111	Q765_22. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 22. .pl
129	112	Q765_23. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 23. .uk
130	113	Q765_24. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 24. .fr
131	114	Q765_25. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 25. .de
132	115	Q765_26. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 26. .us
133	116	Q765_27. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 27. .ca
134	117	Q765_28. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 28. .mx
135	118	Q765_29. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 29. .eu
136	119	Q767. We'd like to ask you another question about restrictions on registration of a gTLD. Do you feel each of the following restrictions should be enforced? SUMMARY TABLE OF YES
137	120	Q767_1. We'd like to ask you another question about restrictions on registration of a gTLD. Do you feel each of the following restrictions should be enforced? 1. Requirements for validated credentials related to the gTLD (e.g., must be a licensed contractor to register a .builder domain)
138	121	Q767_2. We'd like to ask you another question about restrictions on registration of a gTLD. Do you feel each of the following restrictions should be enforced? 2. Validation that the person or company registering the site meets intended parameters (e.g., must be involved in the pharmaceutical industry to register a .pharmacy domain)
139	122	Q767_3. We'd like to ask you another question about restrictions on registration of a gTLD. Do you feel each of the following restrictions should be enforced? 3. Requirements for local presence within a specific city, country, or region for a domain related to that place (e.g., someone registering .ca would have to be located in Canada)
140	123	Q767_4. We'd like to ask you another question about restrictions on registration of a gTLD. Do you feel each of the following restrictions should be enforced? 4. Requirements for use of the name to be consistent with the meaning of the gTLD (e.g., use of a .net name must be for network operations purposes)
141	124	Q770. Does having purchase restrictions or requirements on a particular gTLD make it...?
142	125	Q780. How do you determine whether a website is legitimate or not?
147	126	Q785. Have you ever tried to identify who created a particular website?
148	127	Q790. What did you use to try and figure this out?
152	128	Q830x1. To the best of your knowledge, why have new gTLDs been created?
156	129	Q800. Which of the following new gTLDs, if any, have you heard of?
160	130	Q807. And have you personally registered a domain name using any of these new gTLDs?

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163	131	Q809. Of the (...) domains you have registered, how many are of these new gTLDs?
164	132	Q812. Would you say that your primary reason for a registering new gTLD was?
165	133	Q813_1. Please indicate how each of the following statements apply to your registration of new gTLDs? 1. I gave up a legacy gTLD registration when I registered the new gTLD
166	134	Q813_2. Please indicate how each of the following statements apply to your registration of new gTLDs? 2. I kept an existing gTLD registration(s) similar to the new gTLD
167	135	Q813_3. Please indicate how each of the following statements apply to your registration of new gTLDs? 3. This was a completely new registration, no prior domain was registered for this use
168	136	Q827. Have you considered switching from your existing registered domain name to one of the new gTLDs?
169	137	Q828. Why have you considered switching?
170	138	Q829. Why did you decide not to switch?
171	139	Q831. Why have you not considered switching?
172	140	Q820. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? SUMMARY TABLE OF TOP 2 BOX
175	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
178	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
179	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
180	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
181	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
182	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
183	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
184	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
185	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
186	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
187	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
188	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
189	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
190	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
191	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
192	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
193	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
194	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
195	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
196	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
197	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
198	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
199	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
200	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
201	165	Q820_32. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 32. .manilla

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202	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
203	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
204	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
205	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
206	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
207	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
208	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
209	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
210	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
211	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
212	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
213	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
214	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
215	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
216	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
217	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
218	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)
219	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)
220	184	Q823. Which of the following would be most important to you in determining which gTLD to register your domain name under?
221	185	Q825. Please rate the following gTLDs by how trustworthy you feel they are. SUMMARY TABLE OF TOP 2 BOX
225	186	Q825. Please rate the following gTLDs by how trustworthy you feel they are. SUMMARY TABLE OF BOTTOM 2 BOX
228	187	Q825_1. Please rate the following gTLDs by how trustworthy you feel they are. 1. .email
229	188	Q825_2. Please rate the following gTLDs by how trustworthy you feel they are. 2. .photography
230	189	Q825_3. Please rate the following gTLDs by how trustworthy you feel they are. 3. .link
231	190	Q825_4. Please rate the following gTLDs by how trustworthy you feel they are. 4. .guru
232	191	Q825_5. Please rate the following gTLDs by how trustworthy you feel they are. 5. .realtor
233	192	Q825_6. Please rate the following gTLDs by how trustworthy you feel they are. 6. .club
234	193	Q825_7. Please rate the following gTLDs by how trustworthy you feel they are. 7. .xyz
235	194	Q825_16. Please rate the following gTLDs by how trustworthy you feel they are. 16. .top
236	195	Q825_17. Please rate the following gTLDs by how trustworthy you feel they are. 17. .pics
237	196	Q825_18. Please rate the following gTLDs by how trustworthy you feel they are. 18. .online
238	197	Q825_19. Please rate the following gTLDs by how trustworthy you feel they are. 19. .space
239	198	Q825_20. Please rate the following gTLDs by how trustworthy you feel they are. 20. .website

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240	199	Q825_21. Please rate the following gTLDs by how trustworthy you feel they are. 21. .news
241	200	Q825_22. Please rate the following gTLDs by how trustworthy you feel they are. 22. .site
242	201	Q825_23. Please rate the following gTLDs by how trustworthy you feel they are. 23. .toronto
243	202	Q825_24. Please rate the following gTLDs by how trustworthy you feel they are. 24. .guadalajara
244	203	Q825_25. Please rate the following gTLDs by how trustworthy you feel they are. 25. .roma
245	204	Q825_26. Please rate the following gTLDs by how trustworthy you feel they are. 26. .istanbul
246	205	Q825_27. Please rate the following gTLDs by how trustworthy you feel they are. 27. .madrid
247	206	Q825_28. Please rate the following gTLDs by how trustworthy you feel they are. 28. .warszawa
248	207	Q825_29. Please rate the following gTLDs by how trustworthy you feel they are. 29. .paris
249	208	Q825_30. Please rate the following gTLDs by how trustworthy you feel they are. 30. Foshan
250	209	Q825_31. Please rate the following gTLDs by how trustworthy you feel they are. 31. .hanoi
251	210	Q825_32. Please rate the following gTLDs by how trustworthy you feel they are. 32. .manilla
252	211	Q825_33. Please rate the following gTLDs by how trustworthy you feel they are. 33. .tokyo
253	212	Q825_34. Please rate the following gTLDs by how trustworthy you feel they are. 34. .seoul
254	213	Q825_35. Please rate the following gTLDs by how trustworthy you feel they are. 35. .MOCKBa
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259	218	Q825_40. Please rate the following gTLDs by how trustworthy you feel they are. 40. .cairo
260	219	Q825_41. Please rate the following gTLDs by how trustworthy you feel they are. 41. .bogota
261	220	Q825_42. Please rate the following gTLDs by how trustworthy you feel they are. 42. .cordoba
262	221	Q825_43. Please rate the following gTLDs by how trustworthy you feel they are. 43. .rio
263	222	Q825_8. Please rate the following gTLDs by how trustworthy you feel they are. 8. .berlin
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265	224	Q825_10. Please rate the following gTLDs by how trustworthy you feel they are. 10. .london
266	225	Q825_11. Please rate the following gTLDs by how trustworthy you feel they are. 11. .nyc
267	226	Q825_12. Please rate the following gTLDs by how trustworthy you feel they are. 12. .wang
268	227	Q825_13. Please rate the following gTLDs by how trustworthy you feel they are. 13. .xn-ses554g (Chinese for network address)
269	228	Q825_14. Please rate the following gTLDs by how trustworthy you feel they are. 14. .xn-55qx5d (Chinese for company)
270	229	Q848. As a registrant, how would you describe your satisfaction with the new gTLDs?
271	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
272	231	Q855. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? SUMMARY TABLE OF BOTTOM 2 BOX

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273	232	Q855_1. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 1. Innovative
274	233	Q855_2. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 2. Cutting edge
275	234	Q855_3. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 3. Extreme
276	235	Q855_4. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 4. Trustworthy
277	236	Q855_5. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 5. Unconventional
278	237	Q855_6. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 6. Practical
279	238	Q855_7. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 7. Technical
280	239	Q855_8. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 8. Confusing
281	240	Q855_9. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 9. Overwhelming
282	241	Q855_10. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 10. Useful
283	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
284	243	Q855_12. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 12. Interesting
285	244	Q855_13. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 13. Exciting
286	245	Q855_14. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 14. Helpful
287	246	Q855_15. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 15. Informative
288	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
289	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
290	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
291	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
292	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
293	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
294	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
295	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?
296	255	Q896. And, do you expect these online identities to have an impact on domain registrations in the future?
297	256	Q897. What value do these alternative online identities provide over registering a domain name?
298	257	Q898. What value does a registered domain offer over these alternative identities?
299	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
302	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
305	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
308	261	Q865. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? SUMMARY TABLE OF NO RESTRICTIONS

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311	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
312	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
313	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
314	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
315	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
316	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
317	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
318	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
319	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
320	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
321	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
322	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
323	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
324	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
325	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
326	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
327	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
328	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
329	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
330	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
331	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
332	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
333	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
334	285	Q865_36.	Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 36. .delhi

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335	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
336	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
337	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
338	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
339	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
340	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
341	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
342	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
343	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
344	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
345	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
346	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
347	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)
348	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)
349	300	Q910. How much do you trust that the restrictions on this new registration will actually be enforced?
350	301	Q900. How would you describe the processing of registering a domain?
351	302	Q905. What, if anything, would you change about the domain name purchase process?
352	303	Q913. How strongly do you agree or disagree with the following statements about the registration process? SUMMARY TABLE OF TOP 2 BOX
353	304	Q913. How strongly do you agree or disagree with the following statements about the registration process? SUMMARY TABLE OF BOTTOM 2 BOX
354	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
355	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
356	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
357	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
358	309	Q915. How much do you trust the domain name industry compared to these other industries? SUMMARY TABLE OF TOP 2 BOX
359	310	Q915. How much do you trust the domain name industry compared to these other industries? SUMMARY TABLE OF BOTTOM 2 BOX
360	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
361	312	Q915_2. How much do you trust the domain name industry compared to these other industries? 2. Web based marketing companies
362	313	Q915_3. How much do you trust the domain name industry compared to these other industries? 3. E-commerce companies

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363	314	Q915 4. How much do you trust the domain name industry compared to these other industries? 4. Software companies
364	315	Q915 5. How much do you trust the domain name industry compared to these other industries? 5. Computer hardware companies
365	316	Q917. Why do you trust the domain name industry more than these other industries?
373	317	q919. Why do you trust the domain name industry less than these other industries?
377	318	Q1000. Which devices do you use to access the Internet?
378	319	Q1005. What is your experience with URL shorteners?
379	320	Q1010. Why haven't you used URL shorteners?
380	321	Q1015. Why do you use URL shorteners?
381	322	Q1020. What is your experience with QR codes?
382	323	Q1025. Why haven't you used QR codes?
383	324	Q1030. Why do you use QR codes?
384	325	Q1050. What is your preferred way of finding websites now?
385	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
386	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
387	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
388	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
389	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
390	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
391	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
392	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
393	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
394	335	Q1100a. How would you describe your familiarity with each of the following abusive internet behaviors? SUMMARY TABLE OF TOP 2 BOX
395	336	Q1100a. How would you describe your familiarity with each of the following abusive internet behaviors? SUMMARY TABLE OF BOTTOM 2 BOX
396	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.
397	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.
398	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.
399	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.
400	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.
401	342	Q1105. What do you think are the source(s) for each type of abusive Internet behavior? SUMMARY TABLE OF ORGANIZED GROUPS
402	343	Q1105. What do you think are the source(s) for each type of abusive Internet behavior? SUMMARY TABLE OF INDIVIDUALS
403	344	Q1105 1. What do you think are the source(s) for each type of abusive Internet behavior? 1. Phishing
404	345	Q1105 2. What do you think are the source(s) for each type of abusive Internet behavior? 2. Spamming
405	346	Q1105 3. What do you think are the source(s) for each type of abusive Internet behavior? 3. Cyber squatting
406	347	Q1105 4. What do you think are the source(s) for each type of abusive Internet behavior? 4. Stolen credentials
407	348	Q1105 5. What do you think are the source(s) for each type of abusive Internet behavior? 5. Malware
408	349	Q1115. How common do you feel each type of abusive Internet behavior is? SUMMARY TABLE OF TOP 2 BOX

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409	350	Q1115. How common do you feel each type of abusive Internet behavior is? SUMMARY TABLE OF BOTTOM 2 BOX
410	351	Q1115 1. How common do you feel each type of abusive Internet behavior is? 1. Phishing
411	352	Q1115 2. How common do you feel each type of abusive Internet behavior is? 2. Spamming
412	353	Q1115 3. How common do you feel each type of abusive Internet behavior is? 3. Cyber squatting
413	354	Q1115 4. How common do you feel each type of abusive Internet behavior is? 4. Stolen credentials
414	355	Q1115 5. How common do you feel each type of abusive Internet behavior is? 5. Malware
415	356	Q1120. Have you ever been affected by any of these types of abusive Internet behaviors? SUMMARY TABLE OF YES
416	357	Q1120 1. Have you ever been affected by any of these types of abusive Internet behaviors? 1. Phishing
417	358	Q1120 2. Have you ever been affected by any of these types of abusive Internet behaviors? 2. Spamming
418	359	Q1120 3. Have you ever been affected by any of these types of abusive Internet behaviors? 3. Cyber squatting
419	360	Q1120 4. Have you ever been affected by any of these types of abusive Internet behaviors? 4. Stolen credentials
420	361	Q1120 5. Have you ever been affected by any of these types of abusive Internet behaviors? 5. Malware
421	362	Q1125. How scared are you of each of the following? SUMMARY TABLE OF TOP 2 BOX
422	363	Q1125. How scared are you of each of the following? SUMMARY TABLE OF BOTTOM 2 BOX
423	364	Q1125 1. How scared are you of each of the following? 1. Phishing
424	365	Q1125 2. How scared are you of each of the following? 2. Spamming
425	366	Q1125 3. How scared are you of each of the following? 3. Cyber squatting
426	367	Q1125 4. How scared are you of each of the following? 4. Stolen credentials
427	368	Q1125 5. How scared are you of each of the following? 5. Malware
428	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
429	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
430	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
431	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
432	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
433	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
434	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?
436	376	Q300. Does the company for which you registered domains have multi-national operations?
437	377	Q305. Which of the following sectors does your business fall into?
441	378	Q318. In what state, province or territory do you currently reside?
458	379	Q320. U.S. Region-Harris Interactive Definition.
459	380	Q437. What is the highest level of education you have completed or the highest degree you have received?
460	381	Q437. What is the highest level of education you have completed or the highest degree you have received?
464	382	Q410. Which one of the following best describes your employment status?
465	383	Q462. Which of the following income categories best describes your total 2015 household income before/after taxes?
473	384	Q485. Racial Background.
475	385	Q364. What is your marital status?
476	386	QARREG. In which region do you currently reside?

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477	387	QKRINC. Which of the following income categories best describes your total 2015 household income before taxes?
478	388	QKRBUY. In the past 12 months, did you purchase any products or services over the Internet?
479	389	QKRREG1. In which region do you currently reside?
480	390	QKRREG2. REGION CLASSIFICATION
481	391	QINED. What is the highest level of education/literacy you have completed/obtained or the highest degree you have received?
482	392	QININC2. Which of the following income categories best describes your total 2015 household income before taxes?
483	393	QINSUB. Which of the following best describes the area in which you live?
484	394	QINBUY. In the past month, did you purchase any products or services over the Internet?
485	395	QINREG1. In which division do you currently reside?
488	396	QINREG2. STATE SIZE CLASSIFICATION
489	397	Q1500. In which province do you currently reside?
491	398	Q1502. REGION CLASSIFICATION
492	399	Q1580. What is your marital status?
493	400	Q1503. In which state do you currently reside?
496	401	Q1504. STATE CLASSIFICATION
497	402	Q1585. Do you consider yourself...?
498	403	Q1505. In which governorate do you currently reside?
500	404	Q1506. REGION CLASSIFICATION
501	405	Q4005. Which of the following income categories best describes your total 2015 household income before taxes?
502	406	QCOREG2. In which region do you live?
503	407	Q4010. What is your current education level?
505	408	Q4015. What is your current occupation?
507	409	Q4020. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? 1. Household Income
508	410	Q4020. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? 2. Household Expenditure
509	411	Q4020. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? 3. Personal Income
510	412	Q4020. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? 4. Personal Expenditure
511	413	Q4025. BTS
512	414	Q4027. In what region do you live?
513	415	Q4030. What is your highest educational attainment?
514	416	Q4035. At the present time, what is your occupation?
515	417	Q4036. Please select the area in which you live?
516	418	Q1507. What is the highest level of education you have completed or the highest degree you have received?
517	419	QBRREG1. In which state do you currently reside?
519	420	QBRREG2. REGION CLASSIFICATION
520	421	Q1538. What is the highest level of education you have completed or the highest degree you have received?
521	422	QMXREG. In which state do you currently reside?
523	423	Q1574. What is the highest level of education you have completed or the highest degree you have received?
524	424	QTRED. What is the highest level of education you have completed or the highest degree you have received?
525	425	QCOED. What was the last year of schooling that you completed?
526	426	QIDED. What is the highest level of education you have completed or the highest degree you have received?
527	427	QJPED. What is the highest level of education you have completed or the highest degree you have received?
528	428	QNGED. What is the highest level of education you have completed or the highest degree you have received?
529	429	QPLED. What is the highest level of education you have completed or the highest degree you have received?
530	430	QRUED. What is the highest level of education you have completed or the highest degree you have received?
531	431	QKRED. What is the highest level of education you have completed or the highest degree you have received?
532	432	QCNINC. Which of the following income categories best describes your total monthly household income before taxes?
533	433	QZAREG. In which region do you currently reside?
534	434	Banner * Banner