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Table 1

Base: All Respondents

Q616. Country

| | | | Country | | | | | |
| | | | | South America | | | | |
	2015 Total Registrants Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
NORTH AMERICA (NET)	207 8% CEG	460 14% ADFH	-	-	-	-	-	-
US	64 2%	255 8% ADFH	-	-	-	-	-	-
CANADA	80 3% G	105 3% DH	-	-	-	-	-	-
MEXICO	63 2%	100 3% H	-	-	-	-	-	-
EUROPE (NET)	419 16% CEG	534 16% DFH	-	-	-	-	-	-
ITALY	26 1%	50 1%	-	-	-	-	-	-
TURKEY	45 2%	50 1%	-	-	-	-	-	-
SPAIN	38 1%	50 1%	-	-	-	-	-	-
POLAND	53 2%	53 2%	-	-	-	-	-	-
UK	74 3% G	100 3% H	-	-	-	-	-	-
FRANCE	75 3% G	106 3% DH	-	-	-	-	-	-
GERMANY	108 4% G	125 4% DFH	-	-	-	-	-	-
ASIA (NET)	1341 52% BCEG	1539 46% DFH	-	-	-	-	-	-
CHINA	548 21% BCEG	551 16% DFH	-	-	-	-	-	-
VIETNAM	52 2%	52 2%	-	-	-	-	-	-

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

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Table 1

Base: All Respondents

Q616. Country

			Country					
	2015 Total Registrants			South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
PHILIPPINES	76 3% G	101 3% DH	-	-	-	-	-	-
JAPAN	176 7% BCEG	176 5% DFH	-	-	-	-	-	-
SOUTH KOREA	69 3%	101 3% DH	-	-	-	-	-	-
RUSSIA	73 3% G	128 4% ADFH	-	-	-	-	-	-
INDIA	298 12% BCEG	330 10% DFH	-	-	-	-	-	-
INDONESIA	49 2%	100 3% AH	-	-	-	-	-	-
AFRICA (NET)	352 14% CEG	401 12% DFH	-	-	-	-	-	-
NIGERIA	190 7% BCEG	200 6% DFH	-	-	-	-	-	-
SOUTH AFRICA	82 3% G	101 3% DH	-	-	-	-	-	-
EGYPT	80 3% G	100 3% H	-	-	-	-	-	-
SOUTH AMERICA (NET)	269 10%	415 12% A	64 100% A	125 100% B	68 100% A	104 100% B	137 100% A	186 100% B
COLOMBIA	64 2%	125 4% AFH	64 100% AEG	125 100% BFH	-	-	-	-
ARGENTINA	68 3%	104 3% DH	-	-	68 100% ACG	104 100% BDH	-	-
BRAZIL	137 5%	186 6% DF	-	-	-	-	137 100% ACE	186 100% BDF
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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Table 2

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

Base: All Respondents

			Country					
					South America			
	2015 Total Registrants							
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
NORTH AMERICA (NET)	207 8% CEG	460 14% ADFH	- -	-	-	-	-	-
United States	64 2%	255 8% ADFH	- -	-	-	-	-	-
Canada	80 3% G	105 3% DH	- -	-	-	-	-	-
Mexico	63 2%	100 3% H	- -	-	-	-	-	-
EUROPE (NET)	419 16% CEG	534 16% DFH	- -	-	-	-	-	-
Italy	26 1%	50 1%	- -	-	-	-	-	-
Turkey	45 2%	50 1%	- -	-	-	-	-	-
Spain	38 1%	50 1%	- -	-	-	-	-	-
Poland	53 2%	53 2%	- -	-	-	-	-	-
United Kingdom	74 3% G	100 3% H	- -	-	-	-	-	-
France	75 3% G	106 3% DH	- -	-	-	-	-	-
Germany	108 4% G	125 4% DFH	- -	-	-	-	-	-
ASIA (NET)	1341 52% BCEG	1539 46% DFH	- -	-	-	-	-	-
China	548 21% BCEG	551 16% DFH	- -	-	-	-	-	-

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

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Table 2

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

Base: All Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
Vietnam	52 2%	52 2%	- -	-	-	-	-	-
Philippines	76 3% G	101 3% DH	- -	-	-	-	-	-
Japan	176 7% BCEG	176 5% DFH	-	-	-	-	-	-
South Korea	69 3%	101 3% DH	-	-	-	-	-	-
Russian Federation	73 3% G	128 4% ADFH	-	-	-	-	-	-
India	298 12% BCEG	330 10% DFH	-	-	-	-	-	-
Indonesia	49 2%	100 3% AH	-	-	-	-	-	-
AFRICA (NET)	352 14% CEG	401 12% DFH	-	-	-	-	-	-
Nigeria	190 7% BCEG	200 6% DFH	-	-	-	-	-	-
South Africa	82 3% G	101 3% DH	-	-	-	-	-	-
Egypt	80 3% G	100 3% H	-	-	-	-	-	-
SOUTH AMERICA (NET)	269 10%	415 12% A	64 100% A	125 100% B	68 100% A	104 100% B	137 100% A	186 100% B
Colombia	64 2%	125 4% AFH	64 100% AEG	125 100% BFH	-	-	-	-
Argentina	68 3%	104 3% DH	-	-	68 100% ACG	104 100% BDH	-	-
Brazil	137 5%	186 6% DF	-	-	-	-	137 100% ACE	186 100% BDF

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

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Table 2

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

Base: All Respondents

	2015 Total Registrants		Country					
			South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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Table 3

Q268. I identify my gender as...?

Base: All Respondents

	2015 Total Registrants		Country					
			South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
Male	1477 57%	1886 56%	36 56%	77 62%	35 51%	56 54%	77 56%	103 55%
Female	1111 43%	1459 44%	28 44%	47 38%	33 49%	48 46%	60 44%	82 44%
Other/refuse	- -	4 *	- -	1 1% B	- -	- -	- -	1 1%
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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Table 4

Q280. Respondent Age.

Base: All Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
18 - 19	50 2%	91 3% A	1 2%	9 7% B	1 1%	5 5%	8 6% A	12 6% B
20 - 24	347 13%	458 14%	10 16%	32 26% B	9 13%	18 17%	25 18%	36 19% B
25 - 29	428 17%	607 18%	8 13%	30 24% F	8 12%	14 13%	26 19%	39 21%
30 - 34	414 16% E	610 18% AF	6 9%	23 18%	4 6%	11 11%	17 12%	40 22% GF
35 - 39	391 15%	463 14%	8 13%	17 14%	17 25% FAG	13 13%	17 12%	20 11%
40 - 44	264 10%	302 9%	6 9%	6 5%	7 10%	15 14% DH	14 10%	12 6%
45 - 49	240 9% B	237 7% DH	3 5%	3 2%	8 12%	12 12% DH	8 6%	5 3%
50 - 54	165 6%	182 5% D	6 9% D	1 1%	7 10%	8 8% D	9 7%	13 7% D
55 - 59	130 5% B	129 4%	10 16% DAE	2 2%	3 4%	5 5%	10 7%	6 3%
60 - 64	72 3%	110 3%	2 3%	2 2%	1 1%	1 1%	1 1%	2 1%
65 and over	87 3%	160 5% ADH	4 6% D	- -	3 4%	2 2%	2 1%	1 1%
MEAN	37.3 G	36.8 DH	40.6 DAG	29.9	39.2 G	36.6 DH	34.6	32.3 D
STD. DEV.	12.49	13.19	14.37	8.78	12.30	12.16	12.27	10.80
STD. ERR.	0.25	0.23	1.80	0.78	1.49	1.19	1.05	0.79
MEDIAN	35	33	39	28	39	38	31	30
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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Table 5

Q605. Have you ever registered a domain name?

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
Yes	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%
No	- -	- -	- -	- -	- -	- -	- -	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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Table 6

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

Base: Has Registered A Domain Name

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
I was the primary decision maker	1986 77% C	2583 77% F	41 64%	96 77% F	47 69%	66 63%	105 77%	144 77% F
It was a shared decision between myself and others	602 23%	766 23%	23 36% A	29 23%	21 31%	38 37% BDH	32 23%	42 23%
I had no say in the decision	- -	- -	- -	- -	- -	- -	- -	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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Table 7

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

Base: Registered For Business Use

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	3349	-**	125	-**	104	-**	186
Personal use, i.e. a blog, family site, clubs, volunteer/advocacy work, hobbies (e.g. photography, recipes), etc.	- -	1987 59% F	- -	85 68% BF	- -	48 46%	- -	121 65% F
Business use	- -	1687 50%	- -	79 63% BFH	- -	51 49%	- -	82 44%
Non-profit group	- -	465 14%	- -	18 14%	- -	15 14%	- -	35 19% B
For use by an educational institution/group	- -	454 14%	- -	23 18%	- -	14 13%	- -	20 11%
To park/save for future use or sale/speculation	- -	374 11%	- -	21 17% BF	- -	7 7%	- -	20 11%
Political group	- -	122 4%	- -	3 2%	- -	3 3%	- -	9 5%
Other	- -	165 5%	- -	3 2%	- -	7 7%	- -	14 8%
Unsure	- -	- -	- -	- -	- -	- -	- -	- -
Sigma	- -	5254 157%	- -	232 186%	- -	145 139%	- -	301 162%

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

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Table 8

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

Base: Has Registered A Domain Name

				Country				
					South America			
	2015 Total Registrants							
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	1687	-**	79*	-**	51*	-**	82*
Small business with 9 or fewer employees	- -	834 49%	- -	49 62% B	- -	36 71% B	- -	45 55%
Small business with 10 to 49 employees	- -	357 21%	- -	20 25%	- -	7 14%	- -	19 23%
Business with 100 to 499 employees	- -	272 16% DF	- -	6 8%	- -	3 6%	- -	11 13%
Business with 50 to 99 employees	- -	256 15% F	- -	9 11%	- -	2 4%	- -	14 17% F
Business with 500 or more employees	- -	156 9% DF	- -	2 3%	- -	- -	- -	7 9% F
Other	- -	66 4%	- -	7 9% B	- -	6 12% B	- -	5 6%
Sigma	-	1941 115%	-	93 118%	-	54 106%	-	101 123%

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

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Table 9

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

Base: Has Registered A Domain Name

			Country					
					South America			
	2015 Total Registrants		2015 Colombia (w/o client sample)		2015 Argentina (w/o client sample)		2015 Brazil (w/o client sample)	
	Nielsen Sample Only	2016 Total Registrants		2016 Colombia		2016 Argentina		2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
1 - 5 (NET)	2381 92% B	2945 88%	57 89%	112 90%	62 91%	89 86%	128 93%	167 90%
1	1116 43% B	1251 37% D	22 34%	32 26%	38 56% AC	44 42% D	64 47%	74 40% D
2	678 26% E	865 26%	22 34% E	34 27%	10 15%	26 25%	38 28% E	51 27%
3	312 12%	449 13% F	9 14%	23 18% FH	5 7%	7 7%	19 14%	18 10%
4	142 5% G	163 5%	3 5%	14 11% B	5 7% G	7 7%	2 1%	11 6% G
5	133 5%	217 6% A	1 2%	9 7%	4 6%	5 5%	5 4%	13 7%
6 - 10	128 5%	220 7% A	3 5%	8 6%	5 7%	8 8%	7 5%	10 5%
11 - 25	48 2%	102 3% A	3 5% G	5 4%	- -	5 5% H	- -	2 1%
26 OR MORE (NET)	31 1%	82 2% A	1 2%	- -	1 1%	2 2%	2 1%	7 4% D
26 - 50	10 *	37 1% A	- -	- -	1 1%	1 1%	2 1%	2 1%
51 or more	21 1%	45 1%	1 2%	- -	- -	1 1%	- -	5 3%
MEAN	4.1	5.4 A	10.5 A	3.3	3.0	5.3	2.6	7.6
STD. DEV.	20.41	23.23	62.22	3.54	6.13	19.81	4.99	39.08
STD. ERR.	0.40	0.40	7.78	0.32	0.74	1.94	0.43	2.87
MEDIAN	2	2	2	2	1	2	2	2
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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Table 10

Q640. Have you ever registered duplicate domain names?

Base: Has Registered Domain Name

		Country						
	2015 Total Registrants		South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
Yes	831 32% E	1206 36% AF	20 31%	35 28%	13 19%	22 21%	43 31%	75 40% DF
No	1757 68% B	2143 64%	44 69%	90 72% H	55 81% A	82 79% BH	94 69%	111 60%
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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Table 11

Q642. Why did you register duplicate domain names?

Base: Has Registered A Domain Name

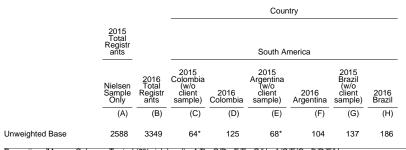|		Country						
	2015 Total Registrants		South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	1206	-**	35*	-**	22**	-**	75*
To help ensure my site gets found in searches	- -	633 52%	- -	22 63%	- -	15 68%	- -	41 55%
To protect my brand or organization name	- -	617 51%	- -	22 63% H	- -	10 45%	- -	31 41%
To keep someone else from having a similar name	- -	616 51%	- -	23 66%	- -	12 55%	- -	38 51%
For use in different geographies	- -	372 31%	- -	10 29%	- -	7 32%	- -	19 25%
For potential use or sale in the future	- -	325 27%	- -	10 29%	- -	4 18%	- -	15 20%
Other	- -	18 1%	- -	1 3%	- -	2 9%	- -	2 3%
Sigma	- -	2581 214%	- -	88 251%	- -	50 227%	- -	146 195%

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

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Table 18

Q655. COUNTRY QUOTAS

Base: All Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
NORTH AMERICA (NET)	207 8% CEG	460 14% ADFH	- -	- -	- -	- -	- -	- -
US	64 2%	255 8% ADFH	- -	- -	- -	- -	- -	- -
CANADA	80 3% G	105 3% DH	- -	- -	- -	- -	- -	- -
MEXICO	63 2%	100 3% H	- -	- -	- -	- -	- -	- -
EUROPE (NET)	419 16% CEG	534 16% DFH	- -	- -	- -	- -	- -	- -
ITALY	26 1%	50 1%	- -	- -	- -	- -	- -	- -
TURKEY	45 2%	50 1%	- -	- -	- -	- -	- -	- -
SPAIN	38 1%	50 1%	- -	- -	- -	- -	- -	- -
POLAND	53 2%	53 2%	- -	- -	- -	- -	- -	- -
UNITED KINGDOM	74 3% G	100 3% H	- -	- -	- -	- -	- -	- -
FRANCE	75 3% G	106 3% DH	- -	- -	- -	- -	- -	- -
GERMANY	108 4% G	125 4% DFH	- -	- -	- -	- -	- -	- -
ASIA (NET)	1341 52% BCEG	1539 46% DFH	- -	- -	- -	- -	- -	- -
CHINA	548 21% BCEG	551 16% DFH	- -	- -	- -	- -	- -	- -

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

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Q655. COUNTRY QUOTAS

Base: All Respondents

			Country					
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
VIETNAM	52 2%	52 2%	- -	- -	- -	- -	- -	- -
PHILIPPINES	76 3% G	101 3% DH	- -	- -	- -	- -	- -	- -
JAPAN	176 7% BCEG	176 5% DFH	- -	- -	- -	- -	- -	- -
SOUTH KOREA	69 3%	101 3% DH	- -	- -	- -	- -	- -	- -
RUSSIA	73 3% G	128 4% ADFH	- -	- -	- -	- -	- -	- -
INDIA	298 12% BCEG	330 10% DFH	- -	- -	- -	- -	- -	- -
INDONESIA	49 2%	100 3% AH	- -	- -	- -	- -	- -	- -
AFRICA (NET)	352 14% CEG	401 12% DFH	- -	- -	- -	- -	- -	- -
NIGERIA	190 7% BCEG	200 6% DFH	- -	- -	- -	- -	- -	- -
SOUTH AFRICA	82 3% G	101 3% DH	- -	- -	- -	- -	- -	- -
EGYPT	80 3% G	100 3% H	- -	- -	- -	- -	- -	- -
SOUTH AMERICA (NET)	269 10%	415 12% A	64 100% A	125 100% B	68 100% A	104 100% B	137 100% A	186 100% B
COLOMBIA	64 2%	125 4% AFH	64 100% AEG	125 100% BFH	- -	- -	- -	- -
ARGENTINA	68 3%	104 3% DH	- -	- -	68 100% ACG	104 100% BDH	- -	- -
BRAZIL	137 5%	186 6% DF	- -	- -	- -	- -	137 100% ACE	186 100% BDF
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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                                                                                                                                                                        19 Aug 2016
                                                                     Q655. COUNTRY QUOTAS   Table 18
Base: All Respondents

	2015 Total Registrants		Country					
			South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186

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

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Table 19

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

Base: All Qualified Respondents

			Country					
		2015 Total Registr ants				South America		
	Nielsen Sample Only	2016 Total Registr ants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
.com	2230 86%	2844 85%	55 86%	114 91% BH	61 90%	98 94% BH	111 81%	153 82%
.net	1973 76% BG	2301 69% H	54 84% G	94 75% H	56 82% G	76 73%	94 69%	115 62%
.org	1810 70% B	2168 65%	49 77%	94 75% BH	58 85% FAG	72 69%	94 69%	110 59%
.info	1289 50% B	1437 43% H	29 45%	63 50% H	37 54%	45 43%	60 44%	64 34%
.biz	972 38% CEG	1187 35% DH	10 16%	33 26% H	17 25%	29 28% H	27 20%	29 16%
.mobi	588 23% BEG	602 18% DH	10 16%	9 7%	7 10%	12 12%	15 11%	17 9%
.pro	364 14% CEG	431 13% DFH	2 3%	7 6%	4 6%	4 4%	11 8%	7 4%
.cn	431 17% BCEG	424 13% DFH	- -	- -	- -	- -	- -	- -
.asia	388 15% BCG	409 12% DFH	1 2%	6 5%	5 7%	4 4%	9 7%	5 3%
.tel	400 15% B	407 12% H	8 13%	9 7%	7 10%	9 9%	14 10%	12 6%
.coop	248 10%	314 9%	6 9%	12 10%	9 13%	15 14% H	11 8%	11 6%
.eu	- -	240 7% ADFH	- -	- -	- -	- -	- -	- -
.in	232 9% BCEG	231 7% DFH	- -	- -	- -	- -	- -	- -
.ng	153 6% CEG	172 5% DFH	- -	- -	- -	- -	- -	- -
.br	111 4%	141 4% DF	- -	- -	- -	- -	111 81% ACE	141 76% BDF

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

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Table 19

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

Base: All Qualified Respondents

			Country					
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
.jp	160 6% BCEG	135 4% DFH	- -	- -	- -	- -	- -	- -
.us	46 2%	129 4% ADFH	- -	- -	- -	- -	- -	- -
.ru	61 2%	113 3% ADH	- -	- -	- -	- -	- -	- -
.co	51 2%	104 3% AH	51 80% AEG	104 83% BFH	- -	- -	- -	- -
.de	96 4% G	104 3% DH	- -	- -	- -	- -	- -	- -
.ca	72 3% G	88 3% H	- -	- -	- -	- -	- -	- -
.za	76 3% G	86 3% H	- -	- -	- -	- -	- -	- -
.ar	60 2%	83 2% H	- -	- -	60 88% ACG	83 80% BDH	- -	- -
.mx	57 2%	83 2% H	- -	- -	- -	- -	- -	- -
.uk	63 2%	83 2% H	- -	- -	- -	- -	- -	- -
.kr	50 2%	78 2% H	- -	- -	- -	- -	- -	- -
.id	43 2%	77 2% H	- -	- -	- -	- -	- -	- -
.fr	60 2%	75 2% H	- -	- -	- -	- -	- -	- -
.eg	63 2%	68 2% H	- -	- -	- -	- -	- -	- -
.ph	59 2%	63 2%	- -	- -	- -	- -	- -	- -

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

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Table 19

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

Base: All Qualified Respondents

			Country					
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
.vn	39 2%	48 1%	- -	- -	- -	- -	- -	- -
.pl	45 2%	43 1%	- -	- -	- -	- -	- -	- -
.it	25 1%	41 1%	- -	- -	- -	- -	- -	- -
.tr	34 1%	32 1%	- -	- -	- -	- -	- -	- -
.es	32 1%	32 1%	- -	- -	- -	- -	- -	- -
I am not aware of any of these	27 1%	27 1%	1 2%	- -	1 1%	1 1%	- -	- -
Not Sure	4 * B	- -	- -	- -	- -	- -	- -	- -
TOTAL AWARENESS (NET)	2557 99%	3322 99%	63 98%	125 100%	67 99%	103 99%	137 100%	186 100%
TOTAL CONSISTENT AWARENESS (NET)	2557 99%	3316 99%	63 98%	125 100%	67 99%	103 99%	137 100%	186 100%
AWARENESS OF GLOBAL (NET)	2483 96% B	3154 94%	61 95%	122 98%	66 97%	101 97%	128 93%	172 92%
HIGH (.com .net .org) (NET)	2407 93%	3081 92%	61 95%	120 96%	65 96%	101 97% B	123 90%	171 92%
AWARENESS OF GEO-SPECIFIC (NET)	2119 82% B	2547 76%	51 80%	104 83%	60 88%	83 80%	111 81%	141 76%
AWARENESS OF GEO-SPECIFIC CONSISTENT (NET)	2119 82% B	2533 76%	51 80%	104 83% B	60 88%	83 80%	111 81%	141 76%
MODERATE (.info .biz) (NET)	1486 57% BG	1718 51% H	31 48%	73 58% H	40 59%	50 48%	61 45%	71 38%
LOW (.mobi .pro .tel .asia .coop) (NET)	1014 39% BG	1123 34% DFH	18 28%	29 23%	24 35%	24 23%	33 24%	31 17%

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

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Table 19

Base: All Qualified Respondents

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

	2015 Total Registrants		Country					
			South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
AWARENESS OF GEO-SPECIFIC ADDED (NET)	-	240 7% ADFH	-	-	-	-	-	-
High (Avg) (.com .net .org)	2.5 B	2.4 H	2.6	2.5 H	2.7 FAG	2.4 H	2.4 H	2.2
Moderate (Avg) (.info.biz)	1.5 CE	1.5 DH	1.3	1.3	1.4	1.5	1.4	1.3
Low (Avg) (.mobi .pro .tel .asia .coop)	2.0	1.9	1.5	1.5	1.3	1.8	1.8	1.7
Sigma	12412 480%	14900 445%	276 431%	545 436%	322 474%	448 431%	557 407%	664 357%

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

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Table 20

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

Base: Heard Of Extensions

			Country					
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3322	64*	125	68*	103	137	186
.com	1697 66%	2259 68% A	57 89% AEG	101 81% B	41 60%	84 82% EB	85 62%	134 72%
.net	654 25%	857 26%	19 30%	33 26%	12 18%	23 22%	34 25%	48 26%
.org	448 17%	615 19%	9 14%	20 16%	13 19%	17 17%	18 13%	27 15%
.cn	265 10% BCEG	285 9% DFH	- -	- -	- -	- -	- -	- -
.info	228 9%	270 8% F	2 3%	10 8%	4 6%	3 3%	8 6%	9 5%
.biz	127 5%	171 5% F	2 3%	3 2%	-	1 1%	4 3%	6 3%
.in	143 6% BEG	146 4% DFH	- -	- -	- -	- -	- -	- -
.ru	52 2%	102 3% ADH	- -	- -	- -	- -	- -	- -
.jp	89 3% G	97 3% H	- -	- -	- -	- -	- -	- -
.br	76 3%	95 3%	- -	- -	- -	-	76 55% ACE	95 51% BDF
.de	81 3% G	87 3% H	- -	- -	- -	- -	- -	- -
.mobi	115 4% B	72 2%	1 2%	1 1%	1 1%	-	4 3%	1 1%
.pro	65 3%	69 2%	- -	- -	- -	- -	3 2%	1 1%
.coop	64 2%	69 2%	1 2%	1 1%	2 3%	1 1%	4 3%	3 2%

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

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Table 20

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

Base: Heard Of Extensions

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3322	64*	125	68*	103	137	186
.tel	77 3% B	66 2%	4 6% D	1 1%	3 4%	1 1%	3 2%	3 2%
.za	51 2%	63 2%	- -	- -	- -	- -	- -	- -
.ng	50 2%	62 2%	-	-	-	-	-	-
.ca	48 2%	59 2%	-	-	-	-	-	-
.co	20 1%	58 2% A	20 31% AEG	58 46% CBFH	-	-	-	-
.fr	36 1%	57 2%	-	-	-	-	-	-
.ar	33 1%	56 2%	-	-	33 49% ACG	56 54% BDH	-	-
.mx	26 1%	55 2% A	-	-	-	-	-	-
.uk	41 2%	54 2%	-	-	-	-	-	-
.asia	77 3% B	53 2%	-	2 2%	1 1%	-	2 1%	1 1%
.eu	- -	48 1% A	-	-	-	-	-	-
.id	18 1%	46 1% A	-	-	-	-	-	-
.ph	32 1%	43 1%	-	-	-	-	-	-
.kr	34 1%	42 1%	-	-	-	-	-	-
.pl	38 1%	37 1%	-	-	-	-	-	-

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

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Table 20

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

Base: Heard Of Extensions

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3322	64*	125	68*	103	137	186
.vn	29 1%	33 1%	- -	- -	- -	- -	- -	- -
.it	16 1%	32 1%	- -	- -	- -	- -	- -	- -
.eg	18 1%	30 1%	- -	- -	- -	- -	- -	- -
.es	17 1%	21 1%	- -	- -	- -	- -	- -	- -
.tr	11 *	15 *	- -	- -	- -	- -	- -	- -
.us	5 *	13 *	- -	- -	- -	- -	- -	- -
Other	56 2%	75 2%	4 6% A	3 2%	4 6% A	3 3%	2 1%	5 3%
TOTAL REGISTERED (NET)	2588 100%	3322 100%	64 100%	125 100%	68 100%	103 100%	137 100%	186 100%
TOTAL REGISTERED CONSISTENT (NET)	2588 100% B	3313 100%	64 100%	125 100%	68 100%	103 100%	137 100%	186 100%
REGISTERED GLOBAL (NET)	2120 82%	2810 85% A	61 95% AEG	114 91% B	56 82%	90 87%	105 77%	160 86% G
REGISTERED GEO-SPECIFIC (NET)	1229 47% C	1606 48%	20 31%	58 46% C	33 49% C	56 54%	76 55% C	95 51%
REGISTERED GEO-SPECIFIC CONSISTENT (NET)	1229 47% C	1588 48%	20 31%	58 46% C	33 49% C	56 54%	76 55% C	95 51%
REGISTERED GEO-SPECIFIC ADDED (NET)	- -	48 1% A	- -	- -	- -	- -	- -	- -
Sigma	4837 187%	6212 187%	119 186%	233 186%	114 168%	189 183%	243 177%	333 179%

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

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Table 21

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

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	2098	-**	93*	-**	60*	-**	112
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	-	0.8	-	1.2	-	2.1
Redirected to an active website-if you enter the URL, it redirects to another URL	-	1.4	-	0.5	-	3.5	-	2.2
Used for an active website	-	2.6	-	1.6	-	1.4	-	3.4
Actively used for some purpose other than a website	-	0.9	-	0.4	-	0.6	-	1.7
Expired-no longer registered in your or your company's name	-	1.5	-	0.8	-	1.6 D	-	2.0
Other	-	0.2	-	0.0	-	0.1 D	-	0.5

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

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Table 22

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 Registrants			Country				
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	2098	-**	93*	-**	60*	-**	112
Parked-registered and reserved for your use, but not in active service. The site displays a placeholder webpage like ''under development'' or similar term	-	3.1	-	1.9	-	3.0	-	4.2
Redirected to an active website-if you enter the URL, it redirects to another URL	-	3.5	-	1.4	-	10.1	-	4.9
Used for an active website	-	3.5	-	2.1	-	2.3	-	5.6
Actively used for some purpose other than a website	-	2.7	-	1.3	-	2.5	-	5.3 B
Expired-no longer registered in your or your company's name	-	3.8	-	1.7	-	2.7	-	4.8
Other	-	3.5	-	-	-	1.0	-	6.6

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

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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

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	2098	-**	93*	-**	60*	-**	112
0	- -	1103 53%	- -	55 59%	- -	36 60%	- -	55 49%
1 - 2	- -	824 39%	- -	33 35%	- -	20 33%	- -	47 42%
3 - 5	- -	105 5%	- -	4 4%	- -	1 2%	- -	5 4%
6 or more	- -	66 3%	- -	1 1%	- -	3 5%	- -	5 4%
MEAN (INCLUDING 0)	-	1.5	-	0.8	-	1.2	-	2.1
STD. DEV.	-	8.29	-	1.25	-	3.44	-	9.80
STD. ERR.	-	0.18	-	0.13	-	0.44	-	0.93
MEDIAN	-	-	-	-	-	-	-	1
MEAN (EXCLUDING 0)	-	3.1	-	1.9	-	3.0	-	4.2
STD. DEV.	-	11.84	-	1.25	-	4.99	-	13.48
STD. ERR.	-	0.38	-	0.20	-	1.02	-	1.79
MEDIAN	-	1	-	2	-	1	-	1
Sigma	- -	2098 100%	- -	93 100%	- -	60 100%	- -	112 100%

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

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Q795_2. Of the (...) domains you have registered, how many are in each of the following categories?

2. Redirected to an active website-if you enter the URL, it redirects to another URL

Base: Registered More Than One Domain Name

					Country			
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	2098	-**	93*	-**	60*	-**	112
0	- -	1253 60%	- -	59 63%	- -	39 65%	- -	61 54%
1 - 2	- -	691 33%	- -	31 33%	- -	15 25%	- -	44 39%
3 - 5	- -	85 4%	- -	3 3%	- -	3 5%	- -	2 2%
6 or more	- -	69 3%	- -	- -	- -	3 5% D	- -	5 4% D
MEAN (INCLUDING 0)	-	1.4	-	0.5	-	3.5	-	2.2
STD. DEV.	-	9.09	-	0.89	-	20.66	-	10.40
STD. ERR.	-	0.20	-	0.09	-	2.67	-	0.98
MEDIAN	-	-	-	-	-	-	-	-
MEAN (EXCLUDING 0)	-	3.5	-	1.4	-	10.1	-	4.9
STD. DEV.	-	14.07	-	0.93	-	34.48	-	15.06
STD. ERR.	-	0.48	-	0.16	-	7.52	-	2.11
MEDIAN	-	1	-	1	-	2	-	1
Sigma	- -	2098 100%	- -	93 100%	- -	60 100%	- -	112 100%

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

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

3. Used for an active website

Base: Registered More Than One Domain Name

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	2098	-**	93*	-**	60*	-**	112
0	- -	559 27%	- -	21 23%	- -	24 40% BD	- -	43 38% BD
1 - 2	- -	1192 57%	- -	57 61%	- -	29 48%	- -	55 49%
3 - 5	- -	237 11%	- -	13 14%	- -	4 7%	- -	7 6%
6 or more	- -	110 5%	- -	2 2%	- -	3 5%	- -	7 6%
MEAN (INCLUDING 0)	-	2.6	-	1.6	-	1.4	-	3.4
STD. DEV.	-	14.10	-	2.34	-	2.03	-	13.66
STD. ERR.	-	0.31	-	0.24	-	0.26	-	1.29
MEDIAN	-	1	-	1	-	1	-	1
MEAN (EXCLUDING 0)	-	3.5	-	2.1	-	2.3	-	5.6
STD. DEV.	-	16.36	-	2.47	-	2.18	-	17.10
STD. ERR.	-	0.42	-	0.29	-	0.36	-	2.06
MEDIAN	-	1	-	1	-	2	-	1
Sigma	- -	2098 100%	- -	93 100%	- -	60 100%	- -	112 100%

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

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

4. Actively used for some purpose other than a website

Base: Registered More Than One Domain Name

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	2098	-**	93*	-**	60*	-**	112
0	- -	1366 65%	- -	63 68%	- -	45 75%	- -	76 68%
1 - 2	- -	610 29%	- -	27 29%	- -	11 18%	- -	28 25%
3 - 5	- -	67 3%	- -	3 3%	- -	2 3%	- -	3 3%
6 or more	- -	55 3%	- -	- -	- -	2 3%	- -	5 4% D
MEAN (INCLUDING 0)	-	0.9	-	0.4	-	0.6	-	1.7
STD. DEV.	-	4.38	-	0.76	-	1.73	-	9.68
STD. ERR.	-	0.10	-	0.08	-	0.22	-	0.91
MEDIAN	-	-	-	-	-	-	-	-
MEAN (EXCLUDING 0)	-	2.7	-	1.3	-	2.5	-	5.3 B
STD. DEV.	-	7.08	-	0.76	-	2.77	-	16.65
STD. ERR.	-	0.26	-	0.14	-	0.72	-	2.78
MEDIAN	-	1	-	1	-	1	-	1
Sigma	- -	2098 100%	- -	93 100%	- -	60 100%	- -	112 100%

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

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Q795_5. Of the (...) domains you have registered, how many are in each of the following categories?

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

Base: Registered More Than One Domain Name

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	2098	-**	93*	-**	60*	-**	112
0	- -	1285 61% F	- -	50 54%	- -	25 42%	- -	66 59% F
1 - 2	- -	629 30%	- -	37 40% B	- -	26 43% B	- -	38 34%
3 - 5	- -	109 5%	- -	6 6%	- -	7 12% BH	- -	3 3%
6 or more	- -	75 4%	- -	- -	- -	2 3%	- -	5 4% D
MEAN (INCLUDING 0)	-	1.5	-	0.8	-	1.6 D	-	2.0
STD. DEV.	-	9.37	-	1.13	-	2.94	-	9.79
STD. ERR.	-	0.20	-	0.12	-	0.38	-	0.93
MEDIAN	-	-	-	-	-	1	-	-
MEAN (EXCLUDING 0)	-	3.8	-	1.7	-	2.7	-	4.8
STD. DEV.	-	14.77	-	1.13	-	3.44	-	14.92
STD. ERR.	-	0.52	-	0.17	-	0.58	-	2.20
MEDIAN	-	1	-	1	-	2	-	2
Sigma	- -	2098 100%	- -	93 100%	- -	60 100%	- -	112 100%

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

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

6. Other

Base: Registered More Than One Domain Name

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	2098	-**	93*	-**	60*	-**	112
0	- -	1957 93%	- -	93 100% BFH	- -	56 93%	- -	103 92%
1 - 2	- -	98 5% D	- -	- -	- -	4 7% D	- -	5 4% D
3 - 5	- -	22 1%	- -	- -	- -	- -	- -	2 2%
6 or more	- -	21 1%	- -	- -	- -	- -	- -	2 2%
MEAN (INCLUDING 0)	-	0.2	-	0.0	-	0.1 D	-	0.5
STD. DEV.	-	1.69	-	0.00	-	0.25	-	3.47
STD. ERR.	-	0.04	-	0.00	-	0.03	-	0.33
MEDIAN	-	-	-	-	-	-	-	-
MEAN (EXCLUDING 0)	-	3.5	-	-	-	1.0	-	6.6
STD. DEV.	-	5.58	-	-	-	0.00	-	11.07
STD. ERR.	-	0.47	-	-	-	0.00	-	3.69
MEDIAN	-	1	-	-	-	1	-	2
Sigma	- -	2098 100%	- -	93 100%	- -	60 100%	- -	112 100%

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

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

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

			Country					
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
.biz	1058 41% BCE	1252 37% DF	12 19%	33 26% F	9 13%	13 13%	61 45% HCE	57 31% F
.com	2243 87% BG	2701 81% DH	54 84% D	84 67%	61 90% G	84 81% D	105 77%	138 74%
.info	1339 52% BC	1586 47%	24 38%	58 46%	29 43%	44 42%	70 51%	83 45%
.mobi	902 35% BCE	999 30% DF	14 22%	27 22% F	11 16%	12 12%	56 41% CE	62 33% DF
.net	1837 71% BCE	2231 67% F	38 59%	83 66%	40 59%	56 54%	93 68%	123 66% F
.org	1602 62% B	1888 56% F	36 56%	66 53%	37 54%	48 46%	80 58%	103 55%
.tel	827 32% BE	932 28% F	15 23%	26 21%	12 18%	13 13%	50 36% E	59 32% DF
.asia	770 30% BCE	881 26% DF	11 17%	17 14% F	11 16% F	5 5%	43 31% CE	54 29% DF
.pro	848 33% CE	1031 31% F	12 19%	31 25% F	13 19%	11 11%	53 39% CE	59 32% F
.coop	756 29% BE	885 26% F	13 20%	27 22%	9 13%	16 15%	53 39% ACE	56 30% F
.cn	473 86%	485 88%	- -	- -	- -	- -	- -	- -
.vn	49 94%	43 83%	- -	- -	- -	- -	- -	- -
.ph	63 83%	78 77%	- -	- -	- -	- -	- -	- -
.jp	128 73%	134 76%	- -	- -	- -	- -	- -	- -

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

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Table 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

Base: All Qualified Respondents

			Country					
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
.kr	56 81%	80 79%	- -	- -	- -	- -	- -	- -
.ru	61 84%	114 89%	- -	- -	- -	- -	- -	- -
.in	260 87%	274 83%	- -	- -	- -	- -	- -	- -
.id	43 88%	88 88%	- -	- -	- -	- -	- -	- -
.ng	168 88%	167 84%	- -	- -	- -	- -	- -	- -
.za	68 83%	84 83%	- -	- -	- -	- -	- -	- -
.eg	63 79%	77 77%	- -	- -	- -	- -	- -	- -
.co	51 80%	88 70%	51 80%	88 70%	- -	- -	- -	- -
.ar	58 85%	82 79%	- -	- -	58 85%	82 79%	- -	- -
.br	113 82% B	135 73%	- -	- -	- -	- -	113 82% H	135 73%
.it	21 81%	44 88%	- -	- -	- -	- -	- -	- -
.tr	36 80%	43 86%	- -	- -	- -	- -	- -	- -
.es	33 87%	45 90%	- -	- -	- -	- -	- -	- -
.pl	48 91%	45 85%	- -	- -	- -	- -	- -	- -

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

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Table 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

Base: All Qualified Respondents

	2015 Total Registrants		Country					
			South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
.uk	57 77%	82 82%	- -	- -	- -	- -	- -	- -
.fr	58 77%	75 71%	- -	- -	- -	- -	- -	- -
.de	98 91% B	101 81%	- -	- -	- -	- -	- -	- -
.us	20 31%	73 29%	- -	- -	- -	- -	- -	- -
.ca	67 84%	87 83%	- -	- -	- -	- -	- -	- -
.mx	60 95% B	75 75%	- -	- -	- -	- -	- -	- -
.eu	- -	216 45%	- -	- -	- -	- -	- -	- -
CONSIDERED ALL (NET)	2481 96% BG	3150 94% H	59 92%	116 93%	66 97%	95 91%	126 92%	166 89%
CONSIDERED CONSISTENT (NET)	2481 96% BG	3150 94% H	59 92%	116 93%	66 97%	95 91%	126 92%	166 89%
CONSIDERED GLOBAL (NET)	2428 94% BG	3071 92%	59 92%	115 92%	65 96%	92 88%	120 88%	165 89%
CONSIDERED GEO-SPECIFIC (NET)	2152 83% B	2619 78% D	51 80%	88 70%	58 85%	82 79%	113 82% H	135 73%
CONSIDERED GEO-SPECIFIC CONSISTENT (NET)	2152 83% B	2599 78% D	51 80%	88 70%	58 85%	82 79%	113 82% H	135 73%
CONSIDERED GEO-SPECIFIC ADDED (NET)	- -	216 6% ADFH	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - A/C/E/G - B/D/F/H
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?
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SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

			Country					
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
.biz	1198 46%	1631 49%	38 59% AG	66 53%	44 65% AG	62 60% B	60 44%	97 52%
.com	215 8%	425 13% A	7 11%	29 23% CB	3 4%	14 13%	22 16% AE	37 20% B
.info	984 38%	1371 41% A	31 48%	45 36%	30 44%	43 41%	52 38%	78 42%
.mobi	1348 52%	1863 56% AH	37 58%	71 57%	43 63%	63 61% H	67 49%	90 48%
.net	550 21%	823 25% A	19 30%	33 26%	21 31%	31 30%	33 24%	48 26%
.org	768 30%	1148 34% A	20 31%	48 38%	24 35%	42 40%	43 31%	63 34%
.tel	1391 54%	1911 57% AH	34 53%	74 59%	44 65%	66 63% H	73 53%	93 50%
.asia	1467 57%	1986 59% A	40 63%	79 63%	45 66%	70 67% H	80 58%	100 54%
.pro	1370 53%	1817 54%	38 59%	69 55%	42 62%	63 61%	70 51%	93 50%
.coop	1469 57%	1959 58% H	39 61%	73 58%	44 65%	60 58%	69 50%	94 51%
.cn	50 9%	42 8%	- -	- -	- -	- -	- -	- -
.vn	- -	6 12% A	- -	- -	- -	- -	- -	- -
.ph	6 8%	13 13%	- -	- -	- -	- -	- -	- -
.jp	32 18%	30 17%	- -	- -	- -	- -	- -	- -

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

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

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
.kr	13 19%	17 17%	- -	- -	- -	- -	- -	- -
.ru	5 7%	10 8%	- -	- -	- -	- -	- -	- -
.in	30 10%	40 12%	- -	- -	- -	- -	- -	- -
.id	4 8%	10 10%	- -	- -	- -	- -	- -	- -
.ng	15 8%	21 11%	- -	- -	- -	- -	- -	- -
.za	8 10%	8 8%	- -	- -	- -	- -	- -	- -
.eg	15 19%	16 16%	- -	- -	- -	- -	- -	- -
.co	9 14%	31 25%	9 14%	31 25%	- -	- -	- -	- -
.ar	6 9%	12 12%	- -	- -	6 9%	12 12%	- -	- -
.br	18 13%	39 21%	- -	- -	- -	- -	18 13%	39 21%
.it	3 12%	2 4%	- -	- -	- -	- -	- -	- -
.tr	8 18%	5 10%	- -	- -	- -	- -	- -	- -
.es	1 3%	2 4%	- -	- -	- -	- -	- -	- -
.pl	3 6%	3 6%	- -	- -	- -	- -	- -	- -

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

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Table 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

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
.uk	13 18%	12 12%	- -	- -	- -	- -	- -	- -
.fr	12 16%	22 21%	- -	- -	- -	- -	- -	- -
.de	7 6%	16 13%	- -	- -	- -	- -	- -	- -
.us	38 59%	156 61%	- -	- -	- -	- -	- -	- -
.ca	12 15%	11 10%	- -	- -	- -	- -	- -	- -
.mx	3 5%	19 19% A	- -	- -	- -	- -	- -	- -
.eu	- -	215 44%	- -	- -	- -	- -	- -	- -

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

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

1. .biz

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	1058 41% BCE	1252 37% DF	12 19%	33 26% F	9 13%	13 13%	61 45% HCE	57 31% F
Very likely	373 14% CE	457 14% DFH	3 5%	8 6%	-	3 3%	22 16% HCE	14 8%
Somewhat likely	685 26% BCE	795 24% F	9 14%	25 20% F	9 13%	10 10%	39 28% CE	43 23% F
BOTTOM 2 BOX (NET)	1198 46%	1631 49%	38 59% AG	66 53%	44 65% AG	62 60% B	60 44%	97 52%
Somewhat unlikely	554 21%	705 21%	21 33% AG	27 22%	14 21%	18 17%	21 15%	31 17%
Very unlikely	644 25%	926 28% A	17 27%	39 31%	30 44% ACG	44 42% B	39 28%	66 35% B
Not sure	327 13%	466 14%	14 22% A	26 21% B	15 22% A	29 28% BH	16 12%	32 17%
Decline to Answer	5 * B	- -	- -	- -	- -	- -	- -	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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

2. .com

Base: All Qualified Respondents

					Country			
						South America		
	2015 Total Registrants							
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	2243 87% BG	2701 81% DH	54 84% D	84 67%	61 90% G	84 81% D	105 77%	138 74%
Very likely	1789 69% B	2158 64%	47 73%	80 64%	47 69%	71 68%	92 67%	118 63%
Somewhat likely	454 18% G	543 16% DH	7 11% D	4 3%	14 21% G	13 13% D	13 9%	20 11% D
BOTTOM 2 BOX (NET)	215 8%	425 13% A	7 11%	29 23% CB	3 4%	14 13%	22 16% AE	37 20% B
Somewhat unlikely	111 4%	159 5%	3 5%	4 3%	-	2 2%	9 7% E	9 5%
Very unlikely	104 4%	266 8% A	4 6%	25 20% CB	3 4%	12 12%	13 9% A	28 15% B
Not sure	128 5%	223 7% A	3 5%	12 10%	4 6%	6 6%	10 7%	11 6%
Decline to Answer	2 *	- -	- -	- -	- -	- -	- -	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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

3. .info

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	1339 52% BC	1586 47%	24 38%	58 46%	29 43%	44 42%	70 51%	83 45%
Very likely	528 20%	629 19%	7 11%	19 15%	15 22%	13 13%	30 22%	29 16%
Somewhat likely	811 31% B	957 29%	17 27%	39 31%	14 21%	31 30%	40 29%	54 29%
BOTTOM 2 BOX (NET)	984 38%	1371 41% A	31 48%	45 36%	30 44%	43 41%	52 38%	78 42%
Somewhat unlikely	492 19%	598 18%	18 28% DG	19 15%	12 18%	13 13%	21 15%	30 16%
Very unlikely	492 19%	773 23% A	13 20%	26 21%	18 26%	30 29%	31 23%	48 26%
Not sure	263 10%	392 12%	9 14%	22 18% B	9 13%	17 16%	15 11%	25 13%
Decline to Answer	2 *	- -	- -	- -	- -	- -	- -	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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

4. .mobi

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	902 35% BCE	999 30% DF	14 22%	27 22% F	11 16%	12 12%	56 41% CE	62 33% DF
Very likely	325 13% BE	336 10% DF	3 5%	6 5%	2 3%	3 3%	23 17% HCE	16 9%
Somewhat likely	577 22% B	663 20% F	11 17%	21 17%	9 13%	9 9%	33 24%	46 25% F
BOTTOM 2 BOX (NET)	1348 52%	1863 56% AH	37 58%	71 57%	43 63%	63 61% H	67 49%	90 48%
Somewhat unlikely	598 23%	712 21% F	16 25%	30 24% F	17 25% F	13 13%	27 20%	29 16%
Very unlikely	750 29%	1151 34% A	21 33%	41 33%	26 38%	50 48% BDH	40 29%	61 33%
Not sure	336 13%	487 15%	13 20%	27 22% B	14 21% G	29 28% B	14 10%	34 18% G
Decline to Answer	2 *	- -	- -	- -	- -	- -	- -	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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

5. .net

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	1837 71% BCE	2231 67% F	38 59%	83 66%	40 59%	56 54%	93 68%	123 66% F
Very likely	1040 40% BE	1237 37%	24 38% E	44 35%	14 21%	29 28%	56 41% E	58 31%
Somewhat likely	797 31%	994 30%	14 22%	39 31%	26 38% C	27 26%	37 27%	65 35%
BOTTOM 2 BOX (NET)	550 21%	823 25% A	19 30%	33 26%	21 31%	31 30%	33 24%	48 26%
Somewhat unlikely	290 11%	389 12%	11 17%	14 11%	8 12%	11 11%	14 10%	21 11%
Very unlikely	260 10%	434 13% A	8 13%	19 15%	13 19% A	20 19%	19 14%	27 15%
Not sure	198 8%	295 9%	7 11%	9 7%	7 10%	17 16% BDH	11 8%	15 8%
Decline to Answer	3 * B	- -	- -	- -	- -	- -	- -	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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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

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	1602 62% B	1888 56% F	36 56%	66 53%	37 54%	48 46%	80 58%	103 55%
Very likely	847 33% B	956 29% F	22 34%	32 26%	20 29%	19 18%	49 36%	59 32% F
Somewhat likely	755 29%	932 28%	14 22%	34 27%	17 25%	29 28%	31 23%	44 24%
BOTTOM 2 BOX (NET)	768 30%	1148 34% A	20 31%	48 38%	24 35%	42 40%	43 31%	63 34%
Somewhat unlikely	383 15%	523 16%	12 19%	24 19% F	11 16%	10 10%	13 9%	23 12%
Very unlikely	385 15%	625 19% A	8 13%	24 19%	13 19%	32 31% BD	30 22% A	40 22%
Not sure	214 8%	313 9%	8 13%	11 9%	7 10%	14 13%	14 10%	20 11%
Decline to Answer	4 * B	- -	- -	- -	- -	- -	- -	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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

7. .tel

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	827 32% BE	932 28% F	15 23%	26 21%	12 18%	13 13%	50 36% E	59 32% DF
Very likely	285 11% B	303 9% F	4 6%	9 7%	4 6%	3 3%	18 13% H	12 6%
Somewhat likely	542 21% B	629 19% F	11 17%	17 14%	8 12%	10 10%	32 23%	47 25% BDF
BOTTOM 2 BOX (NET)	1391 54%	1911 57% AH	34 53%	74 59%	44 65%	66 63% H	73 53%	93 50%
Somewhat unlikely	599 23%	718 21%	14 22%	33 26% H	11 16%	17 16%	35 26%	31 17%
Very unlikely	792 31%	1193 36% A	20 31%	41 33%	33 49% ACG	49 47% BDH	38 28%	62 33%
Not sure	366 14%	506 15%	15 23% AG	25 20%	12 18%	25 24% B	14 10%	34 18% G
Decline to Answer	4 * B	- -	- -	- -	- -	- -	- -	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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

8. .asia

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	770 30% BCE	881 26% DF	11 17%	17 14% F	11 16% F	5 5%	43 31% CE	54 29% DF
Very likely	275 11% BC	277 8% F	1 2%	6 5%	4 6%	1 1%	17 12% C	12 6% F
Somewhat likely	495 19%	604 18% DF	10 16%	11 9%	7 10%	4 4%	26 19%	42 23% DF
BOTTOM 2 BOX (NET)	1467 57%	1986 59% A	40 63%	79 63%	45 66%	70 67% H	80 58%	100 54%
Somewhat unlikely	553 21% B	640 19%	13 20%	26 21%	12 18%	14 13%	34 25% H	28 15%
Very unlikely	914 35%	1346 40% A	27 42%	53 42%	33 49% AG	56 54% BH	46 34%	72 39%
Not sure	349 13%	482 14%	13 20%	29 23% B	12 18%	29 28% BH	14 10%	32 17%
Decline to Answer	2 *	- -	- -	- -	- -	- -	- -	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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

9. .pro

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	848 33% CE	1031 31% F	12 19%	31 25% F	13 19%	11 11%	53 39% CE	59 32% F
Very likely	278 11% CE	332 10% F	2 3%	9 7%	1 1%	3 3%	24 18% HACE	17 9% F
Somewhat likely	570 22%	699 21% F	10 16%	22 18% F	12 18% F	8 8%	29 21%	42 23% F
BOTTOM 2 BOX (NET)	1370 53%	1817 54%	38 59%	69 55%	42 62%	63 61%	70 51%	93 50%
Somewhat unlikely	606 23% B	686 20%	17 27%	29 23%	17 25%	16 15%	31 23%	32 17%
Very unlikely	764 30%	1131 34% A	21 33%	40 32%	25 37%	47 45% BDH	39 28%	61 33%
Not sure	367 14%	501 15%	14 22% G	25 20%	13 19%	30 29% BH	14 10%	34 18% G
Decline to Answer	3 * B	- -	- -	- -	- -	- -	- -	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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

10. .coop

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	756 29% BE	885 26% F	13 20%	27 22%	9 13%	16 15%	53 39% ACE	56 30% F
Very likely	269 10% BE	270 8% DF	3 5%	4 3%	2 3%	3 3%	21 15% HCE	15 8%
Somewhat likely	487 19%	615 18%	10 16%	23 18%	7 10%	13 13%	32 23% E	41 22% F
BOTTOM 2 BOX (NET)	1469 57%	1959 58% H	39 61%	73 58%	44 65%	60 58%	69 50%	94 51%
Somewhat unlikely	596 23% B	692 21% F	20 31%	30 24% F	15 22%	12 12%	26 19%	32 17%
Very unlikely	873 34%	1267 38% A	19 30%	43 34%	29 43%	48 46% H	43 31%	62 33%
Not sure	361 14%	505 15%	12 19%	25 20%	15 22% G	28 27% B	15 11%	36 19% G
Decline to Answer	2 *	- -	- -	- -	- -	- -	- -	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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

11. .cn

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	548	551	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	473 86%	485 88%	- -	- -	- -	- -	- -	- -
Very likely	323 59%	329 60%	- -	- -	- -	- -	- -	- -
Somewhat likely	150 27%	156 28%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	50 9%	42 8%	- -	- -	- -	- -	- -	- -
Somewhat unlikely	27 5%	22 4%	- -	- -	- -	- -	- -	- -
Very unlikely	23 4%	20 4%	- -	- -	- -	- -	- -	- -
Not sure	24 4%	24 4%	- -	- -	- -	- -	- -	- -
Decline to Answer	1 *	- -	- -	- -	- -	- -	- -	- -
Sigma	548 100%	551 100%	- -	- -	- -	- -	- -	- -

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

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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

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	52*	52*	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	49 94%	43 83%	- -	-	-	-	-	-
Very likely	32 62%	35 67%	- -	-	-	-	-	-
Somewhat likely	17 33% B	8 15%	- -	-	-	-	-	-
BOTTOM 2 BOX (NET)	- -	6 12% A	- -	-	-	-	-	-
Somewhat unlikely	- -	2 4%	- -	-	-	-	-	-
Very unlikely	- -	4 8% A	- -	-	-	-	-	-
Not sure	3 6%	3 6%	- -	-	-	-	-	-
Sigma	52 100%	52 100%	- -	-	-	-	-	-

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

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

13. .ph

Base: All Qualified Respondents

	2015 Total Registrants		Country					
			South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	76*	101	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	63 83%	78 77%	- -	- -	- -	- -	- -	- -
Very likely	46 61%	46 46%	- -	- -	- -	- -	- -	- -
Somewhat likely	17 22%	32 32%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	6 8%	13 13%	- -	- -	- -	- -	- -	- -
Somewhat unlikely	4 5%	3 3%	- -	- -	- -	- -	- -	- -
Very unlikely	2 3%	10 10%	- -	- -	- -	- -	- -	- -
Not sure	7 9%	10 10%	- -	- -	- -	- -	- -	- -
Sigma	76 100%	101 100%	- -	- -	- -	- -	- -	- -

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

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

14. .jp

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	176	176	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	128 73%	134 76%	- -	- -	- -	- -	- -	- -
Very likely	78 44%	89 51%	- -	- -	- -	- -	- -	- -
Somewhat likely	50 28%	45 26%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	32 18%	30 17%	- -	- -	- -	- -	- -	- -
Somewhat unlikely	20 11%	14 8%	- -	- -	- -	- -	- -	- -
Very unlikely	12 7%	16 9%	- -	- -	- -	- -	- -	- -
Not sure	16 9%	12 7%	- -	- -	- -	- -	- -	- -
Sigma	176 100%	176 100%	- -	- -	- -	- -	- -	- -

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

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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

Base: All Qualified Respondents

	2015 Total Registrants		Country					
			South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	69*	101	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	56 81%	80 79%	- -	- -	- -	- -	- -	- -
Very likely	41 59%	45 45%	- -	- -	- -	- -	- -	- -
Somewhat likely	15 22%	35 35%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	13 19%	17 17%	- -	- -	- -	- -	- -	- -
Somewhat unlikely	9 13%	10 10%	- -	- -	- -	- -	- -	- -
Very unlikely	4 6%	7 7%	- -	- -	- -	- -	- -	- -
Not sure	- -	4 4%	- -	- -	- -	- -	- -	- -
Sigma	69 100%	101 100%	- -	- -	- -	- -	- -	- -

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

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

16. .ru

Base: All Qualified Respondents

	2015 Total Registrants		Country					
			South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	73*	128	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	61 84%	114 89%	- -	- -	- -	- -	- -	- -
Very likely	55 75%	104 81%	- -	- -	- -	- -	- -	- -
Somewhat likely	6 8%	10 8%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	5 7%	10 8%	- -	- -	- -	- -	- -	- -
Somewhat unlikely	4 5%	2 2%	- -	- -	- -	- -	- -	- -
Very unlikely	1 1%	8 6%	- -	- -	- -	- -	- -	- -
Not sure	7 10%	4 3%	- -	- -	- -	- -	- -	- -
Sigma	73 100%	128 100%	- -	- -	- -	- -	- -	- -

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

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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

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	298	330	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	260 87%	274 83%	- -	- -	- -	- -	- -	- -
Very likely	199 67%	212 64%	- -	- -	- -	- -	- -	- -
Somewhat likely	61 20%	62 19%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	30 10%	40 12%	- -	- -	- -	- -	- -	- -
Somewhat unlikely	21 7%	13 4%	- -	- -	- -	- -	- -	- -
Very unlikely	9 3%	27 8% A	- -	- -	- -	- -	- -	- -
Not sure	8 3%	16 5%	- -	- -	- -	- -	- -	- -
Sigma	298 100%	330 100%	- -	- -	- -	- -	- -	- -

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

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

18. .id

Base: All Qualified Respondents

	2015 Total Registrants		Country						
			South America						
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	49*	100	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	43 88%	88 88%	- -	- -	- -	- -	- -	- -
Very likely	34 69%	63 63%	- -	- -	- -	- -	- -	- -
Somewhat likely	9 18%	25 25%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	4 8%	10 10%	- -	- -	- -	- -	- -	- -
Somewhat unlikely	4 8%	4 4%	- -	- -	- -	- -	- -	- -
Very unlikely	- -	6 6%	- -	- -	- -	- -	- -	- -
Not sure	2 4%	2 2%	- -	- -	- -	- -	- -	- -
Sigma	49 100%	100 100%	- -	- -	- -	- -	- -	- -

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

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

19. .ng

Base: All Qualified Respondents

	2015 Total Registrants		Country					
			South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	190	200	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	168 88%	167 84%	- -	- -	- -	- -	- -	- -
Very likely	128 67%	120 60%	- -	- -	- -	- -	- -	- -
Somewhat likely	40 21%	47 24%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	15 8%	21 11%	- -	- -	- -	- -	- -	- -
Somewhat unlikely	8 4%	13 7%	- -	- -	- -	- -	- -	- -
Very unlikely	7 4%	8 4%	- -	- -	- -	- -	- -	- -
Not sure	6 3%	12 6%	- -	- -	- -	- -	- -	- -
Decline to Answer	1 1%	- -	- -	- -	- -	- -	- -	- -
Sigma	190 100%	200 100%	- -	- -	- -	- -	- -	- -

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

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

20. .za

Base: All Qualified Respondents

	2015 Total Registrants		Country						
			South America						
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	82*	101	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	68 83%	84 83%	- -	- -	- -	- -	- -	- -
Very likely	57 70%	66 65%	- -	- -	- -	- -	- -	- -
Somewhat likely	11 13%	18 18%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	8 10%	8 8%	- -	- -	- -	- -	- -	- -
Somewhat unlikely	3 4%	4 4%	- -	- -	- -	- -	- -	- -
Very unlikely	5 6%	4 4%	- -	- -	- -	- -	- -	- -
Not sure	6 7%	9 9%	- -	- -	- -	- -	- -	- -
Sigma	82 100%	101 100%	- -	- -	- -	- -	- -	- -

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

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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

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	80*	100	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	63 79%	77 77%	- -	- -	- -	- -	- -	- -
Very likely	36 45%	43 43%	- -	- -	- -	- -	- -	- -
Somewhat likely	27 34%	34 34%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	15 19%	16 16%	- -	- -	- -	- -	- -	- -
Somewhat unlikely	7 9%	11 11%	- -	- -	- -	- -	- -	- -
Very unlikely	8 10%	5 5%	- -	- -	- -	- -	- -	- -
Not sure	2 3%	7 7%	- -	- -	- -	- -	- -	- -
Sigma	80 100%	100 100%	- -	- -	- -	- -	- -	- -

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

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

22. .co

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	64*	125	64*	125	-**	-**	-**	-**
TOP 2 BOX (NET)	51 80%	88 70%	51 80%	88 70%	- -	- -	- -	- -
Very likely	40 63%	64 51%	40 63%	64 51%	- -	- -	- -	- -
Somewhat likely	11 17%	24 19%	11 17%	24 19%	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	9 14%	31 25%	9 14%	31 25%	- -	- -	- -	- -
Somewhat unlikely	- -	6 5%	- -	6 5%	- -	- -	- -	- -
Very unlikely	9 14%	25 20%	9 14%	25 20%	- -	- -	- -	- -
Not sure	4 6%	6 5%	4 6%	6 5%	- -	- -	- -	- -
Sigma	64 100%	125 100%	64 100%	125 100%	- -	- -	- -	- -

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

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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

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	68*	104	-**	-**	68*	104	-**	-**
TOP 2 BOX (NET)	58 85%	82 79%	- -	- -	58 85%	82 79%	- -	- -
Very likely	47 69%	65 63%	- -	- -	47 69%	65 63%	- -	- -
Somewhat likely	11 16%	17 16%	- -	- -	11 16%	17 16%	- -	- -
BOTTOM 2 BOX (NET)	6 9%	12 12%	- -	- -	6 9%	12 12%	- -	- -
Somewhat unlikely	4 6%	2 2%	- -	- -	4 6%	2 2%	- -	- -
Very unlikely	2 3%	10 10%	- -	- -	2 3%	10 10%	- -	- -
Not sure	4 6%	10 10%	- -	- -	4 6%	10 10%	- -	- -
Sigma	68 100%	104 100%	- -	- -	68 100%	104 100%	- -	- -

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

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

24. .br

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	137	186	-**	-**	-**	-**	137	186
TOP 2 BOX (NET)	113 82% B	135 73%	- -	- -	- -	- -	113 82% H	135 73%
Very likely	94 69%	117 63%	- -	- -	- -	- -	94 69%	117 63%
Somewhat likely	19 14%	18 10%	- -	- -	- -	- -	19 14%	18 10%
BOTTOM 2 BOX (NET)	18 13%	39 21%	- -	- -	- -	- -	18 13%	39 21%
Somewhat unlikely	6 4%	6 3%	- -	- -	- -	- -	6 4%	6 3%
Very unlikely	12 9%	33 18% A	- -	- -	- -	- -	12 9%	33 18% G
Not sure	6 4%	12 6%	- -	- -	- -	- -	6 4%	12 6%
Sigma	137 100%	186 100%	- -	- -	- -	- -	137 100%	186 100%

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

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

25. .it

Base: All Qualified Respondents

	2015 Total Registrants		Country						
			South America						
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	26**	50*	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	21 81%	44 88%	- -	- -	- -	- -	- -	- -
Very likely	13 50%	31 62%	- -	- -	- -	- -	- -	- -
Somewhat likely	8 31%	13 26%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	3 12%	2 4%	- -	- -	- -	- -	- -	- -
Somewhat unlikely	2 8%	1 2%	- -	- -	- -	- -	- -	- -
Very unlikely	1 4%	1 2%	- -	- -	- -	- -	- -	- -
Not sure	2 8%	4 8%	- -	- -	- -	- -	- -	- -
Sigma	26 100%	50 100%	- -	- -	- -	- -	- -	- -

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

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

26. .tr

Base: All Qualified Respondents

						Country			
	2015 Total Registrants					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	45*	50*	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	36 80%	43 86%	- -	- -	- -	- -	- -	- -
Very likely	27 60%	34 68%	- -	- -	- -	- -	- -	- -
Somewhat likely	9 20%	9 18%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	8 18%	5 10%	- -	- -	- -	- -	- -	- -
Somewhat unlikely	6 13%	3 6%	- -	- -	- -	- -	- -	- -
Very unlikely	2 4%	2 4%	- -	- -	- -	- -	- -	- -
Not sure	1 2%	2 4%	- -	- -	- -	- -	- -	- -
Sigma	45 100%	50 100%	- -	- -	- -	- -	- -	- -

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

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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

Base: All Qualified Respondents

	2015 Total Registrants		Country					
			South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	38*	50*	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	33 87%	45 90%	- -	- -	- -	- -	- -	- -
Very likely	23 61%	29 58%	- -	- -	- -	- -	- -	- -
Somewhat likely	10 26%	16 32%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	1 3%	2 4%	- -	- -	- -	- -	- -	- -
Somewhat unlikely	- -	1 2%	- -	- -	- -	- -	- -	- -
Very unlikely	1 3%	1 2%	- -	- -	- -	- -	- -	- -
Not sure	4 11%	3 6%	- -	- -	- -	- -	- -	- -
Sigma	38 100%	50 100%	- -	- -	- -	- -	- -	- -

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

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

28. .pl

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	53*	53*	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	48 91%	45 85%	- -	- -	- -	- -	- -	- -
Very likely	37 70%	36 68%	- -	- -	- -	- -	- -	- -
Somewhat likely	11 21%	9 17%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	3 6%	3 6%	- -	- -	- -	- -	- -	- -
Somewhat unlikely	3 6%	2 4%	- -	- -	- -	- -	- -	- -
Very unlikely	- -	1 2%	- -	- -	- -	- -	- -	- -
Not sure	2 4%	5 9%	- -	- -	- -	- -	- -	- -
Sigma	53 100%	53 100%	- -	- -	- -	- -	- -	- -

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

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

29. .uk

Base: All Qualified Respondents

			Country					
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	74*	100	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	57 77%	82 82%	- -	- -	- -	- -	- -	- -
Very likely	39 53%	46 46%	- -	- -	- -	- -	- -	- -
Somewhat likely	18 24%	36 36%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	13 18%	12 12%	- -	- -	- -	- -	- -	- -
Somewhat unlikely	9 12% B	2 2%	- -	- -	- -	- -	- -	- -
Very unlikely	4 5%	10 10%	- -	- -	- -	- -	- -	- -
Not sure	4 5%	6 6%	- -	- -	- -	- -	- -	- -
Sigma	74 100%	100 100%	- -	- -	- -	- -	- -	- -

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

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Table 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

Base: All Qualified Respondents

	2015 Total Registrants		Country						
					South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	75*	106	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	58 77%	75 71%	- -	- -	- -	- -	- -	- -
Very likely	47 63%	55 52%	- -	- -	- -	- -	- -	- -
Somewhat likely	11 15%	20 19%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	12 16%	22 21%	- -	- -	- -	- -	- -	- -
Somewhat unlikely	7 9%	11 10%	- -	- -	- -	- -	- -	- -
Very unlikely	5 7%	11 10%	- -	- -	- -	- -	- -	- -
Not sure	5 7%	9 8%	- -	- -	- -	- -	- -	- -
Sigma	75 100%	106 100%	- -	- -	- -	- -	- -	- -

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

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

31. .de

Base: All Qualified Respondents

	2015 Total Registrants		Country						
					South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	108	125	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	98 91% B	101 81%	- -	- -	- -	- -	- -	- -
Very likely	77 71%	75 60%	- -	- -	- -	- -	- -	- -
Somewhat likely	21 19%	26 21%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	7 6%	16 13%	- -	- -	- -	- -	- -	- -
Somewhat unlikely	5 5%	5 4%	- -	- -	- -	- -	- -	- -
Very unlikely	2 2%	11 9% A	- -	- -	- -	- -	- -	- -
Not sure	3 3%	8 6%	-	-	-	-	-	-
Sigma	108 100%	125 100%	- -	- -	- -	- -	- -	- -

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

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Table 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

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	64*	255	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	20 31%	73 29%	- -	- -	- -	- -	- -	- -
Very likely	8 13%	21 8%	- -	- -	- -	- -	- -	- -
Somewhat likely	12 19%	52 20%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	38 59%	156 61%	- -	- -	- -	- -	- -	- -
Somewhat unlikely	8 13%	41 16%	- -	- -	- -	- -	- -	- -
Very unlikely	30 47%	115 45%	- -	- -	- -	- -	- -	- -
Not sure	6 9%	26 10%	- -	- -	- -	- -	- -	- -
Sigma	64 100%	255 100%	- -	- -	- -	- -	- -	- -

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

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Table 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

Base: All Qualified Respondents

	2015 Total Registrants		Country						
			South America						
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	
Unweighted Base	80*	105	-**	-**	-**	-**	-**	-**	
TOP 2 BOX (NET)	67 84%	87 83%	- -	- -	- -	- -	- -	- -	
Very likely	60 75% B	58 55%	- -	- -	- -	- -	- -	- -	
Somewhat likely	7 9%	29 28% A	- -	- -	- -	- -	- -	- -	
BOTTOM 2 BOX (NET)	12 15%	11 10%	- -	- -	- -	- -	- -	- -	
Somewhat unlikely	4 5%	5 5%	- -	- -	- -	- -	- -	- -	
Very unlikely	8 10%	6 6%	- -	- -	- -	- -	- -	- -	
Not sure	1 1%	7 7%	- -	- -	- -	- -	- -	- -	
Sigma	80 100%	105 100%	- -	- -	- -	- -	- -	- -	

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

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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

Base: All Qualified Respondents

	2015 Total Registrants		Country						
				South America					
	Nielsen Sample Only	2016 Total Registr ants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	
Unweighted Base	63*	100	-**	-**	-**	-**	-**	-**	
TOP 2 BOX (NET)	60 95% B	75 75%	- -	- -	- -	- -	- -	- -	
Very likely	47 75% B	57 57%	- -	- -	- -	- -	- -	- -	
Somewhat likely	13 21%	18 18%	- -	- -	- -	- -	- -	- -	
BOTTOM 2 BOX (NET)	3 5%	19 19% A	- -	- -	- -	- -	- -	- -	
Somewhat unlikely	3 5%	3 3%	- -	- -	- -	- -	- -	- -	
Very unlikely	- -	16 16% A	- -	- -	- -	- -	- -	- -	
Not sure	- -	6 6% A	- -	- -	- -	- -	- -	- -	
Sigma	63 100%	100 100%	- -	- -	- -	- -	- -	- -	

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

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

38. .eu

Base: All Qualified Respondents

	2015 Total Registrants		Country						
					South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	484	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	- -	216 45%	- -	- -	- -	- -	- -	- -
Very likely	- -	88 18%	- -	- -	- -	- -	- -	- -
Somewhat likely	- -	128 26%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	- -	215 44%	- -	- -	- -	- -	- -	- -
Somewhat unlikely	- -	90 19%	- -	- -	- -	- -	- -	- -
Very unlikely	- -	125 26%	- -	- -	- -	- -	- -	- -
Not sure	- -	53 11%	- -	- -	- -	- -	- -	- -
Sigma	- -	484 100%	- -	- -	- -	- -	- -	- -

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

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

Base: All Qualified Respondents

			Country					
					South America			
	2015 Total Registrants							
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
Weighted Base	2588	3349	64*	125	68*	104	137	186
IDENTIFICATION (NET)	951 37%	1627 49% A	28 44%	84 67% CBH	19 28%	62 60% EBH	63 46% AE	80 43%
CLASSIFICATION (SUB-NET)	550 21%	993 30% A	18 28% E	47 38% BH	9 13%	38 37% EH	38 28% E	44 24%
To differentiate/Determine type of business/work/organization/fields	271 10%	482 14% AH	10 16%	23 18% H	6 9%	22 21% EBH	21 15%	17 9%
To differentiate between other sites/domains	184 7%	289 9% A	5 8%	10 8%	2 3%	10 10%	15 11%	20 11%
To determine categories/groupings (Unspec)	58 2%	173 5% A	1 2%	10 8% H	-	7 7% E	3 2%	4 2%
To determine classification/status	39 2%	74 2% A	2 3%	6 5% B	1 1%	1 1%	1 1%	3 2%
Other classification mentions	19 1% B	8 *	1 2%	1 1%	-	1 1%	-	-
LOCATION (SUB-NET)	450 17%	637 19%	12 19%	42 34% CBH	11 16%	30 29% BH	31 23%	32 17%
To indicate country/different countries	254 10%	333 10%	10 16%	21 17% B	5 7%	19 18% EB	17 12%	19 10%
To indicate location/area extensions	150 6%	235 7%	3 5%	18 14% CBH	5 7%	9 9%	10 7%	11 6%
To indicate region/different regions	71 3%	110 3%	2 3%	4 3%	1 1%	5 5%	4 3%	6 3%
Other location mentions	1 *	1 *	-	-	-	-	-	1 1% B
TYPES OF EXTENSIONS (SUB-NET)	53 2%	264 8% A	-	18 14% CBH	-	18 17% EBH	3 2%	9 5%

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

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

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Weighted Base	2588	3349	64*	125	68*	104	137	186
Business/Commercial	27 1%	172 5% A	-	16 13% CBH	-	10 10% EBH	1 1%	4 2%
Profit Vs. Non profit	22 1%	94 3% A	-	7 6% H	-	4 4%	1 1%	2 1%
Government extension	7 *	71 2% A	-	3 2%	-	9 9% EBDH	1 1%	5 3%
Education extension	6 *	56 2% A	-	5 4% BH	-	4 4% H	-	1 1%
Network	7 *	27 1% A	-	1 1%	-	2 2%	-	1 1%
Other type of extensions mentions	17 1%	41 1% A	-	-	-	2 2%	1 1%	2 1%
MISCELLANEOUS IDENTIFICATION (SUB-NET)	35 1%	102 3% A	1 2%	5 4%	1 1%	6 6%	-	10 5% G
Form of identity/identification (Unspec.)	18 1%	92 3% A	1 2%	4 3%	1 1%	5 5%	-	8 4% G
Due to language/different languages	7 *	7 *	-	1 1%	-	1 1%	-	2 1% B
Other miscellaneous identification mentions	11 * B	4 *	-	-	-	-	-	-
CONTENT (NET)	728 28% B	756 23% H	24 38%	46 37% BH	27 40% AG	35 34% BH	34 25% H	29 16%
Different purposes/content/features of website	635 25% B	685 20% H	22 34%	38 30% BH	24 35% A	32 31% BH	32 23% H	27 15%
Based on the type of information they provide	91 4% BG	53 2%	5 8% G	3 2% H	4 6% G	2 2%	-	-
Based on the type of service they provide	37 1% B	23 1%	1 2%	5 4% B	-	1 1%	3 2%	2 1%
Other content mentions	15 1% B	3 *	1 2%	1 1% B	-	-	-	-

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

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

Base: All Qualified Respondents

	2015 Total Registrants		Country						
						South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Weighted Base	2588	3349	64*	125	68*	104	137	186
ACCESSIBILITY (NET)	124 5%	185 6%	5 8% G	5 4%	1 1%	3 3%	2 1%	10 5%
To simplify search/easy to use	26 1%	96 3% A	1 2%	4 3%	- -	- -	1 1%	7 4% F
Convenience	53 2% B	39 1%	- -	- -	- -	1 1%	- -	1 1%
For easy/quick accessibility	35 1%	36 1%	3 5% A	1 1%	- -	- -	1 1%	1 1%
Other accessibility mentions	13 1%	16 *	1 2%	- -	1 1%	2 2% B	- -	1 1%
INCREASE TRAFFIC/ATTRACT CUSTOMERS (NET)	164 6% BG	97 3% H	3 5%	5 4% H	3 4%	4 4% H	3 2%	1 1%
To attract customers/increase traffic	68 3% B	33 1%	1 2%	4 3% BH	2 3%	3 3% H	2 1%	-
Attract a variety/different target audience(s)	50 2% B	27 1%	2 3%	1 1%	1 1%	- -	1 1%	1 1%
Popularity of site	18 1%	23 1%	- -	- -	- -	1 1%	- -	- -
To make it easy to remember	14 1% B	5 *	- -	- -	- -	- -	- -	- -
Other increase traffic/attract customers mentions	16 1%	11 *	- -	- -	- -	- -	- -	- -
TECHNOLOGY DRIVEN (NET)	83 3% B	79 2%	- -	7 6% BH	4 6%	4 4% H	4 3%	1 1%
Different servers	45 2%	60 2%	- -	7 6% BH	1 1%	3 3%	1 1%	1 1%
Different network/service providers	18 1% B	10 *	- -	- -	- -	- -	- -	- -
Other technology driven mentions	23 1% B	11 *	- -	- -	3 4% A	1 1%	3 2% H	- -

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

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

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Weighted Base	2588	3349	64*	125	68*	104	137	186
SITE CHARACTERISTICS (NET)	97 4% B	72 2%	2 3% D	- -	3 4%	3 3%	5 4% H	1 1%
To be different/unique	52 2% B	29 1%	1 2%	- -	1 1%	2 2%	1 1%	- -
Reliability/Trustworthiness of website	18 1%	12 *	1 2%	- -	1 1%	- -	1 1%	- -
Other site characteristics mentions	28 1%	34 1%	- -	- -	1 1%	1 1%	3 2%	1 1%
SECURITY (NET)	77 3% B	59 2%	6 9% DA	2 2%	2 3%	1 1%	8 6% A	6 3%
Safety/Security reasons	68 3% B	49 1%	5 8% DA	2 2%	2 3%	1 1%	8 6% A	5 3%
Other security mentions	11 *	10 *	1 2%	- -	- -	- -	- -	1 1%
SITE/STORAGE SIZE (NET)	93 4% B	52 2%	1 2%	- -	2 3%	2 2%	5 4%	4 2%
Ran out of space on the other domains/extensions	68 3% B	46 1%	- -	- -	2 3%	2 2%	3 2%	3 2%
Size of site	17 1% B	5 *	1 2%	- -	- -	- -	2 1%	1 1%
Other site/storage size mentions	8 * B	1 *	- -	- -	- -	- -	- -	- -
DECISION MAKING (NET)	43 2%	44 1%	2 3% D	- -	1 1%	4 4% BD	2 1%	3 2%
Depends on/determined by the owner	37 1%	36 1%	2 3% D	- -	1 1%	4 4% BDH	2 1%	1 1%
Other decision making mentions	6 *	8 *	- -	- -	- -	- -	- -	2 1% B
MISCELLANEOUS (NET)	200 8%	304 9% D	6 9% D	3 2%	6 9%	4 4%	5 4%	12 6%

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

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

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Weighted Base	2588	3349	64*	125	68*	104	137	186
To expand the registrable domain names	22 1%	141 4% AD	- -	- -	- -	3 3%	1 1%	3 2%
To eliminate competitors registering same domain name	44 2%	40 1%	1 2%	-	2 3% G	1 1%	- -	4 2%
Costs/Different costs	41 2%	36 1%	2 3%	3 2%	-	1 1%	3 2%	1 1%
Rules/Regulations	7 *	16 *	- -	- -	- -	- -	- -	- -
Specific website names	7 *	12 *	- -	- -	- -	- -	- -	2 1%
Other mentions	85 3% B	67 2%	3 5% D	- -	4 6% FG	- -	1 1%	2 1%
EXCLUSIVE (NET)	537 21% BC	610 18% DF	2 3%	6 5%	16 24% FC	10 10%	33 24% C	57 31% BDF
Illegible data	- -	- -	- -	- -	- -	- -	- -	- -
None	39 2%	39 1%	- -	- -	- -	- -	2 1%	5 3%
Don't know	305 12% C	393 12% D	2 3%	5 4%	12 18% C	10 10%	24 18% AC	34 18% BDF
Declined to answer	193 7% BC	178 5% DF	-	1 1%	4 6% F	-	7 5%	18 10% BDF
Sigma	3382 131%	4552 136%	91 142%	205 164%	87 128%	182 175%	177 129%	230 124%

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

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

Base: All Qualified Respondents

			Country					
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	2302 89% BEG	2882 86% DH	54 84% D	88 70%	55 81%	87 84% DH	110 80% H	123 66%
Very satisfied	1036 40% BE	1070 32%	33 52% DE	45 36%	19 28%	31 30%	74 54% HAE	56 30%
Somewhat satisfied	1266 49% CG	1812 54% ADH	21 33%	43 34%	36 53% CG	56 54% DH	36 26%	67 36%
BOTTOM 2 BOX (NET)	281 11%	467 14% A	10 16%	37 30% CBF	13 19% A	17 16%	27 20% A	63 34% GBF
Somewhat dissatisfied	153 6%	268 8% A	3 5%	9 7%	10 15% FAG	4 4%	5 4%	24 13% GBF
Very dissatisfied	128 5%	199 6%	7 11% A	28 22% B	3 4%	13 13% B	22 16% AE	39 21% B
Not Sure	5 * B	- -	- -	- -	- -	- -	- -	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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Table 68

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

Base: All Qualified Respondents

			Country					
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
An Internet search engine to find articles, posts or similar information	2113 82% BEG	2495 74%	53 83%	107 86% BH	49 72%	83 80%	102 74%	136 73%
My Internet service provider	1010 39%	1461 44% AF	29 45%	45 36%	23 34%	32 31%	61 45%	91 49% DF
An Internet encyclopedia	947 37%	1369 41% A	22 34%	59 47%	19 28%	39 38%	45 33%	84 45% G
Other	74 3%	111 3%	4 6%	6 5%	4 6%	10 10% BH	6 4%	7 4%
Decline to Answer	1 *	- -	- -	- -	- -	- -	- -	- -
Not sure	64 2%	88 3%	2 3% D	- -	3 4%	3 3%	3 2%	2 1%
Sigma	4209 163%	5524 165%	110 172%	217 174%	98 144%	167 161%	217 158%	320 172%

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

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Table 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

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
Innovative	1894 73% BE	2285 68% F	47 73%	87 70% F	41 60%	54 52%	107 78% HE	123 66% F
Cutting edge	1795 69% BCEG	2091 62% FH	36 56%	68 54%	33 49%	44 42%	79 58% H	85 46%
Extreme	1415 55% BE	1572 47% DFH	33 52% DE	43 34%	23 34%	24 23%	70 51% HE	66 35% F
Trustworthy	2148 83% B	2652 79%	54 84%	110 88% BF	56 82%	80 77%	116 85%	150 81%
Unconventional	1194 46% B	1365 41% H	49 77% AG	85 68% BFH	45 66% AG	54 52% BH	59 43% H	50 27%
Practical	2193 85%	2775 83%	55 86%	114 91% B	58 85%	89 86%	118 86%	161 87%
Technical	2052 79%	2611 78%	55 86%	109 87% B	60 88%	82 79%	117 85%	146 78%
Confusing	885 34% BE	1034 31% DF	18 28%	24 19%	14 21%	19 18%	40 29%	47 25%
Overwhelming	1386 54% BCEG	1549 46% DFH	26 41% DE	32 26% F	15 22%	15 14%	57 42% HE	57 31% F
Useful	2269 88%	2889 86%	58 91%	115 92%	61 90%	88 85%	118 86%	164 88%
For people like me	2100 81% B	2611 78% F	54 84%	107 86% BF	54 79% F	67 64%	114 83%	157 84% BF
Interesting	2035 79% B	2439 73%	54 84%	104 83% BF	52 76%	69 66%	115 84%	148 80% BF
Exciting	1665 64% BE	1954 58% F	41 64% E	63 50% F	28 41%	34 33%	103 75% HAE	111 60% F
Helpful	2180 84%	2775 83%	54 84%	111 89%	58 85%	84 81%	122 89%	161 87%

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

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Table 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

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
Informative	2221 86% B	2753 82%	58 91%	111 89% B	58 85%	90 87%	120 88%	160 86%

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

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Table 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

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
Innovative	671 26%	1064 32% A	17 27%	38 30%	26 38% AG	50 48% BDH	30 22%	63 34% G
Cutting edge	764 30%	1258 38% A	28 44% A	57 46%	33 49% A	60 58% B	57 42% A	101 54% GB
Extreme	1142 44%	1777 53% A	31 48%	82 66% CB	43 63% AG	80 77% BH	66 48%	120 65% GB
Trustworthy	416 16%	697 21% AD	10 16%	15 12%	11 16%	24 23% D	20 15%	36 19%
Unconventional	1363 53% CE	1984 59% ADF	15 23%	40 32%	22 32%	50 48% ED	77 56% CE	136 73% GBDF
Practical	376 15%	574 17% AD	9 14%	11 9%	10 15%	15 14%	19 14%	25 13%
Technical	513 20% EG	738 22% AD	9 14%	16 13%	7 10%	22 21%	18 13%	40 22%
Confusing	1671 65%	2315 69% A	46 72%	101 81% B	53 78% A	85 82% B	97 71%	139 75%
Overwhelming	1171 45%	1800 54% A	38 59% A	93 74% CB	51 75% AG	89 86% BDH	79 58% A	129 69% GB
Useful	299 12%	460 14% A	6 9%	10 8%	6 9%	16 15%	19 14%	22 12%
For people like me	464 18%	738 22% ADH	10 16%	18 14%	13 19%	37 36% EBDH	22 16%	29 16%
Interesting	530 20%	910 27% ADH	10 16%	21 17%	15 22%	35 34% DH	22 16%	38 20%
Exciting	898 35% G	1395 42% A	23 36%	62 50%	39 57% ACG	70 67% BDH	33 24%	75 40% G
Helpful	389 15%	574 17% A	10 16%	14 11%	10 15%	20 19%	14 10%	25 13%

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

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Table 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

Base: All Qualified Respondents

	2015 Total Registrants		Country					
						South America		
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
Informative	344 13%	596 18% AD	6 9%	14 11%	9 13%	14 13%	16 12%	26 14%

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

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Table 71

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

1. Innovative

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	1894 73% BE	2285 68% F	47 73%	87 70% F	41 60%	54 52%	107 78% HE	123 66% F
Describes very well	786 30% BE	818 24% F	21 33% E	29 23%	10 15%	16 15%	53 39% HAE	52 28% F
Describes somewhat well	1108 43%	1467 44%	26 41%	58 46%	31 46%	38 37%	54 39%	71 38%
BOTTOM 2 BOX (NET)	671 26%	1064 32% A	17 27%	38 30%	26 38% AG	50 48% BDH	30 22%	63 34% G
Does not describe very well	508 20%	771 23% A	10 16%	27 22%	18 26% G	25 24%	20 15%	46 25% G
Does not describe at all	163 6%	293 9% A	7 11%	11 9%	8 12%	25 24% EBDH	10 7%	17 9%
Not Sure	23 1% B	-	-	-	1 1%	-	-	-
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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Table 72

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

2. Cutting edge

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	1795 69% BCEG	2091 62% FH	36 56%	68 54%	33 49%	44 42%	79 58% H	85 46%
Describes very well	683 26% BE	684 20% FH	13 20%	21 17%	9 13%	13 13%	28 20%	25 13%
Describes somewhat well	1112 43%	1407 42% FH	23 36%	47 38%	24 35%	31 30%	51 37%	60 32%
BOTTOM 2 BOX (NET)	764 30%	1258 38% A	28 44%	57 46%	33 49% A	60 58% B	57 42% A	101 54% GB
Does not describe very well	560 22%	885 26% A	18 28%	38 30%	27 40% A	29 28%	40 29% A	67 36% B
Does not describe at all	204 8%	373 11% A	10 16% A	19 15%	6 9%	31 30% EBDH	17 12% A	34 18% B
Not Sure	29 1% B	-	-	-	2 3%	-	1 1%	-
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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Table 73

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

3. Extreme

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	1415 55% BE	1572 47% DFH	33 52% DE	43 34%	23 34%	24 23%	70 51% HE	66 35% F
Describes very well	508 20% BE	529 16% F	8 13%	13 10%	5 7%	7 7%	30 22% HE	20 11%
Describes somewhat well	907 35% B	1043 31% F	25 39% D	30 24%	18 26%	17 16%	40 29%	46 25%
BOTTOM 2 BOX (NET)	1142 44%	1777 53% A	31 48%	82 66% CB	43 63% AG	80 77% BH	66 48%	120 65% GB
Does not describe very well	711 27%	1010 30% A	19 30%	52 42% B	26 38% A	36 35%	41 30%	68 37%
Does not describe at all	431 17%	767 23% A	12 19%	30 24%	17 25%	44 42% EBDH	25 18%	52 28% G
Decline to Answer	3 * B	-	-	-	-	-	-	-
Not Sure	28 1% B	-	-	-	2 3%	-	1 1%	-
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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Table 74

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

4. Trustworthy

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	2148 83% B	2652 79%	54 84%	110 88% BF	56 82%	80 77%	116 85%	150 81%
Describes very well	1021 39% B	1069 32%	33 52% A	67 54% BFH	31 46%	34 33%	63 46%	66 35%
Describes somewhat well	1127 44%	1583 47% AD	21 33%	43 34%	25 37%	46 44%	53 39%	84 45%
BOTTOM 2 BOX (NET)	416 16%	697 21% AD	10 16%	15 12%	11 16%	24 23% D	20 15%	36 19%
Does not describe very well	312 12%	498 15% A	6 9%	14 11%	5 7%	14 13%	13 9%	28 15%
Does not describe at all	104 4%	199 6% AD	4 6% D	1 1%	6 9% A	10 10% D	7 5%	8 4%
Not Sure	24 1% B	-	-	-	1 1%	-	1 1%	-
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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Table 75

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

5. Unconventional

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	1194 46% B	1365 41% H	49 77% AG	85 68% BFH	45 66% AG	54 52% BH	59 43% H	50 27%
Describes very well	390 15% B	360 11%	23 36% AG	38 30% BFH	14 21%	16 15% H	23 17% H	14 8%
Describes somewhat well	804 31%	1005 30% H	26 41% AG	47 38% G	31 46% AG	38 37% H	36 26%	36 19%
BOTTOM 2 BOX (NET)	1363 53% CE	1984 59% ADF	15 23%	40 32%	22 32%	50 48% ED	77 56% CE	136 73% GBDF
Does not describe very well	856 33% CE	1200 36% ADF	7 11%	30 24% C	14 21%	27 26%	47 34% CE	83 45% BDF
Does not describe at all	507 20%	784 23% AD	8 13%	10 8%	8 12%	23 22% D	30 22%	53 28% D
Decline to Answer	3 * B	- -	- -	- -	- -	- -	- -	- -
Not Sure	28 1% B	- -	- -	- -	1 1%	- -	1 1%	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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Table 76

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

6. Practical

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	2193 85%	2775 83%	55 86%	114 91% B	58 85%	89 86%	118 86%	161 87%
Describes very well	982 38% B	1081 32%	32 50% A	59 47% B	31 46%	47 45% B	70 51% A	75 40% B
Describes somewhat well	1211 47% G	1694 51% AF	23 36%	55 44%	27 40%	42 40%	48 35%	86 46% G
BOTTOM 2 BOX (NET)	376 15%	574 17% AD	9 14%	11 9%	10 15%	15 14%	19 14%	25 13%
Does not describe very well	284 11%	427 13% A	6 9%	9 7%	8 12%	7 7%	12 9%	18 10%
Does not describe at all	92 4%	147 4%	3 5%	2 2%	2 3%	8 8% D	7 5%	7 4%
Not Sure	19 1% B	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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

7. Technical

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	2052 79%	2611 78%	55 86%	109 87% B	60 88%	82 79%	117 85%	146 78%
Describes very well	869 34% B	972 29%	34 53% AE	52 42% B	24 35%	41 39% B	56 41%	61 33%
Describes somewhat well	1183 46% C	1639 49% AF	21 33%	57 46%	36 53% C	41 39%	61 45%	85 46%
BOTTOM 2 BOX (NET)	513 20% EG	738 22% AD	9 14%	16 13%	7 10%	22 21%	18 13%	40 22%
Does not describe very well	393 15% G	547 16%	7 11%	13 10%	6 9%	13 13%	11 8%	28 15%
Does not describe at all	120 5%	191 6%	2 3%	3 2%	1 1%	9 9% D	7 5%	12 6%
Not Sure	23 1% B	-	-	-	1 1%	-	2 1%	-
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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

8. Confusing

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	885 34% BE	1034 31% DF	18 28%	24 19%	14 21%	19 18%	40 29%	47 25%
Describes very well	272 11% B	290 9% F	9 14% D	6 5%	4 6%	3 3%	15 11%	14 8%
Describes somewhat well	613 24%	744 22% D	9 14%	18 14%	10 15%	16 15%	25 18%	33 18%
BOTTOM 2 BOX (NET)	1671 65%	2315 69% A	46 72%	101 81% B	53 78% A	85 82% B	97 71%	139 75%
Does not describe very well	882 34%	1195 36%	22 34%	52 42%	28 41%	34 33%	45 33%	60 32%
Does not describe at all	789 30%	1120 33% A	24 38%	49 39%	25 37%	51 49% B	52 38%	79 42% B
Decline to Answer	3 * B	- -	- -	- -	- -	- -	- -	- -
Not Sure	29 1% B	- -	- -	- -	1 1%	- -	- -	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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

9. Overwhelming

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	1386 54% BCEG	1549 46% DFH	26 41% DE	32 26% F	15 22%	15 14%	57 42% HE	57 31% F
Describes very well	516 20% BCE	502 15% DFH	5 8%	8 6%	4 6%	3 3%	22 16% HE	16 9%
Describes somewhat well	870 34% EG	1047 31% DFH	21 33% DE	24 19%	11 16%	12 12%	35 26%	41 22% F
BOTTOM 2 BOX (NET)	1171 45%	1800 54% A	38 59% A	93 74% CB	51 75% AG	89 86% BDH	79 58% A	129 69% GB
Does not describe very well	711 27%	1004 30% A	18 28%	50 40% B	22 32%	32 31%	46 34%	68 37% B
Does not describe at all	460 18%	796 24% A	20 31% A	43 34% B	29 43% AG	57 55% BDH	33 24% A	61 33% B
Decline to Answer	2 *	- -	- -	- -	- -	- -	- -	- -
Not Sure	29 1% B	- -	- -	- -	2 3%	- -	1 1%	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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Table 80

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

10. Useful

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	2269 88%	2889 86%	58 91%	115 92%	61 90%	88 85%	118 86%	164 88%
Describes very well	1145 44% B	1265 38%	38 59% A	61 49% B	32 47%	55 53% B	74 54% HA	79 42%
Describes somewhat well	1124 43% CG	1624 48% AF	20 31%	54 43%	29 43%	33 32%	44 32%	85 46% GF
BOTTOM 2 BOX (NET)	299 12%	460 14% A	6 9%	10 8%	6 9%	16 15%	19 14%	22 12%
Does not describe very well	230 9%	343 10%	5 8%	10 8%	3 4%	9 9%	16 12%	16 9%
Does not describe at all	69 3%	117 3% D	1 2%	-	3 4%	7 7% D	3 2%	6 3% D
Not Sure	20 1% B	-	-	-	1 1%	-	-	-
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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

11. For people like me

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	2100 81% B	2611 78% F	54 84%	107 86% BF	54 79% F	67 64%	114 83%	157 84% BF
Describes very well	912 35% B	985 29%	29 45%	47 38% B	27 40%	31 30%	64 47% HA	64 34%
Describes somewhat well	1188 46% G	1626 49% AF	25 39%	60 48% F	27 40%	36 35%	50 36%	93 50% GF
BOTTOM 2 BOX (NET)	464 18%	738 22% ADH	10 16%	18 14%	13 19%	37 36% EBDH	22 16%	29 16%
Does not describe very well	344 13%	519 15% AH	7 11%	12 10%	9 13%	18 17%	11 8%	18 10%
Does not describe at all	120 5%	219 7% A	3 5%	6 5%	4 6%	19 18% EBDH	11 8%	11 6%
Not Sure	24 1% B	-	-	-	1 1%	-	1 1%	-
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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

12. Interesting

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	2035 79% B	2439 73%	54 84%	104 83% BF	52 76%	69 66%	115 84%	148 80% BF
Describes very well	842 33% B	834 25%	25 39%	37 30%	19 28%	23 22%	62 45% HAE	55 30%
Describes somewhat well	1193 46%	1605 48%	29 45%	67 54%	33 49%	46 44%	53 39%	93 50% G
BOTTOM 2 BOX (NET)	530 20%	910 27% ADH	10 16%	21 17%	15 22%	35 34% DH	22 16%	38 20%
Does not describe very well	406 16% C	670 20% ADH	4 6%	16 13%	12 18% C	17 16%	14 10%	26 14%
Does not describe at all	124 5%	240 7% A	6 9%	5 4%	3 4%	18 17% EBDH	8 6%	12 6%
Decline to Answer	2 *	-	-	-	-	-	-	-
Not Sure	21 1% B	-	-	-	1 1%	-	-	-
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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Table 83

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

13. Exciting

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	1665 64% BE	1954 58% F	41 64% E	63 50% F	28 41%	34 33%	103 75% HAE	111 60% F
Describes very well	664 26% BE	606 18% F	11 17%	17 14%	8 12%	6 6%	46 34% HACE	34 18% F
Describes somewhat well	1001 39% F	1348 40%	30 47% E	46 37%	20 29%	28 27%	57 42%	77 41% F
BOTTOM 2 BOX (NET)	898 35% G	1395 42% A	23 36%	62 50%	39 57% ACG	70 67% BDH	33 24%	75 40% G
Does not describe very well	633 24% G	893 27%	15 23%	49 39% CBH	26 38% AG	39 38% BH	22 16%	49 26% G
Does not describe at all	265 10%	502 15% A	8 13%	13 10%	13 19% AG	31 30% BDH	11 8%	26 14%
Decline to Answer	1 *	-	-	-	-	-	-	-
Not Sure	24 1% B	-	-	-	1 1%	-	1 1%	-
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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

14. Helpful

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	2180 84%	2775 83%	54 84%	111 89%	58 85%	84 81%	122 89%	161 87%
Describes very well	1011 39% B	1134 34%	25 39%	53 42% B	23 34%	41 39%	64 47%	78 42% B
Describes somewhat well	1169 45%	1641 49% A	29 45%	58 46%	35 51%	43 41%	58 42%	83 45%
BOTTOM 2 BOX (NET)	389 15%	574 17% A	10 16%	14 11%	10 15%	20 19%	14 10%	25 13%
Does not describe very well	299 12% G	430 13%	9 14%	12 10%	8 12%	10 10%	8 6%	18 10%
Does not describe at all	90 3%	144 4%	1 2%	2 2%	2 3%	10 10% BDH	6 4%	7 4%
Not Sure	19 1% B	-	-	-	-	-	1 1%	-
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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Table 85

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

15. Informative

Base: All Qualified Respondents

	2015 Total Registrants		Country					
			South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	2221 86% B	2753 82%	58 91%	111 89% B	58 85%	90 87%	120 88%	160 86%
Describes very well	1051 41% B	1136 34%	34 53% A	61 49% BH	28 41%	43 41%	64 47%	67 36%
Describes somewhat well	1170 45%	1617 48% A	24 38%	50 40%	30 44%	47 45%	56 41%	93 50%
BOTTOM 2 BOX (NET)	344 13%	596 18% AD	6 9%	14 11%	9 13%	14 13%	16 12%	26 14%
Does not describe very well	263 10%	446 13% A	5 8%	12 10%	5 7%	10 10%	10 7%	18 10%
Does not describe at all	81 3%	150 4% A	1 2%	2 2%	4 6%	4 4%	6 4%	8 4%
Not Sure	23 1% B	- -	- -	- -	1 1%	- -	1 1%	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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Table 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

Base: All Qualified Respondents

			Country					
	2015 Total Registr ants				South America			
	Nielsen Sample Only	2016 Total Registr ants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
.com	1475 57% E	2119 63% ADF	29 45%	61 49%	24 35%	50 48%	70 51% E	109 59%
.net	1547 60% EG	2163 65% ADF	37 58%	64 51%	32 47%	55 53%	70 51%	111 60%
.info	1643 63%	2119 63% DF	43 67% D	64 51%	37 54%	51 49%	85 62%	108 58%
.org	1733 67% E	2417 72% ADFH	44 69%	78 62%	38 56%	59 57%	89 65%	118 63%
.cn	375 68%	380 69%	- -	- -	- -	- -	- -	- -
.vn	35 67%	43 83%	- -	- -	- -	- -	- -	- -
.ph	63 83%	88 87%	- -	- -	- -	- -	- -	- -
.jp	121 69%	122 69%	- -	- -	- -	- -	- -	- -
.kr	50 72%	67 66%	- -	- -	- -	- -	- -	- -
.ru	30 41%	75 59% A	- -	- -	- -	- -	- -	- -
.in	219 73%	246 75%	- -	- -	- -	- -	- -	- -
.id	25 51%	53 53%	- -	- -	- -	- -	- -	- -
.ng	124 65%	147 74%	- -	- -	- -	- -	- -	- -
.za	43 52%	78 77% A	- -	- -	- -	- -	- -	- -

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

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Table 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

Base: All Qualified Respondents

	2015 Total Registrants		Country					
			South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
.eg	55 69%	78 78%	-	-	-	-	-	-
.co	35 55%	74 59%	35 55%	74 59%	-	-	-	-
.ar	29 43%	48 46%	-	-	29 43%	48 46%	-	-
.br	73 53%	111 60%	-	-	-	-	73 53%	111 60%
.it	9 35%	28 56%	-	-	-	-	-	-
.tr	29 64%	32 64%	-	-	-	-	-	-
.es	17 45%	27 54%	-	-	-	-	-	-
.pl	20 38%	24 45%	-	-	-	-	-	-
.uk	41 55%	71 71% A	-	-	-	-	-	-
.fr	33 44%	66 62% A	-	-	-	-	-	-
.de	57 53%	63 50%	-	-	-	-	-	-
.us	51 80%	177 69%	-	-	-	-	-	-
.ca	54 68%	73 70%	-	-	-	-	-	-
.mx	29 46%	63 63% A	-	-	-	-	-	-

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

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Table 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

Base: All Qualified Respondents

			Country					
					South America			
	2015 Total Registrants Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
.eu	-	316 65%	-	-	-	-	-	-
		-	-	-	-	-	-	-
RESTRICTIONS TOTAL (NET)	2077 80% E	2852 85% AFH	50 78%	105 84%	47 69%	79 76%	102 74%	147 79%
RESTRICTIONS CONSISTENT (NET)	2077 80% E	2852 85% AFH	50 78%	105 84%	47 69%	79 76%	102 74%	147 79%
RESTRICTIONS GLOBAL (NET)	2050 79% E	2809 84% AFH	50 78%	102 82%	46 68%	78 75%	101 74%	146 78%
RESTRICTIONS GEO-SPECIFIC (NET)	1617 62% EG	2297 69% ADFH	35 55%	74 59%	29 43%	48 46%	73 53%	111 60% F
RESTRICTIONS GEO-SPECIFIC CONSISTENT (NET)	1617 62% EG	2234 67% AFH	35 55%	74 59%	29 43%	48 46%	73 53%	111 60% F
RESTRICTIONS GEO-SPECIFIC ADDED (NET)	-	316 9% ADFH	-	-	-	-	-	-

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

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Table 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

Base: All Qualified Respondents

			Country					
				South America				
	2015 Total Registrants							
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
.com	523 20%	786 23% AD	10 16%	16 13%	12 18%	17 16%	19 14%	38 20%
.net	429 17% G	625 19% AD	14 22% DG	12 10%	11 16%	12 12%	14 10%	37 20% GD
.info	444 17%	537 16%	16 25% D	16 13%	8 12%	14 13%	19 14%	28 15%
.org	620 24%	925 28% A	19 30%	39 31%	23 34% G	29 28%	28 20%	43 23%
.cn	114 21%	126 23%	-	-	-	-	-	-
.vn	16 31%	19 37%	-	-	-	-	-	-
.ph	26 34%	34 34%	-	-	-	-	-	-
.jp	37 21%	29 16%	-	-	-	-	-	-
.kr	11 16%	21 21%	-	-	-	-	-	-
.ru	6 8%	23 18%	-	-	-	-	-	-
.in	108 36%	106 32%	-	-	-	-	-	-
.id	10 20%	23 23%	-	-	-	-	-	-
.ng	47 25%	54 27%	-	-	-	-	-	-
.za	16 20%	27 27%	-	-	-	-	-	-

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

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Table 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

Base: All Qualified Respondents

			Country					
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
.eg	16 20%	26 26%	- -	- -	- -	- -	- -	- -
.co	10 16%	14 11%	10 16%	14 11%	- -	- -	- -	- -
.ar	13 19% B	9 9%	- -	- -	13 19% F	9 9%	- -	- -
.br	20 15%	40 22%	- -	- -	- -	- -	20 15%	40 22%
.it	2 8%	8 16%	- -	- -	- -	- -	- -	- -
.tr	9 20%	14 28%	- -	- -	- -	- -	- -	- -
.es	1 3%	4 8%	- -	- -	- -	- -	- -	- -
.pl	2 4%	7 13%	- -	- -	- -	- -	- -	- -
.uk	16 22%	21 21%	- -	- -	- -	- -	- -	- -
.fr	9 12%	19 18%	- -	- -	- -	- -	- -	- -
.de	18 17%	20 16%	- -	- -	- -	- -	- -	- -
.us	20 31%	75 29%	- -	- -	- -	- -	- -	- -
.ca	15 19%	30 29%	- -	- -	- -	- -	- -	- -
.mx	10 16%	25 25%	- -	- -	- -	- -	- -	- -

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

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

SUMMARY TABLE OF STRICT RESTRICTIONS

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
.eu	-	73 15%	-	-	-	-	-	-
RESTRICTIONS TOTAL (NET)	1063 41% G	1609 48% A	25 39%	57 46%	27 40%	47 45%	40 29%	79 42% G
RESTRICTIONS CONSISTENT (NET)	1063 41% G	1598 48% A	25 39%	57 46%	27 40%	47 45%	40 29%	79 42% G
RESTRICTIONS GLOBAL (NET)	987 38% G	1481 44% A	25 39%	54 43%	27 40%	45 43%	38 28%	74 40% G
RESTRICTIONS GEO-SPECIFIC (NET)	552 21% G	806 24% ADF	10 16%	14 11%	13 19% F	9 9%	20 15%	40 22% DF
RESTRICTIONS GEO-SPECIFIC CONSISTENT (NET)	552 21% G	774 23% DF	10 16%	14 11%	13 19% F	9 9%	20 15%	40 22% DF
RESTRICTIONS GEO-SPECIFIC ADDED (NET)	-	73 2% AH	-	-	-	-	-	-

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

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

SUMMARY TABLE OF SOME RESTRICTIONS

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
.com	952 37% E	1333 40% A	19 30%	45 36%	12 18%	33 32% E	51 37% E	71 38%
.net	1118 43% E	1538 46% A	23 36%	52 42%	21 31%	43 41%	56 41%	74 40%
.info	1199 46%	1582 47% DF	27 42%	48 38%	29 43%	37 36%	66 48%	80 43%
.org	1113 43% E	1492 45% DF	25 39% E	39 31%	15 22%	30 29%	61 45% E	75 40%
.cn	261 48%	254 46%	- -	- -	- -	- -	- -	- -
.vn	19 37%	24 46%	- -	- -	- -	- -	- -	- -
.ph	37 49%	54 53%	- -	- -	- -	- -	- -	- -
.jp	84 48%	93 53%	- -	- -	- -	- -	- -	- -
.kr	39 57%	46 46%	- -	- -	- -	- -	- -	- -
.ru	24 33%	52 41%	- -	- -	- -	- -	- -	- -
.in	111 37%	140 42%	- -	- -	- -	- -	- -	- -
.id	15 31%	30 30%	- -	- -	- -	- -	- -	- -
.ng	77 41%	93 47%	- -	- -	- -	- -	- -	- -
.za	27 33%	51 50% A	- -	- -	- -	- -	- -	- -

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

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

SUMMARY TABLE OF SOME RESTRICTIONS

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
.eg	39 49%	52 52%	- -	- -	- -	- -	- -	- -
.co	25 39%	60 48%	25 39%	60 48%	- -	- -	- -	- -
.ar	16 24%	39 38%	- -	- -	16 24%	39 38%	- -	- -
.br	53 39%	71 38%	- -	- -	- -	- -	53 39%	71 38%
.it	7 27%	20 40%	- -	- -	- -	- -	- -	- -
.tr	20 44%	18 36%	- -	- -	- -	- -	- -	- -
.es	16 42%	23 46%	- -	- -	- -	- -	- -	- -
.pl	18 34%	17 32%	- -	- -	- -	- -	- -	- -
.uk	25 34%	50 50% A	- -	- -	- -	- -	- -	- -
.fr	24 32%	47 44%	- -	- -	- -	- -	- -	- -
.de	39 36%	43 34%	- -	- -	- -	- -	- -	- -
.us	31 48%	102 40%	- -	- -	- -	- -	- -	- -
.ca	39 49%	43 41%	- -	- -	- -	- -	- -	- -
.mx	19 30%	38 38%	- -	- -	- -	- -	- -	- -

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

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

SUMMARY TABLE OF SOME RESTRICTIONS

Base: All Qualified Respondents

					Country			
						South America		
	2015 Total Registrants							
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
.eu	-	243 50%	-	-	-	-	-	-
	-		-	-	-	-	-	-
RESTRICTIONS TOTAL (NET)	1834 71% E	2555 76% AFH	39 61%	96 77% C	40 59%	70 67%	89 65%	128 69%
RESTRICTIONS CONSISTENT (NET)	1834 71% E	2551 76% AFH	39 61%	96 77% C	40 59%	70 67%	89 65%	128 69%
RESTRICTIONS GLOBAL (NET)	1777 69% E	2448 73% AH	37 58%	87 70%	38 56%	68 65%	85 62%	123 66%
RESTRICTIONS GEO-SPECIFIC (NET)	1065 41% E	1538 46% AH	25 39%	60 48%	16 24%	39 38%	53 39% E	71 38%
RESTRICTIONS GEO-SPECIFIC CONSISTENT (NET)	1065 41% E	1460 44%	25 39%	60 48%	16 24%	39 38%	53 39% E	71 38%
RESTRICTIONS GEO-SPECIFIC ADDED (NET)	-	243 7% ADFH	-	-	-	-	-	-

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

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

SUMMARY TABLE OF NO RESTRICTIONS

Base: All Qualified Respondents

			Country					
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
.com	1083 42% B	1230 37%	35 55% A	64 51% B	44 65% AG	54 52% B	66 48%	77 41%
.net	1009 39% B	1186 35%	27 42%	61 49% B	36 53% A	49 47% B	65 47% A	75 40%
.info	913 35%	1230 37%	21 33%	61 49% CB	31 46%	53 51% B	51 37%	78 42%
.org	826 32% B	932 28%	20 31%	47 38% B	30 44% A	45 43% B	46 34%	68 37% B
.cn	170 31%	171 31%	- -	- -	- -	- -	- -	- -
.vn	17 33%	9 17%	- -	- -	- -	- -	- -	- -
.ph	13 17%	13 13%	- -	- -	- -	- -	- -	- -
.jp	53 30%	54 31%	- -	- -	- -	- -	- -	- -
.kr	17 25%	34 34%	- -	- -	- -	- -	- -	- -
.ru	43 59% B	53 41%	- -	- -	- -	- -	- -	- -
.in	76 26%	84 25%	- -	- -	- -	- -	- -	- -
.id	24 49%	47 47%	- -	- -	- -	- -	- -	- -
.ng	66 35%	53 27%	- -	- -	- -	- -	- -	- -
.za	39 48% B	23 23%	- -	- -	- -	- -	- -	- -

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

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

SUMMARY TABLE OF NO RESTRICTIONS

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
.eg	24 30%	22 22%	- -	- -	- -	- -	- -	- -
.co	29 45%	51 41%	29 45%	51 41%	- -	- -	- -	- -
.ar	39 57%	56 54%	- -	- -	39 57%	56 54%	- -	- -
.br	63 46%	75 40%	- -	- -	- -	- -	63 46%	75 40%
.it	16 62%	22 44%	- -	- -	- -	- -	- -	- -
.tr	15 33%	18 36%	- -	- -	- -	- -	- -	- -
.es	19 50%	23 46%	- -	- -	- -	- -	- -	- -
.pl	32 60%	29 55%	- -	- -	- -	- -	- -	- -
.uk	32 43%	29 29%	- -	- -	- -	- -	- -	- -
.fr	38 51%	40 38%	- -	- -	- -	- -	- -	- -
.de	50 46%	62 50%	- -	- -	- -	- -	- -	- -
.us	9 14%	78 31% A	- -	- -	- -	- -	- -	- -
.ca	25 31%	32 30%	- -	- -	- -	- -	- -	- -
.mx	33 52%	37 37%	- -	- -	- -	- -	- -	- -

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

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

SUMMARY TABLE OF NO RESTRICTIONS

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
.eu	-	168 35%	-	-	-	-	-	-
RESTRICTIONS TOTAL (NET)	1544 60%	1988 59%	41 64%	99 79% CBH	51 75% AG	79 76% B	82 60%	121 65%
RESTRICTIONS CONSISTENT (NET)	1544 60%	1980 59%	41 64%	99 79% CBH	51 75% AG	79 76% B	82 60%	121 65%
RESTRICTIONS GLOBAL (NET)	1503 58%	1909 57%	40 63%	98 78% CBH	51 75% AG	76 73% B	79 58%	119 64% B
RESTRICTIONS GEO-SPECIFIC (NET)	942 36%	1141 34%	29 45%	51 41%	39 57% A	56 54% BH	63 46% A	75 40%
RESTRICTIONS GEO-SPECIFIC CONSISTENT (NET)	942 36% B	1115 33%	29 45%	51 41%	39 57% A	56 54% BH	63 46% A	75 40% B
RESTRICTIONS GEO-SPECIFIC ADDED (NET)	-	168 5% ADFH	-	-	-	-	-	-

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

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

1. .com

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
STRICT/SOME RESTRICTIONS (NET)	1475 57% E	2119 63% ADF	29 45%	61 49%	24 35%	50 48%	70 51% E	109 59%
Strict purchase restrictions should be required	523 20%	786 23% AD	10 16%	16 13%	12 18%	17 16%	19 14%	38 20%
Some purchase restrictions should be required	952 37% E	1333 40% A	19 30%	45 36%	12 18%	33 32% E	51 37% E	71 38%
No purchase restrictions should be required	1083 42% B	1230 37%	35 55% A	64 51% B	44 65% AG	54 52% B	66 48%	77 41%
Not Sure	26 1% B	- -	- -	- -	- -	- -	- -	- -
Decline to Answer	4 * B	- -	- -	- -	- -	- -	1 1%	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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

2. .net

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
STRICT/SOME RESTRICTIONS (NET)	1547 60% EG	2163 65% ADF	37 58%	64 51%	32 47%	55 53%	70 51%	111 60%
Strict purchase restrictions should be required	429 17% G	625 19% AD	14 22% DG	12 10%	11 16%	12 12%	14 10%	37 20% GD
Some purchase restrictions should be required	1118 43% E	1538 46% A	23 36%	52 42%	21 31%	43 41%	56 41%	74 40%
No purchase restrictions should be required	1009 39% B	1186 35%	27 42%	61 49% B	36 53% A	49 47% B	65 47% A	75 40%
Not Sure	30 1% B	- -	- -	- -	- -	- -	2 1%	- -
Decline to Answer	2 *	- -	- -	- -	- -	- -	- -	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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

3. .info

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
STRICT/SOME RESTRICTIONS (NET)	1643 63%	2119 63% DF	43 67% D	64 51%	37 54%	51 49%	85 62%	108 58%
Strict purchase restrictions should be required	444 17%	537 16%	16 25% D	16 13%	8 12%	14 13%	19 14%	28 15%
Some purchase restrictions should be required	1199 46%	1582 47% DF	27 42%	48 38%	29 43%	37 36%	66 48%	80 43%
No purchase restrictions should be required	913 35%	1230 37%	21 33%	61 49% CB	31 46%	53 51% B	51 37%	78 42%
Not Sure	30 1% B	- -	- -	- -	- -	- -	1 1%	- -
Decline to Answer	2 *	- -	- -	- -	- -	- -	- -	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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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

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
STRICT/SOME RESTRICTIONS (NET)	1733 67% E	2417 72% ADFH	44 69%	78 62%	38 56%	59 57%	89 65%	118 63%
Strict purchase restrictions should be required	620 24%	925 28% A	19 30%	39 31%	23 34% G	29 28%	28 20%	43 23%
Some purchase restrictions should be required	1113 43% E	1492 45% DF	25 39% E	39 31%	15 22%	30 29%	61 45% E	75 40%
No purchase restrictions should be required	826 32% B	932 28%	20 31%	47 38% B	30 44% A	45 43% B	46 34%	68 37% B
Not Sure	26 1% B	- -	- -	- -	- -	- -	1 1%	- -
Decline to Answer	3 * B	- -	- -	- -	- -	- -	1 1%	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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

5. .cn

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	548	551	-**	-**	-**	-**	-**	-**
STRICT/SOME RESTRICTIONS (NET)	375 68%	380 69%	-	-	-	-	-	-
Strict purchase restrictions should be required	114 21%	126 23%	-	-	-	-	-	-
Some purchase restrictions should be required	261 48%	254 46%	-	-	-	-	-	-
No purchase restrictions should be required	170 31%	171 31%	-	-	-	-	-	-
Not Sure	3 1%	-	-	-	-	-	-	-
Sigma	548 100%	551 100%	-	-	-	-	-	-

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

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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

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	52*	52*	-**	-**	-**	-**	-**	-**
STRICT/SOME RESTRICTIONS (NET)	35 67%	43 83%	- -	- -	- -	- -	- -	- -
Strict purchase restrictions should be required	16 31%	19 37%	- -	- -	- -	- -	- -	- -
Some purchase restrictions should be required	19 37%	24 46%	- -	- -	- -	- -	- -	- -
No purchase restrictions should be required	17 33%	9 17%	- -	- -	- -	- -	- -	- -
Sigma	52 100%	52 100%	- -	- -	- -	- -	- -	- -

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

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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

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	76*	101	-**	-**	-**	-**	-**	-**
STRICT/SOME RESTRICTIONS (NET)	63 83%	88 87%	- -	- -	- -	- -	- -	- -
Strict purchase restrictions should be required	26 34%	34 34%	- -	- -	- -	- -	- -	- -
Some purchase restrictions should be required	37 49%	54 53%	- -	- -	- -	- -	- -	- -
No purchase restrictions should be required	13 17%	13 13%	- -	- -	- -	- -	- -	- -
Sigma	76 100%	101 100%	- -	- -	- -	- -	- -	- -

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

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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

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	176	176	-**	-**	-**	-**	-**	-**
STRICT/SOME RESTRICTIONS (NET)	121 69%	122 69%	- -	- -	- -	- -	- -	- -
Strict purchase restrictions should be required	37 21%	29 16%	- -	- -	- -	- -	- -	- -
Some purchase restrictions should be required	84 48%	93 53%	- -	- -	- -	- -	- -	- -
No purchase restrictions should be required	53 30%	54 31%	- -	- -	- -	- -	- -	- -
Not Sure	2 1%	-	-	-	-	-	-	-
Sigma	176 100%	176 100%	- -	- -	- -	- -	- -	- -

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

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

9. .kr

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	69*	101	-**	-**	-**	-**	-**	-**
STRICT/SOME RESTRICTIONS (NET)	50 72%	67 66%	- -	- -	- -	- -	- -	- -
Strict purchase restrictions should be required	11 16%	21 21%	- -	- -	- -	- -	- -	- -
Some purchase restrictions should be required	39 57%	46 46%	- -	- -	- -	- -	- -	- -
No purchase restrictions should be required	17 25%	34 34%	- -	- -	- -	- -	- -	- -
Not Sure	2 3%	- -	- -	- -	- -	- -	- -	- -
Sigma	69 100%	101 100%	- -	- -	- -	- -	- -	- -

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

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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

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	73*	128	-**	-**	-**	-**	-**	-**
STRICT/SOME RESTRICTIONS (NET)	30 41%	75 59% A	- -	- -	- -	- -	- -	- -
Strict purchase restrictions should be required	6 8%	23 18%	- -	- -	- -	- -	- -	- -
Some purchase restrictions should be required	24 33%	52 41%	- -	- -	- -	- -	- -	- -
No purchase restrictions should be required	43 59% B	53 41%	- -	- -	- -	- -	- -	- -
Sigma	73 100%	128 100%	- -	- -	- -	- -	- -	- -

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

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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 Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	298	330	-**	-**	-**	-**	-**	-**
STRICT/SOME RESTRICTIONS (NET)	219 73%	246 75%	- -	- -	- -	- -	- -	- -
Strict purchase restrictions should be required	108 36%	106 32%	- -	- -	- -	- -	- -	- -
Some purchase restrictions should be required	111 37%	140 42%	- -	- -	- -	- -	- -	- -
No purchase restrictions should be required	76 26%	84 25%	- -	- -	- -	- -	- -	- -
Not Sure	1 *	- -	- -	- -	- -	- -	- -	- -
Decline to Answer	2 1%	- -	- -	- -	- -	- -	- -	- -
Sigma	298 100%	330 100%	- -	- -	- -	- -	- -	- -

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

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

12. .id

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	49*	100	-**	-**	-**	-**	-**	-**
STRICT/SOME RESTRICTIONS (NET)	25 51%	53 53%	- -	- -	- -	- -	- -	- -
Strict purchase restrictions should be required	10 20%	23 23%	- -	- -	- -	- -	- -	- -
Some purchase restrictions should be required	15 31%	30 30%	- -	- -	- -	- -	- -	- -
No purchase restrictions should be required	24 49%	47 47%	- -	- -	- -	- -	- -	- -
Sigma	49 100%	100 100%	- -	- -	- -	- -	- -	- -

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

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

13. .ng

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	190	200	-**	-**	-**	-**	-**	-**
STRICT/SOME RESTRICTIONS (NET)	124 65%	147 74%	- -	- -	- -	- -	- -	- -
Strict purchase restrictions should be required	47 25%	54 27%	- -	- -	- -	- -	- -	- -
Some purchase restrictions should be required	77 41%	93 47%	- -	- -	- -	- -	- -	- -
No purchase restrictions should be required	66 35%	53 27%	- -	- -	- -	- -	- -	- -
Sigma	190 100%	200 100%	- -	- -	- -	- -	- -	- -

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

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

14. .za

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	82*	101	-**	-**	-**	-**	-**	-**
STRICT/SOME RESTRICTIONS (NET)	43 52%	78 77% A	- -	- -	- -	- -	- -	- -
Strict purchase restrictions should be required	16 20%	27 27%	- -	- -	- -	- -	- -	- -
Some purchase restrictions should be required	27 33%	51 50% A	- -	- -	- -	- -	- -	- -
No purchase restrictions should be required	39 48% B	23 23%	- -	- -	- -	- -	- -	- -
Sigma	82 100%	101 100%	- -	- -	- -	- -	- -	- -

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

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

15. .eg

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	80*	100	-**	-**	-**	-**	-**	-**
STRICT/SOME RESTRICTIONS (NET)	55 69%	78 78%	- -	- -	- -	- -	- -	- -
Strict purchase restrictions should be required	16 20%	26 26%	- -	- -	- -	- -	- -	- -
Some purchase restrictions should be required	39 49%	52 52%	- -	- -	- -	- -	- -	- -
No purchase restrictions should be required	24 30%	22 22%	- -	- -	- -	- -	- -	- -
Not Sure	1 1%	-	-	-	-	-	-	-
Sigma	80 100%	100 100%	- -	- -	- -	- -	- -	- -

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

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

16. .co

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	64*	125	64*	125	-**	-**	-**	-**
STRICT/SOME RESTRICTIONS (NET)	35 55%	74 59%	35 55%	74 59%	- -	- -	- -	- -
Strict purchase restrictions should be required	10 16%	14 11%	10 16%	14 11%	- -	- -	- -	- -
Some purchase restrictions should be required	25 39%	60 48%	25 39%	60 48%	- -	- -	- -	- -
No purchase restrictions should be required	29 45%	51 41%	29 45%	51 41%	- -	- -	- -	- -
Sigma	64 100%	125 100%	64 100%	125 100%	- -	- -	- -	- -

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

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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 Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	68*	104	-**	-**	68*	104	-**	-**
STRICT/SOME RESTRICTIONS (NET)	29 43%	48 46%	- -	- -	29 43%	48 46%	- -	- -
Strict purchase restrictions should be required	13 19% B	9 9%	- -	- -	13 19% F	9 9%	- -	- -
Some purchase restrictions should be required	16 24%	39 38%	- -	- -	16 24%	39 38%	- -	- -
No purchase restrictions should be required	39 57%	56 54%	- -	- -	39 57%	56 54%	- -	- -
Sigma	68 100%	104 100%	- -	- -	68 100%	104 100%	- -	- -

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

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

18. .br

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	137	186	-**	-**	-**	-**	137	186
STRICT/SOME RESTRICTIONS (NET)	73 53%	111 60%	- -	- -	- -	- -	73 53%	111 60%
Strict purchase restrictions should be required	20 15%	40 22%	- -	- -	- -	- -	20 15%	40 22%
Some purchase restrictions should be required	53 39%	71 38%	- -	- -	- -	- -	53 39%	71 38%
No purchase restrictions should be required	63 46%	75 40%	- -	- -	- -	- -	63 46%	75 40%
Decline to Answer	1 1%	- -	- -	- -	- -	- -	1 1%	- -
Sigma	137 100%	186 100%	- -	- -	- -	- -	137 100%	186 100%

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

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

19. .it

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	26**	50*	-**	-**	-**	-**	-**	-**
STRICT/SOME RESTRICTIONS (NET)	9 35%	28 56%	-	-	-	-	-	-
Strict purchase restrictions should be required	2 8%	8 16%	-	-	-	-	-	-
Some purchase restrictions should be required	7 27%	20 40%	-	-	-	-	-	-
No purchase restrictions should be required	16 62%	22 44%	-	-	-	-	-	-
Not Sure	1 4%	-	-	-	-	-	-	-
Sigma	26 100%	50 100%	-	-	-	-	-	-

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

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

20. .tr

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	45*	50*	-**	-**	-**	-**	-**	-**
STRICT/SOME RESTRICTIONS (NET)	29 64%	32 64%	- -	- -	- -	- -	- -	- -
Strict purchase restrictions should be required	9 20%	14 28%	- -	- -	- -	- -	- -	- -
Some purchase restrictions should be required	20 44%	18 36%	- -	- -	- -	- -	- -	- -
No purchase restrictions should be required	15 33%	18 36%	- -	- -	- -	- -	- -	- -
Not Sure	1 2%	-	-	-	-	-	-	-
Sigma	45 100%	50 100%	- -	- -	- -	- -	- -	- -

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

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

21. .es

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	38*	50*	-**	-**	-**	-**	-**	-**
STRICT/SOME RESTRICTIONS (NET)	17 45%	27 54%	- -	- -	- -	- -	- -	- -
Strict purchase restrictions should be required	1 3%	4 8%	- -	- -	- -	- -	- -	- -
Some purchase restrictions should be required	16 42%	23 46%	- -	- -	- -	- -	- -	- -
No purchase restrictions should be required	19 50%	23 46%	- -	- -	- -	- -	- -	- -
Not Sure	1 3%	- -	- -	- -	- -	- -	- -	- -
Decline to Answer	1 3%	- -	- -	- -	- -	- -	- -	- -
Sigma	38 100%	50 100%	- -	- -	- -	- -	- -	- -

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

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

22. .pl

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	53*	53*	-**	-**	-**	-**	-**	-**
STRICT/SOME RESTRICTIONS (NET)	20 38%	24 45%	-	-	-	-	-	-
Strict purchase restrictions should be required	2 4%	7 13%	-	-	-	-	-	-
Some purchase restrictions should be required	18 34%	17 32%	-	-	-	-	-	-
No purchase restrictions should be required	32 60%	29 55%	-	-	-	-	-	-
Not Sure	1 2%	-	-	-	-	-	-	-
Sigma	53 100%	53 100%	-	-	-	-	-	-

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

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

23. .uk

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	74*	100	-**	-**	-**	-**	-**	-**
STRICT/SOME RESTRICTIONS (NET)	41 55%	71 71% A	- -	- -	- -	- -	- -	- -
Strict purchase restrictions should be required	16 22%	21 21%	- -	- -	- -	- -	- -	- -
Some purchase restrictions should be required	25 34%	50 50% A	- -	- -	- -	- -	- -	- -
No purchase restrictions should be required	32 43%	29 29%	- -	- -	- -	- -	- -	- -
Not Sure	1 1%	- -	- -	- -	- -	- -	- -	- -
Sigma	74 100%	100 100%	- -	- -	- -	- -	- -	- -

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

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

24. .fr

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	75*	106	-**	-**	-**	-**	-**	-**
STRICT/SOME RESTRICTIONS (NET)	33 44%	66 62% A	- -	- -	- -	- -	- -	- -
Strict purchase restrictions should be required	9 12%	19 18%	- -	- -	- -	- -	- -	- -
Some purchase restrictions should be required	24 32%	47 44%	- -	- -	- -	- -	- -	- -
No purchase restrictions should be required	38 51%	40 38%	- -	- -	- -	- -	- -	- -
Not Sure	4 5% B	- -	- -	- -	- -	- -	- -	- -
Sigma	75 100%	106 100%	- -	- -	- -	- -	- -	- -

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

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

25. .de

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	108	125	-**	-**	-**	-**	-**	-**
STRICT/SOME RESTRICTIONS (NET)	57 53%	63 50%	-	-	-	-	-	-
Strict purchase restrictions should be required	18 17%	20 16%	-	-	-	-	-	-
Some purchase restrictions should be required	39 36%	43 34%	-	-	-	-	-	-
No purchase restrictions should be required	50 46%	62 50%	-	-	-	-	-	-
Not Sure	1 1%	-	-	-	-	-	-	-
Sigma	108 100%	125 100%	-	-	-	-	-	-

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

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Table 115

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

26. .us

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	64*	255	-**	-**	-**	-**	-**	-**
STRICT/SOME RESTRICTIONS (NET)	51 80%	177 69%	-	-	-	-	-	-
Strict purchase restrictions should be required	20 31%	75 29%	-	-	-	-	-	-
Some purchase restrictions should be required	31 48%	102 40%	-	-	-	-	-	-
No purchase restrictions should be required	9 14%	78 31% A	-	-	-	-	-	-
Not Sure	4 6% B	-	-	-	-	-	-	-
Sigma	64 100%	255 100%	-	-	-	-	-	-

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

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Table 116

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

27. .ca

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	80*	105	-**	-**	-**	-**	-**	-**
STRICT/SOME RESTRICTIONS (NET)	54 68%	73 70%	-	-	-	-	-	-
Strict purchase restrictions should be required	15 19%	30 29%	-	-	-	-	-	-
Some purchase restrictions should be required	39 49%	43 41%	-	-	-	-	-	-
No purchase restrictions should be required	25 31%	32 30%	-	-	-	-	-	-
Not Sure	1 1%	-	-	-	-	-	-	-
Sigma	80 100%	105 100%	-	-	-	-	-	-

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

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

28. .mx

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	63*	100	-**	-**	-**	-**	-**	-**
STRICT/SOME RESTRICTIONS (NET)	29 46%	63 63% A	- -	- -	- -	- -	- -	- -
Strict purchase restrictions should be required	10 16%	25 25%	- -	- -	- -	- -	- -	- -
Some purchase restrictions should be required	19 30%	38 38%	- -	- -	- -	- -	- -	- -
No purchase restrictions should be required	33 52%	37 37%	- -	- -	- -	- -	- -	- -
Not Sure	1 2%	- -	- -	- -	- -	- -	- -	- -
Sigma	63 100%	100 100%	- -	- -	- -	- -	- -	- -

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

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

29. .eu

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	484	-**	-**	-**	-**	-**	-**
STRICT/SOME RESTRICTIONS (NET)	-	316 65%	-	-	-	-	-	-
Strict purchase restrictions should be required	-	73 15%	-	-	-	-	-	-
Some purchase restrictions should be required	-	243 50%	-	-	-	-	-	-
No purchase restrictions should be required	-	168 35%	-	-	-	-	-	-
Sigma	-	484 100%	-	-	-	-	-	-

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

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Table 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

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	3349	-**	125	-**	104	-**	186
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% H	- -	108 86% BH	- -	84 81% H	- -	125 67%
Requirements for validated credentials related to the gTLD (e.g., must be a licensed contractor to register a .builder domain)	- -	2481 74% DH	- -	81 65%	- -	74 71%	- -	121 65%
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%	- -	94 75%	- -	85 82% BH	- -	126 68%
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% H	- -	86 69%	- -	70 67%	- -	117 63%

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

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Table 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)

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	3349	-**	125	-**	104	-**	186
Yes	- -	2481 74% DH	- -	81 65%	- -	74 71%	- -	121 65%
No	- -	868 26%	- -	44 35% B	- -	30 29%	- -	65 35% B
Sigma	- -	3349 100%	- -	125 100%	- -	104 100%	- -	186 100%

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

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Table 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

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	3349	-**	125	-**	104	-**	186
Yes	-	2551 76% H	-	108 86% BH	-	84 81% H	-	125 67%
No	-	798 24% D	-	17 14%	-	20 19%	-	61 33% BDF
Sigma	-	3349 100%	-	125 100%	-	104 100%	-	186 100%

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

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Table 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)

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	3349	-**	125	-**	104	-**	186
Yes	-	2362	-	86	-	70	-	117
	-	71% H	-	69%	-	67%	-	63%
No	-	987	-	39	-	34	-	69
	-	29%	-	31%	-	33%	-	37% B
Sigma	-	3349	-	125	-	104	-	186
	-	100%	-	100%	-	100%	-	100%

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

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Table 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)

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	3349	-**	125	-**	104	-**	186
Yes	- -	2426 72%	- -	94 75%	- -	85 82% BH	- -	126 68%
No	- -	923 28% F	- -	31 25%	- -	19 18%	- -	60 32% F
Sigma	- -	3349 100%	- -	125 100%	- -	104 100%	- -	186 100%

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

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

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
More trustworthy	1602 62%	2308 69% A	45 70%	114 91% CBFH	44 65%	74 71%	100 73% A	136 73%
Doesn't make a difference	637 25% BCEG	666 20% DF	3 5%	4 3%	8 12%	8 8%	23 17% C	31 17% DF
Less trustworthy	133 5%	154 5%	8 13% A	7 6%	6 9%	9 9% B	7 5%	7 4%
Not sure	215 8% B	221 7% D	8 13% D	-	10 15% G	13 13% BD	7 5%	12 6% D
Decline to Answer	1 *	- -	- -	- -	- -	- -	- -	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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Table 125

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

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
Weighted Base	2588	3349	64*	125	68*	104	137	186
RESEARCH (NET)	551 21% E	878 26% ADFH	10 16%	23 18%	7 10%	15 14%	27 20%	36 19%
Researching online/Internet searches	233 9%	366 11% AF	4 6%	8 6%	4 6%	4 4%	11 8%	20 11% F
Check registration/If it's registered	129 5% G	194 6% H	-	8 6% C	1 1%	3 3%	-	4 2%
If it's verified/Can be verified	45 2%	103 3% AH	2 3%	4 3% H	-	2 2%	7 5% HA	-
Using specific sites that classify/provide information on sites (i.e., whois.org)	70 3%	102 3% H	2 3%	4 3%	-	1 1%	1 1%	1 1%
Sites credibility/Being legitimate/trustworthy	95 4% B	84 3%	1 2%	1 1%	2 3%	6 6% BD	6 4%	5 3%
Attempt to contact the site/Call/Email/Visit their location	-	38 1% A	-	1 1%	-	2 2%	-	4 2%
Other research mentions	44 2%	57 2%	1 2%	-	-	-	3 2%	3 2%
APPEARANCE/CONTENT (NET)	745 29% B	628 19%	28 44% DA	33 26% BH	24 35%	25 24%	45 33% H	28 15%
Content/Information on site	386 15% B	262 8%	16 25% DA	15 12%	19 28% FA	15 14% BH	27 20% H	11 6%
Look for contact information/Ability to contact site	71 3%	84 3%	3 5%	8 6% B	-	2 2%	2 1%	4 2%
Initial appearance/layout/design	92 4% B	81 2%	4 6%	5 4%	2 3%	2 2%	10 7% HA	4 2%
Owner/Registered owner of site	33 1%	76 2% A	-	2 2%	1 1%	4 4%	2 1%	2 1%

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

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

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Weighted Base	2588	3349	64*	125	68*	104	137	186
From the services/What is offered	25 1%	47 1%	1 2%	1 1%	- -	2 2%	- -	1 1%
Finding something wrong/suspicious/illegal	110 4% B	47 1%	5 8% D	2 2%	3 4%	1 1%	7 5%	3 2%
Look for ''About Us'' section	20 1%	37 1%	- -	- -	- -	1 1%	- -	- -
Accuracy of information	14 1%	27 1%	1 2%	5 4% BF	1 1%	- -	2 1%	2 1%
Correct spelling/grammar	20 1%	22 1%	- -	- -	- -	- -	- -	2 1%
Site requesting payments	18 1%	12 *	- -	- -	- -	- -	- -	- -
Information/Personal information requested	29 1% B	5 *	1 2%	- -	- -	- -	2 1%	1 1%
Other appearance/content mentions	47 2%	64 2%	1 2%	6 5% B	1 1%	2 2%	1 1%	6 3%
DOMAIN/NAME/EXTENSION (NET)	356 14%	612 18% A	11 17%	56 45% CBFH	9 13%	18 17%	31 23% A	35 19%
Domain/Domain name/Name	149 6%	350 10% A	3 5%	21 17% CBFH	3 4%	7 7%	10 7%	13 7%
By it's extension	46 2%	120 4% A	1 2%	12 10% CB	2 3%	4 4%	5 4%	10 5%
If it has ''https''/Make sure the ''S'' is in the ''https'' link	89 3%	96 3%	4 6%	17 14% BH	3 4%	8 8% B	9 7% A	6 3%
Web address (Unspec.)	58 2% B	40 1%	3 5%	3 2%	- -	- -	4 3%	7 4% BF
Through URL	24 1%	32 1%	1 2%	7 6% BH	1 1%	2 2%	2 1%	2 1%
SSL/SSL certificate	9 *	18 1%	- -	- -	1 1%	- -	- -	2 1%

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

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

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Weighted Base	2588	3349	64*	125	68*	104	137	186
Other domain/name/extension mentions	25 1%	24 1%	-	2 2%	1 1%	-	3 2%	1 1%
SAFETY PROTOCOLS (NET)	374 14% B	404 12%	11 17%	28 22% B	12 18%	23 22% B	22 16%	43 23% B
INTERNET SAFETY (SUB-NET)	109 4%	145 4%	-	12 10% CB	3 4%	6 6%	9 7% C	15 8% B
Security certificate	57 2%	81 2%	-	10 8% CB	2 3%	5 5%	7 5% A	9 5% B
Security (Unspec.)	35 1%	42 1%	-	1 1%	1 1%	1 1%	1 1%	2 1%
Other internet safety mentions	22 1%	25 1%	-	1 1%	-	-	2 1%	4 2% B
HARDWARE/SOFTWARE (SUB-NET)	111 4% B	93 3%	2 3%	5 4%	2 3%	7 7% B	5 4%	6 3%
Use of anti-virus software/virus protection	46 2%	58 2%	2 3%	4 3%	2 3%	5 5% B	4 3%	3 2%
Use of protection software/filter/program	21 1%	31 1%	-	1 1%	-	2 2%	-	1 1%
Malware/Spyware/Spam software	38 1% B	6 *	-	-	-	1 1%	-	1 1%
Other hardware/software mentions	7 * B	2 *	-	-	-	-	1 1%	1 1% B
SYMBOLS/LOGOS (SUB-NET)	61 2%	90 3%	6 9% A	4 3%	2 3%	4 4%	7 5% A	20 11% BDF
Padlock symbol	31 1%	48 1%	3 5% A	1 1%	1 1%	2 2%	5 4% A	13 7% BD
Security logos/symbols (Unspec.)	24 1%	19 1%	1 2%	-	2 3%	1 1%	2 1%	4 2% B
Other symbols/logos mentions	7 *	24 1% A	2 3% AG	3 2% B	-	1 1%	-	3 2%

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

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

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Weighted Base	2588	3349	64*	125	68*	104	137	186
SITE SECURITY (SUB-NET)	69 3%	65 2%	2 3%	3 2%	2 3%	3 3%	2 1%	4 2%
Terms and conditions	26 1%	40 1%	1 2%	3 2%	-	1 1%	1 1%	3 2%
Trademarks/Copyright	10 *	20 1%	- -	- -	1 1%	2 2%	- -	1 1%
Other site security mentions	35 1% B	5 *	1 2%	- -	1 1%	- -	1 1%	- -
ALERTS/FLAGS/POP-UPS (SUB-NET)	50 2% B	42 1%	1 2%	6 5% BH	3 4%	4 4% B	1 1%	2 1%
Browser flags/Alerts if site is unsafe	21 1%	27 1%	1 2%	5 4% BH	1 1%	2 2%	- -	- -
If site has pop-ups/unwanted offers	20 1% B	9 *	- -	1 1%	2 3% AG	1 1%	- -	1 1%
Warnings/Warning tabs	5 *	2 *	- -	- -	- -	1 1% B	- -	- -
Other alerts/flags/pop-up mentions	6 *	4 *	- -	- -	- -	- -	1 1%	1 1%
PUBLIC AWARENESS/RECOMMENDATIONS (NET)	223 9%	286 9%	2 3%	9 7%	8 12%	8 8%	9 7%	18 10%
Reviews/Comments/Complaints/Compliments	139 5%	156 5%	-	5 4%	4 6%	6 6%	7 5%	7 4%
How well known site is/Reputation	47 2%	75 2%	1 2%	3 2%	2 3% G	1 1%	-	4 2%
Family/Friends referral/recommendations	23 1%	25 1%	1 2%	1 1%	1 1%	1 1%	1 1%	6 3% B
Through forums/blogs/articles	13 1%	17 1%	-	1 1%	1 1%	-	1 1%	-
Other public awareness/recommendations mentions	11 *	31 1% A	- -	- -	1 1%	1 1%	- -	1 1%

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

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Table 125

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

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Weighted Base	2588	3349	64*	125	68*	104	137	186
USAGE (NET)	190 7%	258 8%	7 11%	8 6%	3 4%	9 9%	10 7%	12 6%
By trying it out/visiting it	57 2%	144 4% ADH	5 8% DAE	1 1%	- -	4 4%	3 2%	2 1%
Problems with links/broken links	19 1%	37 1%	- -	5 4% B	- -	3 3%	2 1%	7 4% B
Through site usage/Activity through users	55 2% B	30 1%	1 2%	2 2%	1 1%	1 1%	1 1%	1 1%
Prior use/experience with it	38 1% B	23 1%	2 3% D	- -	1 1%	1 1%	1 1%	1 1%
Other usage mentions	26 1%	28 1%	- -	2 2%	1 1%	1 1%	3 2%	1 1%
MISCELLANEOUS (NET)	280 11% B	309 9%	8 13%	8 6%	11 16% G	8 8%	8 6%	14 8%
Don't/Cannot determine if a website is legitimate	72 3%	149 4% AD	1 2%	1 1%	4 6% G	6 6% D	1 1%	6 3%
Common sense/Gut feeling	66 3% B	53 2%	- -	- -	1 1%	- -	- -	2 1%
Quality/Reliability of site	20 1%	46 1% A	2 3% A	3 2%	3 4% A	1 1%	2 1%	4 2%
Through ads/advertisement	35 1% B	23 1%	3 5% A	3 2% BH	1 1%	- -	1 1%	- -
Other mentions	90 3% B	41 1%	2 3%	1 1%	4 6%	1 1%	4 3%	2 1%
EXCLUSIVE (NET)	458 18% C	679 20% AD	5 8%	9 7%	11 16%	23 22% D	21 15%	37 20% D
Illegible data	- -	- -	- -	- -	- -	- -	- -	- -
None	53 2%	66 2%	- -	- -	- -	- -	- -	1 1%

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

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Table 125

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

Base: All Qualified Respondents

	2015 Total Registrants		Country					
			South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Weighted Base	2588	3349	64*	125	68*	104	137	186
Don't know	244 9%	409 12% A	5 8%	9 7%	9 13%	22 21% BDH	13 9%	23 12%
Declined to answer	161 6% C	204 6% DF	-	-	2 3%	1 1%	8 6%	13 7% DF
Sigma	3461 134%	4388 131%	88 138%	199 159%	94 138%	143 138%	187 136%	242 130%

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

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Table 126

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

Base: All Qualified Respondents

		Country						
	2015 Total Registrants		South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
Yes	1247 48% CE	1713 51% AF	23 36%	77 62% CBF	22 32%	31 30%	78 57% ACE	98 53% F
No	1319 51%	1636 49% D	41 64% DAG	48 38%	45 66% AG	73 70% BDH	59 43%	88 47%
Not Sure	22 1% B	- -	- -	- -	1 1%	- -	- -	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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Table 127

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

Base: Tried To Identify

	2015 Total Registrants		Country						
			South America						
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	1247	1713	23**	77*	22**	31*	78*	98*
Weighted Base	1247	1713	23**	77*	22**	31*	78*	98*
ONLINE ACTIVITY (NET)	678 54%	1021 60% A	17 74%	60 78% BH	16 73%	22 71%	50 64%	62 63%
SPECIFIC SITE SEARCH (SUB-NET)	277 22%	450 26% A	5 22%	23 30%	8 36%	13 42% B	24 31%	27 28%
Google	114 9%	180 11%	3 13%	10 13%	3 14%	8 26% B	18 23% A	16 16%
Whois search	100 8%	149 9%	2 9%	9 12%	4 18%	1 3%	7 9%	6 6%
Baidu search	39 3%	63 4%	- -	- -	- -	- -	- -	- -
Denic	- -	11 1% A	- -	- -	- -	- -	- -	- -
Go Daddy	2 *	4 *	- -	1 1%	- -	- -	- -	- -
DNS records	2 *	1 *	- -	- -	- -	- -	- -	- -
Other specific site search mentions	36 3%	72 4%	- -	3 4%	1 5%	5 16% BDH	- -	5 5% G
GENERAL ONLINE ACTIVITY (SUB-NET)	282 23%	422 25%	8 35%	29 38% BH	7 32%	9 29%	18 23%	23 23%
Internet search/Search engine (Unspec.)	230 18%	331 19%	5 22%	20 26%	3 14%	8 26%	14 18%	17 17%
Online/Internet tools (Unspec.)	18 1%	30 2%	- -	1 1%	- -	- -	2 3%	1 1%
Wikipedia/Web Encyclopedia	5 *	21 1% A	- -	- -	- -	- -	- -	1 1%
Email	20 2%	18 1%	3 13%	4 5% B	4 18%	1 3%	1 1%	2 2%

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

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

Base: Tried To Identify

			Country					
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Weighted Base	1247	1713	23**	77*	22**	31*	78*	98*
Other general online activity mentions	11 1%	27 2%	- -	4 5% B	- -	- -	1 1%	2 2%
SOURCE OF SEARCH (SUB-NET)	172 14%	232 14%	5 22%	13 17%	4 18%	3 10%	12 15%	15 15%
Domain/IP Address Search	64 5%	63 4%	- -	1 1%	1 5%	- -	1 1%	3 3%
Check website itself	39 3%	57 3%	2 9%	1 1%	1 5%	1 3%	5 6%	8 8% BD
HTML/Source Code	24 2%	41 2%	1 4%	4 5%	-	1 3%	4 5% A	2 2%
Social media/blogs	12 1%	19 1%	2 9%	3 4% B	2 9%	1 3%	-	3 3%
Using specific sites that classify/provide information on sites	18 1%	18 1%	-	1 1%	-	-	-	-
Hosting options	4 *	2 *	-	-	-	-	-	-
Online forums	10 1% B	1 *	-	1 1% B	-	-	1 1%	-
Other source of search mentions	8 1%	44 3% A	-	2 3%	-	-	1 1%	-
SITE ATTRIBUTES/TRADEMARKS (NET)	291 23%	408 24% H	2 9%	27 35% BH	6 27%	6 19%	17 22%	15 15%
Site contact information	49 4%	96 6% AH	-	11 14% BFH	2 9%	-	3 4%	1 1%
Owner of site/Who programmed/developed the website	63 5%	91 5%	1 4%	6 8%	-	2 6%	3 4%	5 5%
Company details/information	62 5%	86 5%	2 9%	6 8%	2 9%	1 3%	3 4%	5 5%
Sites credibility/being legitimate/trustworthy	28 2%	68 4% AH	-	2 3%	-	1 3%	2 3%	-

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

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

Base: Tried To Identify

				Country				
	2015 Total Registrants		South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Weighted Base	1247	1713	23**	77*	22**	31*	78*	98*
Check registration/if it's registered/certificate	25 2%	46 3%	- -	2 3%	- -	1 3%	2 3%	1 1%
Through the footer/Bottom of page	44 4%	40 2%	- -	6 8% B	1 5%	2 6%	4 5%	2 2%
Website's administrator	11 1%	18 1%	- -	1 1%	1 5%	- -	1 1%	1 1%
Trademarks/Copyright	8 1%	11 1%	- -	1 1%	- -	- -	- -	- -
Security/Security certificate	8 1%	10 1%	- -	- -	- -	- -	1 1%	2 2%
Site's legal conditions	4 *	6 *	- -	- -	- -	- -	- -	- -
Age/History of website	- -	5 *	- -	- -	- -	- -	- -	- -
Credits for the page/website	4 *	2 *	- -	1 1% B	- -	- -	- -	- -
Privacy information link	- -	- -	- -	- -	- -	- -	- -	- -
Other site attributes/trademarks mentions	29 2%	24 1%	- -	- -	1 5%	- -	3 4%	- -
RESEARCH (NET)	23 2%	29 2%	- -	1 1%	- -	- -	3 4%	2 2%
Research (Unspec.)	23 2% B	17 1%	- -	- -	- -	- -	3 4%	- -
Other research mentions	- -	12 1% A	- -	1 1%	- -	- -	- -	2 2%
OFFLINE ACTIVITY (NET)	18 1%	17 1%	3 13%	4 4% B	1 5%	3 10% BH	- -	- -
Telephone	10 1%	11 1%	3 13%	1 1%	1 5%	1 3%	- -	- -

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - A/C/E/G - B/D/F/H
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
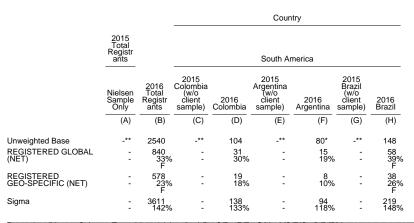
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Q790. What did you use to try and figure this out?

Base: Tried To Identify

				Country				
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Weighted Base	1247	1713	23**	77*	22**	31*	78*	98*
Other offline activity mentions	8 1%	7 *	- -	2 3% B	- -	2 6% BH	- -	- -
MISCELLANEOUS (NET)	185 15%	288 17% D	3 13%	4 5%	1 5%	3 10%	10 13%	20 20% D
Information (Unspec.)	14 1%	61 4% A	- -	1 1%	- -	1 3%	1 1%	8 8% GBD
Reviews/Comments/Complaints/Compliments	13 1%	43 3% A	- -	2 3%	- -	2 6%	- -	4 4%
Curiosity/I just wanted to know	8 1%	31 2% A	- -	- -	- -	- -	- -	- -
Good/Positive response mentions	31 2%	31 2%	- -	- -	- -	- -	2 3%	2 2%
Use of software/filter/program	20 2%	20 1%	1 4%	- -	- -	- -	1 1%	- -
Records/Record information	17 1% B	11 1%	- -	- -	- -	- -	- -	- -
Tools/Development tools (Unspec.)	6 *	10 1%	- -	- -	- -	- -	- -	1 1%
Friend/Family Help	13 1% B	7 *	1 4%	- -	- -	- -	- -	2 2% B
Various means/ways	5 *	7 *	- -	- -	- -	- -	1 1%	1 1%
Other	61 5%	75 4%	1 4%	1 1%	1 5%	1 3%	5 6%	3 3%
EXCLUSIVE (NET)	163 13% BG	161 9% D	- -	1 1%	1 5%	1 3%	4 5%	8 8% D
Illegible data	- -	- -	- -	- -	- -	- -	- -	- -
None	43 3% B	31 2%	- -	- -	- -	- -	1 1%	- -

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

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

Base: Tried To Identify

					Country			
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Weighted Base	1247	1713	23**	77*	22**	31*	78*	98*
Don't know	25 2%	45 3%	- -	1 1%	- -	1 3%	1 1%	4 4%
Declined to answer	95 8% B	85 5% D	- -	- -	1 5%	- -	2 3%	4 4%
Sigma	1483 119%	2159 126%	27 117%	110 143%	29 132%	41 132%	94 121%	114 116%

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

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Table 128

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

Base: All Qualified Respondents

	2015 Total Registrants		Country							
					South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)		
Unweighted Base	2588	3349	64*	125	68*	104	137	186		
Weighted Base	2588	3349	64*	125	68*	104	137	186		
CONSUMER DEMAND (NET)	1016 39% BG	1040 31%	32 50% G	44 35%	27 40%	34 33%	39 28%	50 27%		
Create new/additional domains/websites	210 8%	280 8%	11 17% DA	8 6%	6 9%	8 8%	12 9%	18 10%		
Availability/Ran out/Shortage of names/domains	294 11% BG	256 8% F	4 6%	5 4%	7 10% FG	2 2%	3 2%	8 4%		
It's needed/Growing demand	237 9% B	254 8% H	7 11%	14 11% H	7 10%	11 11% H	7 5%	6 3%		
Provide/Offer new/variety /choices/options	194 7%	208 6%	15 23% AEG	17 14% B	7 10%	9 9%	14 10%	16 9%		
To customize/add personality/meet specific needs	144 6%	155 5%	3 5%	6 5%	2 3%	7 7%	4 3%	11 6%		
Other consumer demand mentions	37 1% B	14 *	2 3% D	- -	1 1%	- -	1 1%	- -		
PROVIDE STRUCTURE (NET)	372 14%	657 20% A	10 16%	38 30% CB	21 31% ACG	29 28% B	22 16%	39 21%		
To identify/differentiate between businesses/sites	191 7%	286 9%	9 14% A	20 16% B	9 13%	11 11%	15 11%	25 13% B		
Too many/Large volume of sites/domains	85 3%	151 5% AH	- -	5 4%	6 9% ACG	8 8% H	1 1%	2 1%		
To organize/categorize the internet	52 2%	140 4% A	- -	7 6%	5 7% AC	10 10% B	4 3%	8 4%		
Reduce redundancy/sites with the same name	19 1%	67 2% A	- -	4 3%	1 1%	1 1%	2 1%	1 1%		
To differentiate different locations/countries	- -	33 1% A	- -	4 3% BH	- -	2 2%	- -	- -		
Other provide structure mentions	40 2%	36 1%	1 2%	3 2%	2 3%	1 1%	1 1%	3 2%		

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

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Table 128

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

Base: All Qualified Respondents

	2015 Total Registrants		South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Weighted Base	2588	3349	64*	125	68*	104	137	186
IMPROVE CREDIBILITY (NET)	107 4%	289 9% A	3 5%	14 11%	4 6%	7 7%	12 9% A	29 16% BF
Improve security/Make it safer	66 3%	182 5% A	1 2%	10 8%	4 6%	4 4%	9 7% A	26 14% GBF
More legitimate/credible	- -	38 1% A	-	-	-	1 1%	-	2 1%
More reliable/trustworthy	17 1%	33 1%	-	2 2%	-	1 1%	2 1%	1 1%
Improve reputation/More known	16 1% B	6 *	2 3% DA	-	-	-	1 1%	-
Other improve credibility mentions	13 1%	43 1% A	-	2 2%	-	2 2%	1 1%	1 1%
IMPROVE BUSINESS (NET)	188 7%	227 7%	8 13%	11 9%	8 12%	5 5%	8 6%	17 9%
To advertise/market/attract new customers	47 2%	58 2%	1 2%	3 2%	4 6% FA	-	2 1%	8 4% BF
Economic interests/Make money/Profits	47 2%	52 2%	1 2%	1 1%	1 1%	1 1%	1 1%	1 1%
Competition/To compete	49 2%	48 1%	5 8% AE	6 5% B	-	1 1%	3 2%	5 3%
For business purposes (Unspec.)	45 2%	45 1%	-	1 1%	3 4% G	2 2%	-	1 1%
Industry demand/New business types/development	- -	30 1% A	-	1 1%	-	1 1%	-	-
Other improve business mentions	15 1%	9 *	1 2%	-	-	-	3 2% A	2 1% B
INNOVATION/DEVELOPMENT (NET)	137 5%	208 6%	3 5%	4 3%	-	2 2%	11 8% E	16 9% F
Progress/Improved development/Make it better	24 1%	103 3% A	1 2%	1 1%	-	1 1%	2 1%	4 2%

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

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

Base: All Qualified Respondents

	2015 Total Registrants				Country			
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Weighted Base	2588	3349	64*	125	68*	104	137	186
Innovation	60 2%	62 2%	2 3%	1 1%	- -	- -	6 4%	10 5% BDF
Good/Improved technology	29 1%	27 1%	- -	- -	- -	- -	- -	1 1%
Good/Improve quality	20 1%	18 1%	- -	2 2%	- -	1 1%	3 2% H	- -
Other innovation/development mentions	8 *	4 *	- -	- -	- -	- -	- -	1 1%
ACCESSIBILITY (NET)	112 4%	189 6% A	5 8%	4 3%	1 1%	2 2%	14 10% AE	14 8% F
Easy/Easy to use/access the web	51 2%	104 3% A	4 6% A	2 2%	1 1%	1 1%	10 7% A	11 6% BF
Improve search function/Making searching easier	28 1%	31 1%	- -	2 2%	- -	- -	- -	1 1%
Convenience	25 1%	27 1%	1 2%	- -	- -	- -	1 1%	- -
Allowing for more flexibility	- -	11 * A	- -	- -	- -	- -	- -	- -
Other accessibility mentions	9 *	27 1% A	- -	- -	- -	1 1%	3 2% A	2 1%
IMPROVE EFFICIENCY (NET)	101 4%	107 3%	3 5%	2 2%	-	5 5%	2 1%	3 2%
Lack of space/To create more space	48 2%	49 1%	- -	1 1%	-	3 3%	1 1%	1 1%
For use/To use/Usability	8 *	31 1% A	- -	1 1%	-	1 1%	- -	1 1%
Other improve efficiency mentions	46 2% B	28 1%	3 5%	1 1%	-	1 1%	1 1%	1 1%
MISCELLANEOUS (NET)	163 6% B	171 5%	4 6%	4 3%	2 3%	2 2%	7 5%	4 2%

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

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

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Weighted Base	2588	3349	64*	125	68*	104	137	186
Information/More information	44 2%	40 1%	2 3%	2 2%	1 1%	1 1%	2 1%	1 1%
To be unique/different	34 1% B	26 1%	- -	- -	- -	- -	1 1%	1 1%
Keep up with the market/trend	11 *	17 1%	- -	- -	1 1%	- -	- -	- -
Cheaper/More affordable	13 1%	14 *	- -	1 1%	- -	- -	- -	- -
Other mentions	62 2%	77 2%	2 3%	1 1%	-	1 1%	4 3%	2 1%
EXCLUSIVE (NET)	714 28% C	986 29% D	8 13%	25 20%	16 24%	31 30%	37 27% C	56 30% D
Illegible data	- -	- -	- -	- -	- -	- -	- -	- -
None	64 2% B	58 2%	- -	- -	- -	- -	- -	- -
Don't know	464 18%	749 22% A	8 13%	22 18%	13 19%	29 28%	31 23%	44 24%
Declined to answer	186 7% BC	179 5%	- -	3 2%	3 4%	2 2%	6 4%	12 6%
Sigma	3052 118%	4106 123%	86 134%	159 127%	84 124%	125 120%	157 115%	238 128%

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

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Table 129

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

Base: All Qualified Respondents

			Country					
					South America			
	2015 Total Registrants							
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
.news	- -	1253 37% A	- -	45 36% C	- -	33 32% E	- -	66 35% G
.email	1011 39%	1227 37%	42 66% DAEG	54 43%	19 28%	44 42%	66 48% AE	92 49% B
.online	- -	1142 34% A	- -	54 43% CB	- -	43 41% E	- -	84 45% GB
.link	945 37% B	1118 33%	35 55% A	55 44% B	38 56% A	59 57% BH	67 49% HA	69 37%
.website	- -	886 26% A	- -	51 41% CB	- -	43 41% EB	- -	88 47% GB
.site	- -	862 26% A	- -	45 36% CB	- -	38 37% EB	- -	84 45% GB
.space	- -	700 21% A	- -	34 27% C	- -	36 35% EB	- -	61 33% GB
.club	606 23% B	676 20%	15 23%	25 20%	12 18%	22 21%	35 26%	33 18%
.guru	455 18% B	511 15% H	25 39% AEG	42 34% BFH	9 13%	16 15% H	16 12%	13 7%
.photography	420 16%	491 15%	14 22%	17 14%	8 12%	24 23% B	25 18%	41 22% B
.pics	- -	485 14% AD	- -	7 6%	- -	13 13% E	- -	29 16% GD
.top	- -	466 14% A	- -	11 9% C	- -	11 11% E	- -	22 12% G
.xyz	343 13% CE	443 13% FH	3 5%	20 16% CFH	3 4%	5 5%	15 11%	15 8%
.realtor	262 10% BE	258 8% DF	2 3%	1 1%	2 3%	- -	13 9%	10 5% DF
.wang	123 5% BG	110 3% DH	- -	- -	- -	- -	- -	- -

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

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Table 129

Base: All Qualified Respondents

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

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
Foshan	- -	82 2% AH	- -	- -	- -	- -	- -	- -
.tokyo	- -	70 2% AH	- -	- -	- -	- -	- -	- -
.delhi	- -	59 2% A	- -	- -	- -	- -	- -	- -
.xn-55qx5d (Chinese for company)	115 4% BG	47 1%	- -	- -	- -	- -	- -	- -
.xn-ses554g (Chinese for network address)	114 4% BG	37 1%	- -	- -	- -	- -	- -	- -
.berlin	27 1%	32 1%	- -	- -	- -	- -	- -	- -
.seoul	- -	28 1% A	- -	- -	- -	- -	- -	- -
.paris	- -	28 1% A	- -	- -	- -	- -	- -	- -
.cairo	- -	26 1% A	- -	- -	- -	- -	- -	- -
.bogota	- -	26 1% A	-	26 21% CBFH	-	-	-	-
.nyc	10 *	23 1%	- -	- -	- -	- -	- -	- -
.rio	- -	21 1% A	- -	- -	- -	- -	- -	21 11% GBDF
.capetown	- -	20 1% A	- -	- -	- -	- -	- -	- -
.london	59 2% B	20 1%	- -	- -	- -	- -	- -	- -
.jakarta	- -	19 1% A	- -	- -	- -	- -	- -	- -

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

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Table 129

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

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
.toronto	- -	18 1% A	- -	- -	- -	- -	- -	- -
.MOCKBa	- -	18 1% A	- -	- -	- -	- -	- -	- -
.abuja	- -	17 1% A	- -	- -	- -	- -	- -	- -
.manilla	- -	16 * A	- -	- -	- -	- -	- -	- -
.istanbul	- -	13 * A	- -	- -	- -	- -	- -	- -
.cordoba	- -	10 * A	- -	- -	- -	10 10% EBDH	- -	- -
.warszawa	- -	9 * A	- -	- -	- -	- -	- -	- -
.hanoi	- -	9 * A	- -	- -	- -	- -	- -	- -
.roma	- -	8 * A	- -	- -	- -	- -	- -	- -
.guadalajara	- -	7 * A	- -	- -	- -	- -	- -	- -
.ovh	8 *	6 *	- -	- -	- -	- -	- -	- -
.madrid	- -	5 * A	- -	- -	- -	- -	- -	- -
I am not aware of any of these	877 34% BC	809 24% D	10 16%	21 17%	22 32% C	24 23%	40 29% C	38 20%
Not Sure	13 1% B	- -	- -	- -	1 1%	- -	1 1%	- -
TOTAL AWARENESS (NET)	1698 66%	2540 76% A	54 84% AEG	104 83% B	45 66%	80 77%	96 70%	148 80%

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

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Table 129

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

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
AWARENESS OF GLOBAL (NET)	1650 64%	2487 74% A	54 84% AEG	104 83% B	45 66%	80 77%	96 70%	146 78%
TOTAL ADDED AWARENESS (NET)	- -	2228 67% A	- -	92 74% C	- -	77 74% E	- -	139 75% GB
AWARENESS OF GLOBAL ADDED (NET)	- -	2152 64% A	- -	91 73% CB	- -	76 73% E	- -	136 73% GB
TOTAL CONSISTENT AWARENESS (NET)	1698 66%	2147 64%	54 84% AEG	96 77% BH	45 66%	75 72%	96 70%	121 65%
AWARENESS OF GLOBAL CONSISTENT (NET)	1650 64%	2107 63%	54 84% AEG	96 77% BH	45 66%	75 72% B	96 70%	121 65%
AWARENESS OF GEO-SPECIFIC (NET)	312 12% CEG	677 20% AFH	- -	26 21% CFH	- -	10 10% E	- -	21 11% G
AWARENESS OF GEO-SPECIFIC ADDED (NET)	- -	509 15% A	- -	26 21% CFH	- -	10 10% E	- -	21 11% G
AWARENESS OF GEO-SPECIFIC CONSISTENT (NET)	312 12% BCEG	216 6% DFH	- -	- -	- -	- -	- -	- -
Sigma	5388 208%	12111 362%	146 228%	508 406%	114 168%	421 405%	278 203%	766 412%

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

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Table 130

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

Base: Heard Of New gTLDs

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	2540	-**	104	-**	80*	-**	148
.email	- -	387 15%	- -	18 17%	- -	10 13%	- -	34 23% B
.photography	- -	64 3%	- -	2 2%	- -	1 1%	- -	3 2%
.link	- -	154 6%	- -	8 8%	- -	3 4%	- -	14 9%
.guru	- -	72 3% H	- -	2 2%	- -	1 1%	- -	- -
.realtor	- -	31 1%	- -	- -	- -	- -	- -	- -
.club	- -	98 4%	- -	1 1%	- -	1 1%	- -	3 2%
.xyz	- -	70 3%	- -	7 7% BFH	- -	- -	- -	2 1%
.top	- -	79 3%	- -	- -	- -	- -	- -	3 2%
.pics	- -	72 3%	- -	- -	- -	- -	- -	2 1%
.online	- -	227 9% F	- -	6 6%	- -	2 3%	- -	20 14% BDF
.space	- -	97 4%	- -	2 2%	- -	3 4%	- -	9 6%
.website	- -	169 7%	- -	8 8%	- -	3 4%	- -	15 10%
.news	- -	157 6%	- -	2 2%	- -	1 1%	- -	4 3%
.site	- -	126 5%	- -	6 6%	- -	3 4%	- -	19 13% BF
.toronto	- -	1 *	- -	- -	- -	- -	- -	- -

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

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Table 130

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

Base: Heard Of New gTLDs

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	2540	-**	104	-**	80*	-**	148
.guadalajara	- -	1 *	- -	- -	- -	- -	- -	- -
.roma	- -	- -	- -	- -	- -	- -	- -	- -
.istanbul	- -	1 *	- -	- -	- -	- -	- -	- -
.madrid	- -	- -	- -	- -	- -	- -	- -	- -
.warszawa	- -	- -	- -	- -	- -	- -	- -	- -
.paris	- -	5 *	- -	- -	- -	- -	- -	- -
Foshan	- -	23 1%	- -	- -	- -	- -	- -	- -
.hanoi	- -	1 *	- -	- -	- -	- -	- -	- -
.manilla	- -	1 *	- -	- -	- -	- -	- -	- -
.tokyo	- -	11 *	- -	- -	- -	- -	- -	- -
.seoul	- -	3 *	- -	- -	- -	- -	- -	- -
.MOCKBa	- -	4 *	- -	- -	- -	- -	- -	- -
.delhi	- -	17 1%	- -	- -	- -	- -	- -	- -
.jakarta	- -	3 *	- -	- -	- -	- -	- -	- -
.abuja	- -	1 *	- -	- -	- -	- -	- -	- -

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

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Base: Heard Of New gTLDs

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

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	2540	-**	104	-**	80*	-**	148
.capetown	- -	1 *	- -	- -	- -	- -	- -	- -
.cairo	- -	8 *	- -	- -	- -	- -	- -	- -
.bogota	- -	4 *	- -	4 4% BH	- -	- -	- -	- -
.cordoba	- -	1 *	- -	- -	- -	1 1% B	- -	- -
.rio	- -	2 *	- -	- -	- -	- -	- -	2 1% B
.berlin	- -	1 *	- -	- -	- -	- -	- -	- -
.ovh	- -	1 *	- -	- -	- -	- -	- -	- -
.london	- -	2 *	- -	- -	- -	- -	- -	- -
.nyc	- -	1 *	- -	- -	- -	- -	- -	- -
.wang	- -	29 1%	- -	- -	- -	- -	- -	- -
.xn-ses554g (Chinese for network address)	- -	4 *	- -	- -	- -	- -	- -	- -
.xn-55qx5d (Chinese for company)	- -	7 *	- -	- -	- -	- -	- -	- -
I have not registered a new gTLD domain	- -	1643 65%	- -	70 67%	- -	62 78% BH	- -	87 59%
None of these, but I have registered a different new gTLD	- -	32 1%	- -	2 2%	- -	3 4% B	- -	2 1%
TOTAL REGISTERED (NET)	- -	897 35% F	- -	34 33%	- -	18 23%	- -	61 41% F

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

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Table 130

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

Base: Heard Of New gTLDs

		Country						
	2015 Total Registrants		South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	2540	-**	104	-**	80*	-**	148
REGISTERED GLOBAL (NET)	-	840 33% F	-	31 30%	-	15 19%	-	58 39% F
REGISTERED GEO-SPECIFIC (NET)	-	578 23% F	-	19 18%	-	8 10%	-	38 26% F
Sigma	-	3611 142%	-	138 133%	-	94 118%	-	219 148%

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

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Table 131

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

Base: Registered New gTLDs And Registered More Than One

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	693	-**	28**	-**	10**	-**	44*
1	- -	358 52% H	- -	13 46%	- -	6 60%	- -	13 30%
2 - 3	- -	238 34%	- -	13 46%	- -	3 30%	- -	22 50% B
4 - 5	- -	39 6%	- -	1 4%	- -	1 10%	- -	5 11%
6 or more	- -	58 8%	- -	1 4%	- -	- -	- -	4 9%
MEAN	-	4.2	-	2.3	-	1.7	-	11.6 B
STD. DEV.	-	17.01	-	3.54	-	1.06	-	46.93
STD. ERR.	-	0.65	-	0.67	-	0.33	-	7.08
MEDIAN	-	1	-	2	-	1	-	2
Sigma	- -	693 100%	- -	28 100%	- -	10 100%	- -	44 100%

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

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Table 132

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

Base: Registered New gTLDs

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	896	-**	34*	-**	18**	-**	61*
To protect my existing domain(s) and ensure no one else got a domain similar to one I already have registered	-	534 60%	-	19 56%	-	8 44%	-	43 70%
Because they will appeal to new Internet users or new types of customers-they will be effective and provide benefits	-	305 34% H	-	10 29%	-	8 44%	-	13 21%
Because the name I wanted was not available using one of the older gTLDs	-	57 6%	-	5 15% B	-	2 11%	-	5 8%
Sigma	-	896 100%	-	34 100%	-	18 100%	-	61 100%

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

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

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

Base: Registered New gTLDs

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	897	-**	34*	-**	18**	-**	61*
TOP 2 BOX (NET)	-	570	-	17	-	8	-	24
	-	64% H	-	50%	-	44%	-	39%
Applies to ALL of my new gTLD registrations	-	166	-	4	-	2	-	5
	-	19% H	-	12%	-	11%	-	8%
Applies to SOME of my new gTLD registrations	-	404	-	13	-	6	-	19
	-	45% H	-	38%	-	33%	-	31%
DOES NOT apply to any of my new gTLD registrations	-	327	-	17	-	10	-	37
	-	36%	-	50%	-	56%	-	61% B
Sigma	-	897	-	34	-	18	-	61
	-	100%	-	100%	-	100%	-	100%

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

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Q813_2. Please indicate how each of the following statements apply to your registration of new gTLDs?

2. I kept an existing gTLD registration(s) similar to the new gTLD

Base: Registered New gTLDs

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	897	-**	34*	-**	18**	-**	61*
TOP 2 BOX (NET)	- -	755 84%	- -	27 79%	- -	12 67%	- -	49 80%
Applies to ALL of my new gTLD registrations	- -	271 30%	- -	13 38%	- -	5 28%	- -	15 25%
Applies to SOME of my new gTLD registrations	- -	484 54%	- -	14 41%	- -	7 39%	- -	34 56%
DOES NOT apply to any of my new gTLD registrations	- -	142 16%	- -	7 21%	- -	6 33%	- -	12 20%
Sigma	- -	897 100%	- -	34 100%	- -	18 100%	- -	61 100%

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

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

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

Base: Registered New gTLDs

	2015 Total Registrants		Country					
			South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	897	-**	34*	-**	18**	-**	61*
TOP 2 BOX (NET)	- -	733 82%	- -	26 76%	- -	13 72%	- -	49 80%
Applies to ALL of my new gTLD registrations	- -	312 35%	- -	14 41%	- -	7 39%	- -	21 34%
Applies to SOME of my new gTLD registrations	- -	421 47%	- -	12 35%	- -	6 33%	- -	28 46%
DOES NOT apply to any of my new gTLD registrations	- -	164 18%	- -	8 24%	- -	5 28%	- -	12 20%
Sigma	- -	897 100%	- -	34 100%	- -	18 100%	- -	61 100%

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

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Table 136

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

Base: Has Not Registered New gTLDs

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	1643	-**	70*	-**	62*	-**	87*
YES (NET)	-	694 42%	-	43 61% BF	-	19 31%	-	42 48% F
Yes, I considered switching and may do so	-	415 25% FH	-	30 43% BFH	-	9 15%	-	13 15%
Yes, I considered switching but decided not to	-	279 17%	-	13 19%	-	10 16%	-	29 33% BDF
No, have not considered	-	949 58% D	-	27 39%	-	43 69% DH	-	45 52%
Sigma	-	1643 100%	-	70 100%	-	62 100%	-	87 100%

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

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Q828. Why have you considered switching?

Base: Has Not Registered New gTLDs And Considered Switching

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	694	-**	43*	-**	19**	-**	42*
The new gTLDs are modern	- -	324 47%	- -	22 51%	- -	8 42%	- -	22 52%
New gTLDs better target specific groups of people/communities	- -	299 43%	- -	17 40%	- -	9 47%	- -	12 29%
The new gTLDs are better focused on specific topics versus general uses	- -	293 42%	- -	20 47%	- -	12 63%	- -	17 40%
The new gTLDs will be more effective	- -	267 38%	- -	14 33%	- -	4 21%	- -	19 45%
The new gTLDs are a good value/priced well	- -	258 37%	- -	13 30%	- -	8 42%	- -	16 38%
The new gTLDs allow more flexibility to use my language in their names	- -	232 33% D	- -	8 19%	- -	7 37%	- -	18 43% D
The new gTLDs allow a greater range of characters/symbols in their names	- -	223 32%	- -	9 21%	- -	5 26%	- -	11 26%
Something else	- -	4 1%	- -	- -	- -	- -	- -	- -
Sigma	- -	1900 274%	- -	103 240%	- -	53 279%	- -	115 274%

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

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Q829. Why did you decide not to switch?

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

	2015 Total Registrants			Country				
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	279	-**	13**	-**	10**	-**	29**
Waiting until new gTLDs get more popular	- -	147 53%	- -	8 62%	- -	6 60%	- -	18 62%
New gTLDs did not seem relevant to my needs	- -	79 28%	- -	7 54%	- -	6 60%	- -	7 24%
Cost to switch to new gTLDs was too high	- -	76 27%	- -	3 23%	- -	3 30%	- -	6 21%
New gTLDS will not be as effective as hoped	- -	61 22%	- -	1 8%	- -	1 10%	- -	5 17%
Something else	- -	7 3%	- -	- -	- -	- -	- -	1 3%
Sigma	- -	370 133%	- -	19 146%	- -	16 160%	- -	37 128%

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

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Q831. Why have you not considered switching?

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

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	949	-**	27**	-**	43*	-**	45*
We are satisfied with the performance of our domains on existing gTLDs	- -	482 51% H	- -	17 63%	- -	17 40%	- -	15 33%
Just not a high enough business priority for us at this time	- -	360 38%	- -	12 44%	- -	20 47%	- -	21 47%
New gTLDs are too new and need to be proven	- -	210 22%	- -	1 4%	- -	5 12%	- -	8 18%
Cost to switch to new gTLDs is too high	- -	111 12%	- -	2 7%	- -	5 12%	- -	4 9%
New gTLDS will not be as effective as hoped	- -	86 9%	- -	2 7%	- -	2 5%	- -	2 4%
Something else	- -	71 7%	- -	1 4%	- -	5 12%	- -	4 9%
Sigma	- -	1320 139%	- -	35 130%	- -	54 126%	- -	54 120%

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

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

SUMMARY TABLE OF TOP 2 BOX

Base: Has Heard Of New gTLDs (Variable Bases)

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
.email	1331 51% E	842 69% AF	42 66% AE	32 59%	23 34%	21 48%	74 54% E	59 64%
.photography	1098 42% E	289 59% A	28 44% E	10 59%	15 22%	9 38%	64 47% E	24 59%
.link	1267 49%	686 61% ADF	32 50%	23 42%	32 47%	25 42%	71 52%	39 57%
.guru	964 37% E	303 59% A	22 34% E	20 48%	11 16%	6 38%	51 37% E	6 46%
.realtor	864 33% E	145 56% A	15 23%	1 100%	12 18%	- -	49 36% E	9 90%
.club	1097 42% E	423 63% A	22 34%	11 44%	20 29%	7 32%	59 43%	21 64% G
.xyz	867 34% E	228 51% A	15 23%	9 45%	9 13%	1 20%	48 35% E	12 80%
.top	- -	297 64%	- -	3 27%	- -	6 55%	- -	10 45%
.pics	- -	313 65%	- -	5 71%	- -	8 62%	- -	18 62%
.online	- -	805 70% D	- -	30 56%	- -	29 67%	- -	58 69%
.space	- -	417 60% F	- -	15 44%	- -	8 22%	- -	37 61% F
.website	- -	594 67%	- -	32 63%	- -	25 58%	- -	53 60%
.news	- -	717 57% D	- -	15 33%	- -	17 52%	- -	41 62% D
.site	- -	573 66%	- -	27 60%	- -	22 58%	- -	53 63%
.toronto	- -	9 50%	- -	- -	- -	- -	- -	- -

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

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

SUMMARY TABLE OF TOP 2 BOX

Base: Has Heard Of New gTLDs (Variable Bases)

			Country						
	2015 Total Registrants				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
.guadalajara	- -	3 43%	- -	- -	- -	- -	- -	- -
.roma	- -	4 50%	- -	- -	- -	- -	- -	- -
.istanbul	- -	12 92%	- -	- -	- -	- -	- -	- -
.madrid	- -	3 60%	- -	- -	- -	- -	- -	- -
.warszawa	- -	3 33%	- -	- -	- -	- -	- -	- -
.paris	- -	15 54%	- -	- -	- -	- -	- -	- -
Foshan	- -	53 65%	- -	- -	- -	- -	- -	- -
.hanoi	- -	6 67%	- -	- -	- -	- -	- -	- -
.manilla	- -	12 75%	- -	- -	- -	- -	- -	- -
.tokyo	- -	31 44%	- -	- -	- -	- -	- -	- -
.seoul	- -	15 54%	- -	- -	- -	- -	- -	- -
.MOCKBa	- -	12 67%	- -	- -	- -	- -	- -	- -
.delhi	- -	44 75%	- -	- -	- -	- -	- -	- -
.jakarta	- -	12 63%	- -	- -	- -	- -	- -	- -
.abuja	- -	9 53%	- -	- -	- -	- -	- -	- -

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

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

SUMMARY TABLE OF TOP 2 BOX

Base: Has Heard Of New gTLDs (Variable Bases)

	2015 Total Registrants		Country					
			South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
.capetown	- -	10 50%	- -	- -	- -	- -	- -	- -
.cairo	- -	20 77%	- -	- -	- -	- -	- -	- -
.bogota	- -	13 50%	- -	13 50%	- -	- -	- -	- -
.cordoba	- -	2 20%	- -	- -	- -	2 20%	- -	- -
.rio	- -	9 43%	- -	- -	- -	- -	- -	9 43%
.berlin	29 27%	8 25%	- -	- -	- -	- -	- -	- -
.ovh	19 18%	3 50%	- -	- -	- -	- -	- -	- -
.london	100 24%	3 15%	- -	- -	- -	- -	- -	- -
.nyc	11 17%	8 35%	- -	- -	- -	- -	- -	- -
.wang	313 57%	82 75% A	- -	- -	- -	- -	- -	- -
.xn-ses554g (Chinese for network address)	326 59%	30 81% A	- -	- -	- -	- -	- -	- -
.xn-55qx5d (Chinese for company)	330 60%	40 85% A	- -	- -	- -	- -	- -	- -
CONSIDERED ALL (NET)	1739 67%	1957 77% A	51 80% AE	77 74%	41 60%	59 74%	92 67%	111 75%
CONSIDERED CONSISTENT (NET)	1739 67%	1537 72% AF	51 80% AE	64 67%	41 60%	45 60%	92 67%	84 69%
CONSIDERED ADDED (NET)	- -	1646 74%	- -	62 67%	- -	53 69%	- -	102 73%

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

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

SUMMARY TABLE OF TOP 2 BOX

Base: Has Heard Of New gTLDs (Variable Bases)

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
CONSIDERED GLOBAL (NET)	1721 66%	1910 77% A	51 80% AE	77 74%	41 60%	59 74%	92 67%	108 74%
CONSIDERED GLOBAL CONSISTENT (NET)	1721 66%	1513 72% AF	51 80% AE	64 67%	41 60%	45 60%	92 67%	84 69%
CONSIDERED GLOBAL ADDED (NET)	- -	1586 74%	- -	61 67%	- -	53 70%	- -	99 73%
CONSIDERED GEO-SPECIFIC (NET)	499 48%	399 59% A	- -	13 50%	- -	2 20%	- -	9 43%
CONSIDERED GEO-SPECIFIC CONSISTENT (NET)	499 48%	131 61% A	- -	- -	- -	- -	- -	- -
CONSIDERED GEO-SPECIFIC ADDED (NET)	- -	297 58%	- -	13 50%	- -	2 20%	- -	9 43%

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

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Table 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

Base: Has Heard Of New gTLDs (Variable Bases)

			Country					
	2015 Total Registrants		South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
.email	970 37% B	297 24%	20 31%	17 31%	35 51% AC	20 45% BH	51 37%	25 27%
.photography	1143 44% B	158 32%	26 41%	4 24%	43 63% ACG	13 54%	56 41%	12 29%
.link	994 38% B	338 30%	25 39%	22 40%	26 38%	27 46% BH	55 40%	19 28%
.guru	1262 49% B	156 31%	33 52%	16 38%	45 66% AG	9 56%	70 51%	5 38%
.realtor	1339 52% B	99 38%	38 59%	- -	45 66% A	- -	71 52%	1 10%
.club	1139 44% B	205 30%	33 52%	12 48%	38 56% A	10 45%	62 45%	11 33%
.xyz	1336 52% B	171 39%	37 58%	7 35%	47 69% AG	4 80%	71 52%	1 7%
.top	- -	133 29%	- -	4 36%	- -	4 36%	- -	10 45%
.pics	- -	136 28%	- -	2 29%	- -	4 31%	- -	7 24%
.online	- -	253 22%	- -	16 30%	- -	11 26%	- -	19 23%
.space	- -	215 31%	- -	13 38%	- -	19 53% BH	- -	16 26%
.website	- -	216 24%	- -	12 24%	- -	16 37% B	- -	23 26%
.news	- -	439 35%	- -	24 53% BH	- -	15 45% H	- -	16 24%
.site	- -	222 26%	- -	13 29%	- -	11 29%	- -	24 29%
.toronto	- -	9 50%	- -	- -	- -	- -	- -	- -

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

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

SUMMARY TABLE OF BOTTOM 2 BOX

Base: Has Heard Of New gTLDs (Variable Bases)

			Country					
	2015 Total Registrants		South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
.guadalajara	- -	3 43%	- -	- -	- -	- -	- -	- -
.roma	- -	4 50%	- -	- -	- -	- -	- -	- -
.istanbul	- -	1 8%	- -	- -	- -	- -	- -	- -
.madrid	- -	2 40%	- -	- -	- -	- -	- -	- -
.warszawa	- -	6 67%	- -	- -	- -	- -	- -	- -
.paris	- -	12 43%	- -	- -	- -	- -	- -	- -
Foshan	- -	25 30%	- -	- -	- -	- -	- -	- -
.hanoi	- -	3 33%	- -	- -	- -	- -	- -	- -
.manilla	- -	4 25%	- -	- -	- -	- -	- -	- -
.tokyo	- -	35 50%	- -	- -	- -	- -	- -	- -
.seoul	- -	11 39%	- -	- -	- -	- -	- -	- -
.MOCKBa	- -	6 33%	- -	- -	- -	- -	- -	- -
.delhi	- -	13 22%	- -	- -	- -	- -	- -	- -
.jakarta	- -	6 32%	- -	- -	- -	- -	- -	- -
.abuja	- -	7 41%	- -	- -	- -	- -	- -	- -

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

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

SUMMARY TABLE OF BOTTOM 2 BOX

Base: Has Heard Of New gTLDs (Variable Bases)

	2015 Total Registrants		Country					
			South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
.capetown	- -	8 40%	- -	- -	- -	- -	- -	- -
.cairo	- -	5 19%	- -	- -	- -	- -	- -	- -
.bogota	- -	10 38%	- -	10 38%	- -	- -	- -	- -
.cordoba	- -	8 80%	- -	- -	- -	8 80%	- -	- -
.rio	- -	10 48%	- -	- -	- -	- -	- -	10 48%
.berlin	67 62%	21 66%	- -	- -	- -	- -	- -	- -
.ovh	75 69%	3 50%	- -	- -	- -	- -	- -	- -
.london	244 58%	14 70%	- -	- -	- -	- -	- -	- -
.nyc	50 78%	15 65%	- -	- -	- -	- -	- -	- -
.wang	176 32% B	23 21%	- -	- -	- -	- -	- -	- -
.xn-ses554g (Chinese for network address)	176 32% B	5 14%	- -	- -	- -	- -	- -	- -
.xn-55qx5d (Chinese for company)	168 31% B	7 15%	- -	- -	- -	- -	- -	- -

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

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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

Base: Has Heard Of New gTLDs

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	1227	64*	54*	68*	44*	137	92*
TOP 2 BOX (NET)	1331 51% E	842 69% AF	42 66% AE	32 59%	23 34%	21 48%	74 54% E	59 64%
Very likely	650 25%	454 37% AF	23 36% AE	16 30% F	11 16%	5 11%	44 32% E	45 49% GBDF
Somewhat likely	681 26%	388 32% AH	19 30%	16 30% H	12 18%	16 36% EH	30 22%	14 15%
BOTTOM 2 BOX (NET)	970 37% B	297 24%	20 31%	17 31%	35 51% AC	20 45% BH	51 37%	25 27%
Somewhat unlikely	418 16% B	147 12%	7 11%	8 15%	15 22%	9 20%	24 18%	10 11%
Very unlikely	552 21% B	150 12%	13 20%	9 17%	20 29%	11 25% B	27 20%	15 16%
Not sure	285 11% BC	88 7%	2 3%	5 9%	10 15% C	3 7%	12 9%	8 9%
Decline to Answer	2 *	-	-	-	-	-	-	-
Sigma	2588 100%	1227 100%	64 100%	54 100%	68 100%	44 100%	137 100%	92 100%

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

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

2. .photography

Base: Has Heard Of New gTLDs

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	491	64*	17**	68*	24**	137	41*
TOP 2 BOX (NET)	1098 42% E	289 59% A	28 44% E	10 59%	15 22%	9 38%	64 47% E	24 59%
Very likely	417 16% E	136 28% A	8 13%	7 41%	5 7%	6 25%	25 18% E	12 29%
Somewhat likely	681 26% E	153 31% A	20 31% E	3 18%	10 15%	3 13%	39 28% E	12 29%
BOTTOM 2 BOX (NET)	1143 44% B	158 32%	26 41%	4 24%	43 63% ACG	13 54%	56 41%	12 29%
Somewhat unlikely	522 20% B	80 16%	14 22%	1 6%	17 25%	5 21%	30 22%	6 15%
Very unlikely	621 24% B	78 16%	12 19%	3 18%	26 38% ACG	8 33%	26 19%	6 15%
Not sure	345 13% B	44 9%	10 16%	3 18%	10 15%	2 8%	17 12%	5 12%
Decline to Answer	2 *	- -	- -	- -	- -	- -	- -	- -
Sigma	2588 100%	491 100%	64 100%	17 100%	68 100%	24 100%	137 100%	41 100%

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

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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

Base: Has Heard Of New gTLDs

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	1118	64*	55*	68*	59*	137	69*
TOP 2 BOX (NET)	1267 49%	686 61% ADF	32 50%	23 42%	32 47%	25 42%	71 52%	39 57%
Very likely	507 20%	297 27% AF	17 27%	9 16%	9 13%	9 15%	42 31% AE	26 38% BDF
Somewhat likely	760 29% G	389 35% AH	15 23%	14 25%	23 34%	16 27%	29 21%	13 19%
BOTTOM 2 BOX (NET)	994 38% B	338 30%	25 39%	22 40%	26 38%	27 46% BH	55 40%	19 28%
Somewhat unlikely	430 17%	187 17%	10 16%	10 18%	9 13%	8 14%	25 18%	10 14%
Very unlikely	564 22% B	151 14%	15 23%	12 22%	17 25%	19 32% BH	30 22%	9 13%
Not sure	325 13% B	94 8%	7 11%	10 18% B	10 15%	7 12%	11 8%	11 16% B
Decline to Answer	2 *	- -	- -	- -	- -	- -	- -	- -
Sigma	2588 100%	1118 100%	64 100%	55 100%	68 100%	59 100%	137 100%	69 100%

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

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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

Base: Has Heard Of New gTLDs

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	511	64*	42*	68*	16**	137	13**
TOP 2 BOX (NET)	964 37% E	303 59% A	22 34% E	20 48%	11 16%	6 38%	51 37% E	6 46%
Very likely	371 14% E	144 28% A	6 9%	9 21%	2 3%	1 6%	21 15% E	1 8%
Somewhat likely	593 23%	159 31% A	16 25%	11 26%	9 13%	5 31%	30 22%	5 38%
BOTTOM 2 BOX (NET)	1262 49% B	156 31%	33 52%	16 38%	45 66% AG	9 56%	70 51%	5 38%
Somewhat unlikely	551 21% B	74 14%	14 22%	11 26% B	14 21%	5 31%	32 23%	3 23%
Very unlikely	711 27% B	82 16%	19 30% D	5 12%	31 46% AG	4 25%	38 28%	2 15%
Not sure	360 14% B	52 10%	9 14%	6 14%	12 18%	1 6%	16 12%	2 15%
Decline to Answer	2 *	- -	- -	- -	- -	- -	- -	- -
Sigma	2588 100%	511 100%	64 100%	42 100%	68 100%	16 100%	137 100%	13 100%

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

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

5. .realtor

Base: Has Heard Of New gTLDs

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	258	64*	1**	68*	-**	137	10**
TOP 2 BOX (NET)	864 33% E	145 56% A	15 23%	1 100%	12 18%	-	49 36% E	9 90%
Very likely	309 12% CE	58 22% A	2 3%	-	1 1%	-	23 17% CE	5 50%
Somewhat likely	555 21%	87 34% A	13 20%	1 100%	11 16%	-	26 19%	4 40%
BOTTOM 2 BOX (NET)	1339 52% B	99 38%	38 59%	-	45 66% A	-	71 52%	1 10%
Somewhat unlikely	573 22% B	28 11%	19 30%	-	13 19%	-	30 22%	-
Very unlikely	766 30%	71 28%	19 30%	-	32 47% ACG	-	41 30%	1 10%
Not sure	383 15% B	14 5%	11 17%	-	11 16%	-	17 12%	-
Decline to Answer	2 *	-	-	-	-	-	-	-
Sigma	2588 100%	258 100%	64 100%	1 100%	68 100%	-	137 100%	10 100%

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

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

6. .club

Base: Has Heard Of New gTLDs

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	676	64*	25**	68*	22**	137	33*
TOP 2 BOX (NET)	1097 42% E	423 63% A	22 34%	11 44%	20 29%	7 32%	59 43%	21 64% G
Very likely	444 17% E	208 31% A	8 13%	4 16%	4 6%	4 18%	24 18% E	9 27%
Somewhat likely	653 25%	215 32% A	14 22%	7 28%	16 24%	3 14%	35 26%	12 36%
BOTTOM 2 BOX (NET)	1139 44% B	205 30%	33 52%	12 48%	38 56% A	10 45%	62 45%	11 33%
Somewhat unlikely	494 19% B	102 15%	20 31% A	7 28%	14 21%	3 14%	31 23%	5 15%
Very unlikely	645 25% B	103 15%	13 20%	5 20%	24 35% A	7 32%	31 23%	6 18%
Not sure	350 14% B	48 7%	9 14%	2 8%	10 15%	5 23%	16 12%	1 3%
Decline to Answer	2 *	- -	- -	- -	- -	- -	- -	- -
Sigma	2588 100%	676 100%	64 100%	25 100%	68 100%	22 100%	137 100%	33 100%

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

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

7. .xyz

Base: Has Heard Of New gTLDs

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	443	64*	20**	68*	5**	137	15**
TOP 2 BOX (NET)	867 34% E	228 51% A	15 23%	9 45%	9 13%	1 20%	48 35% E	12 80%
Very likely	338 13% CE	96 22% A	2 3%	5 25%	1 1%	- -	21 15% CE	2 13%
Somewhat likely	529 20%	132 30% A	13 20%	4 20%	8 12%	1 20%	27 20%	10 67%
BOTTOM 2 BOX (NET)	1336 52% B	171 39%	37 58%	7 35%	47 69% AG	4 80%	71 52%	1 7%
Somewhat unlikely	560 22%	80 18%	14 22%	3 15%	14 21%	2 40%	34 25%	1 7%
Very unlikely	776 30% B	91 21%	23 36%	4 20%	33 49% AG	2 40%	37 27%	- -
Not sure	383 15% B	44 10%	12 19%	4 20%	12 18%	- -	18 13%	2 13%
Decline to Answer	2 *	- -	- -	- -	- -	- -	- -	- -
Sigma	2588 100%	443 100%	64 100%	20 100%	68 100%	5 100%	137 100%	15 100%

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

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

16. .top

Base: Has Heard Of New gTLDs

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	466	-**	11**	-**	11**	-**	22**
TOP 2 BOX (NET)	- -	297 64%	- -	3 27%	- -	6 55%	- -	10 45%
Very likely	- -	148 32%	- -	1 9%	- -	2 18%	- -	6 27%
Somewhat likely	- -	149 32%	- -	2 18%	- -	4 36%	- -	4 18%
BOTTOM 2 BOX (NET)	- -	133 29%	- -	4 36%	- -	4 36%	- -	10 45%
Somewhat unlikely	- -	77 17%	- -	4 36%	- -	3 27%	- -	4 18%
Very unlikely	- -	56 12%	- -	- -	- -	1 9%	- -	6 27%
Not sure	- -	36 8%	- -	4 36%	- -	1 9%	- -	2 9%
Sigma	- -	466 100%	- -	11 100%	- -	11 100%	- -	22 100%

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

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

17. .pics

Base: Has Heard Of New gTLDs

	2015 Total Registrants		Country					
			South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	485	-**	7**	-**	13**	-**	29**
TOP 2 BOX (NET)	- -	313 65%	- -	5 71%	- -	8 62%	- -	18 62%
Very likely	- -	134 28%	- -	3 43%	- -	1 8%	- -	7 24%
Somewhat likely	- -	179 37%	- -	2 29%	- -	7 54%	- -	11 38%
BOTTOM 2 BOX (NET)	- -	136 28%	- -	2 29%	- -	4 31%	- -	7 24%
Somewhat unlikely	- -	77 16%	- -	1 14%	- -	2 15%	- -	7 24%
Very unlikely	- -	59 12%	- -	1 14%	- -	2 15%	- -	- -
Not sure	- -	36 7%	- -	- -	- -	1 8%	- -	4 14%
Sigma	- -	485 100%	- -	7 100%	- -	13 100%	- -	29 100%

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

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

18. .online

Base: Has Heard Of New gTLDs

	2015 Total Registrants		Country						
					South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	
Unweighted Base	-**	1142	-**	54*	-**	43*	-**	84*	
TOP 2 BOX (NET)	- -	805 70% D	- -	30 56%	- -	29 67%	- -	58 69%	
Very likely	- -	418 37%	- -	18 33%	- -	12 28%	- -	42 50% BF	
Somewhat likely	- -	387 34% H	- -	12 22%	- -	17 40% H	- -	16 19%	
BOTTOM 2 BOX (NET)	- -	253 22%	- -	16 30%	- -	11 26%	- -	19 23%	
Somewhat unlikely	- -	138 12%	- -	7 13%	- -	3 7%	- -	9 11%	
Very unlikely	- -	115 10%	- -	9 17%	- -	8 19%	- -	10 12%	
Not sure	- -	84 7%	- -	8 15% B	- -	3 7%	- -	7 8%	
Sigma	- -	1142 100%	- -	54 100%	- -	43 100%	- -	84 100%	

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

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

19. .space

Base: Has Heard Of New gTLDs

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	700	-**	34*	-**	36*	-**	61*
TOP 2 BOX (NET)	- -	417 60% F	- -	15 44%	- -	8 22%	- -	37 61% F
Very likely	- -	190 27% F	- -	7 21% F	- -	1 3%	- -	18 30% F
Somewhat likely	- -	227 32%	- -	8 24%	- -	7 19%	- -	19 31%
BOTTOM 2 BOX (NET)	- -	215 31%	- -	13 38%	- -	19 53% BH	- -	16 26%
Somewhat unlikely	- -	106 15%	- -	8 24%	- -	8 22%	- -	6 10%
Very unlikely	- -	109 16%	- -	5 15%	- -	11 31% B	- -	10 16%
Not sure	- -	68 10%	- -	6 18%	- -	9 25% B	- -	8 13%
Sigma	- -	700 100%	- -	34 100%	- -	36 100%	- -	61 100%

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

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

20. .website

Base: Has Heard Of New gTLDs

	2015 Total Registrants		Country						
					South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	
Unweighted Base	-**	886	-**	51*	-**	43*	-**	88*	
TOP 2 BOX (NET)	- -	594 67%	- -	32 63%	- -	25 58%	- -	53 60%	
Very likely	- -	318 36%	- -	25 49% B	- -	13 30%	- -	30 34%	
Somewhat likely	- -	276 31% D	- -	7 14%	- -	12 28%	- -	23 26%	
BOTTOM 2 BOX (NET)	- -	216 24%	- -	12 24%	- -	16 37% B	- -	23 26%	
Somewhat unlikely	- -	109 12%	- -	7 14%	- -	4 9%	- -	10 11%	
Very unlikely	- -	107 12%	- -	5 10%	- -	12 28% BD	- -	13 15%	
Not sure	- -	76 9%	- -	7 14%	- -	2 5%	- -	12 14%	
Sigma	- -	886 100%	- -	51 100%	- -	43 100%	- -	88 100%	

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

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

21. .news

Base: Has Heard Of New gTLDs

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	1253	-**	45*	-**	33*	-**	66*
TOP 2 BOX (NET)	- -	717 57% D	- -	15 33%	- -	17 52%	- -	41 62% D
Very likely	- -	346 28%	- -	7 16%	- -	10 30%	- -	25 38% D
Somewhat likely	- -	371 30%	- -	8 18%	- -	7 21%	- -	16 24%
BOTTOM 2 BOX (NET)	- -	439 35%	- -	24 53% BH	- -	15 45% H	- -	16 24%
Somewhat unlikely	- -	217 17%	- -	13 29% BH	- -	4 12%	- -	7 11%
Very unlikely	- -	222 18%	- -	11 24%	- -	11 33% BH	- -	9 14%
Not sure	- -	97 8%	- -	6 13%	- -	1 3%	- -	9 14%
Sigma	- -	1253 100%	- -	45 100%	- -	33 100%	- -	66 100%

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

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

22. .site

Base: Has Heard Of New gTLDs

	2015 Total Registrants		Country					
			South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	862	-**	45*	-**	38*	-**	84*
TOP 2 BOX (NET)	- -	573 66%	- -	27 60%	- -	22 58%	- -	53 63%
Very likely	- -	280 32%	- -	17 38%	- -	11 29%	- -	33 39%
Somewhat likely	- -	293 34% H	- -	10 22%	- -	11 29%	- -	20 24%
BOTTOM 2 BOX (NET)	- -	222 26%	- -	13 29%	- -	11 29%	- -	24 29%
Somewhat unlikely	- -	128 15%	- -	8 18%	- -	3 8%	- -	16 19%
Very unlikely	- -	94 11%	- -	5 11%	- -	8 21% B	- -	8 10%
Not sure	- -	67 8%	- -	5 11%	- -	5 13%	- -	7 8%
Sigma	- -	862 100%	- -	45 100%	- -	38 100%	- -	84 100%

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

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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

Base: Has Heard Of New gTLDs

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	18**	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	- -	9 50%	- -	- -	- -	- -	- -	- -
Very likely	- -	3 17%	- -	- -	- -	- -	- -	- -
Somewhat likely	- -	6 33%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	- -	9 50%	- -	- -	- -	- -	- -	- -
Somewhat unlikely	- -	3 17%	- -	- -	- -	- -	- -	- -
Very unlikely	- -	6 33%	- -	- -	- -	- -	- -	- -
Not sure	- -	- -	- -	- -	- -	- -	- -	- -
Sigma	- -	18 100%	- -	- -	- -	- -	- -	- -

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

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

24. .guadalajara

Base: Has Heard Of New gTLDs

	2015 Total Registrants		Country						
			South America						
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	7**	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	- -	3 43%	- -	- -	- -	- -	- -	- -
Very likely	- -	3 43%	- -	- -	- -	- -	- -	- -
Somewhat likely	- -	- -	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	- -	3 43%	- -	- -	- -	- -	- -	- -
Somewhat unlikely	- -	1 14%	- -	- -	- -	- -	- -	- -
Very unlikely	- -	2 29%	- -	- -	- -	- -	- -	- -
Not sure	- -	1 14%	- -	- -	- -	- -	- -	- -
Sigma	- -	7 100%	- -	- -	- -	- -	- -	- -

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

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

25. .roma

Base: Has Heard Of New gTLDs

	2015 Total Registrants		Country						
					South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	8**	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	- -	4 50%	- -	- -	- -	- -	- -	- -
Very likely	- -	2 25%	- -	- -	- -	- -	- -	- -
Somewhat likely	- -	2 25%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	- -	4 50%	- -	- -	- -	- -	- -	- -
Somewhat unlikely	- -	1 13%	- -	- -	- -	- -	- -	- -
Very unlikely	- -	3 38%	- -	- -	- -	- -	- -	- -
Not sure	- -	- -	- -	- -	- -	- -	- -	- -
Sigma	- -	8 100%	- -	- -	- -	- -	- -	- -

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

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

26. .istanbul

Base: Has Heard Of New gTLDs

	2015 Total Registrants		Country						
			South America						
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	13**	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	- -	12 92%	- -	- -	- -	- -	- -	- -
Very likely	- -	7 54%	- -	- -	- -	- -	- -	- -
Somewhat likely	- -	5 38%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	- -	1 8%	- -	- -	- -	- -	- -	- -
Somewhat unlikely	- -	1 8%	- -	- -	- -	- -	- -	- -
Very unlikely	- -	- -	- -	- -	- -	- -	- -	- -
Not sure	- -	- -	- -	- -	- -	- -	- -	- -
Sigma	- -	13 100%	- -	- -	- -	- -	- -	- -

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

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

27. .madrid

Base: Has Heard Of New gTLDs

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	5**	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	- -	3 60%	- -	- -	- -	- -	- -	- -
Very likely	- -	- -	- -	- -	- -	- -	- -	- -
Somewhat likely	- -	3 60%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	- -	2 40%	- -	- -	- -	- -	- -	- -
Somewhat unlikely	- -	1 20%	- -	- -	- -	- -	- -	- -
Very unlikely	- -	1 20%	- -	- -	- -	- -	- -	- -
Not sure	- -	- -	- -	- -	- -	- -	- -	- -
Sigma	- -	5 100%	- -	- -	- -	- -	- -	- -

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

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

28. .warszawa

Base: Has Heard Of New gTLDs

	2015 Total Registrants		Country					
			South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	9**	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	- -	3 33%	- -	- -	- -	- -	- -	- -
Very likely	- -	- -	- -	- -	- -	- -	- -	- -
Somewhat likely	- -	3 33%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	- -	6 67%	- -	- -	- -	- -	- -	- -
Somewhat unlikely	- -	3 33%	- -	- -	- -	- -	- -	- -
Very unlikely	- -	3 33%	- -	- -	- -	- -	- -	- -
Not sure	- -	- -	- -	- -	- -	- -	- -	- -
Sigma	- -	9 100%	- -	- -	- -	- -	- -	- -

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

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

29. .paris

Base: Has Heard Of New gTLDs

	2015 Total Registrants		Country						
				South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	28**	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	- -	15 54%	- -	- -	- -	- -	- -	- -
Very likely	- -	7 25%	- -	- -	- -	- -	- -	- -
Somewhat likely	- -	8 29%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	- -	12 43%	- -	- -	- -	- -	- -	- -
Somewhat unlikely	- -	5 18%	- -	- -	- -	- -	- -	- -
Very unlikely	- -	7 25%	- -	- -	- -	- -	- -	- -
Not sure	- -	1 4%	- -	- -	- -	- -	- -	- -
Sigma	- -	28 100%	- -	- -	- -	- -	- -	- -

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

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

30. Foshan

Base: Has Heard Of New gTLDs

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	82*	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	- -	53 65%	- -	- -	- -	- -	- -	- -
Very likely	- -	32 39%	- -	- -	- -	- -	- -	- -
Somewhat likely	- -	21 26%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	- -	25 30%	- -	- -	- -	- -	- -	- -
Somewhat unlikely	- -	16 20%	- -	- -	- -	- -	- -	- -
Very unlikely	- -	9 11%	- -	- -	- -	- -	- -	- -
Not sure	- -	4 5%	- -	- -	- -	- -	- -	- -
Sigma	- -	82 100%	- -	- -	- -	- -	- -	- -

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

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

31. .hanoi

Base: Has Heard Of New gTLDs

	2015 Total Registrants		Country						
				South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	9**	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	- -	6 67%	- -	- -	- -	- -	- -	- -
Very likely	- -	2 22%	- -	- -	- -	- -	- -	- -
Somewhat likely	- -	4 44%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	- -	3 33%	- -	- -	- -	- -	- -	- -
Somewhat unlikely	- -	2 22%	- -	- -	- -	- -	- -	- -
Very unlikely	- -	1 11%	- -	- -	- -	- -	- -	- -
Not sure	- -	- -	- -	- -	- -	- -	- -	- -
Sigma	- -	9 100%	- -	- -	- -	- -	- -	- -

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

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

32. .manilla

Base: Has Heard Of New gTLDs

	2015 Total Registrants		Country						
			South America						
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	16**	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	- -	12 75%	- -	- -	- -	- -	- -	- -
Very likely	- -	6 38%	- -	- -	- -	- -	- -	- -
Somewhat likely	- -	6 38%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	- -	4 25%	- -	- -	- -	- -	- -	- -
Somewhat unlikely	- -	3 19%	- -	- -	- -	- -	- -	- -
Very unlikely	- -	1 6%	- -	- -	- -	- -	- -	- -
Not sure	- -	- -	- -	- -	- -	- -	- -	- -
Sigma	- -	16 100%	- -	- -	- -	- -	- -	- -

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

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

33. .tokyo

Base: Has Heard Of New gTLDs

	2015 Total Registrants		Country						
					South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	70*	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	- -	31 44%	- -	- -	- -	- -	- -	- -
Very likely	- -	9 13%	- -	- -	- -	- -	- -	- -
Somewhat likely	- -	22 31%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	- -	35 50%	- -	- -	- -	- -	- -	- -
Somewhat unlikely	- -	16 23%	- -	- -	- -	- -	- -	- -
Very unlikely	- -	19 27%	- -	- -	- -	- -	- -	- -
Not sure	- -	4 6%	- -	- -	- -	- -	- -	- -
Sigma	- -	70 100%	- -	- -	- -	- -	- -	- -

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

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

34. .seoul

Base: Has Heard Of New gTLDs

		Country						
	2015 Total Registrants			South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	28**	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	- -	15 54%	- -	- -	- -	- -	- -	- -
Very likely	- -	6 21%	- -	- -	- -	- -	- -	- -
Somewhat likely	- -	9 32%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	- -	11 39%	- -	- -	- -	- -	- -	- -
Somewhat unlikely	- -	6 21%	- -	- -	- -	- -	- -	- -
Very unlikely	- -	5 18%	- -	- -	- -	- -	- -	- -
Not sure	- -	2 7%	- -	- -	- -	- -	- -	- -
Sigma	- -	28 100%	- -	- -	- -	- -	- -	- -

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

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

35. .MOCKBa

Base: Has Heard Of New gTLDs

	2015 Total Registrants		Country						
				South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	18**	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	- -	12 67%	- -	- -	- -	- -	- -	- -
Very likely	- -	8 44%	- -	- -	- -	- -	- -	- -
Somewhat likely	- -	4 22%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	- -	6 33%	- -	- -	- -	- -	- -	- -
Somewhat unlikely	- -	2 11%	- -	- -	- -	- -	- -	- -
Very unlikely	- -	4 22%	- -	- -	- -	- -	- -	- -
Not sure	- -	- -	- -	- -	- -	- -	- -	- -
Sigma	- -	18 100%	- -	- -	- -	- -	- -	- -

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

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

36. .delhi

Base: Has Heard Of New gTLDs

	2015 Total Registrants		Country						
			South America						
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	59*	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	- -	44 75%	- -	- -	- -	- -	- -	- -
Very likely	- -	25 42%	- -	- -	- -	- -	- -	- -
Somewhat likely	- -	19 32%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	- -	13 22%	- -	- -	- -	- -	- -	- -
Somewhat unlikely	- -	5 8%	- -	- -	- -	- -	- -	- -
Very unlikely	- -	8 14%	- -	- -	- -	- -	- -	- -
Not sure	- -	2 3%	- -	- -	- -	- -	- -	- -
Sigma	- -	59 100%	- -	- -	- -	- -	- -	- -

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

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

37. .jakarta

Base: Has Heard Of New gTLDs

	2015 Total Registrants		Country					
			South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	19**	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	- -	12 63%	- -	- -	- -	- -	- -	- -
Very likely	- -	6 32%	- -	- -	- -	- -	- -	- -
Somewhat likely	- -	6 32%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	- -	6 32%	- -	- -	- -	- -	- -	- -
Somewhat unlikely	- -	5 26%	- -	- -	- -	- -	- -	- -
Very unlikely	- -	1 5%	- -	- -	- -	- -	- -	- -
Not sure	- -	1 5%	- -	- -	- -	- -	- -	- -
Sigma	- -	19 100%	- -	- -	- -	- -	- -	- -

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

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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

Base: Has Heard Of New gTLDs

	2015 Total Registrants		Country						
				South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	17**	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	-	9 53%	-	-	-	-	-	-
Very likely	-	5 29%	-	-	-	-	-	-
Somewhat likely	-	4 24%	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	7 41%	-	-	-	-	-	-
Somewhat unlikely	-	2 12%	-	-	-	-	-	-
Very unlikely	-	5 29%	-	-	-	-	-	-
Not sure	-	1 6%	-	-	-	-	-	-
Sigma	-	17 100%	-	-	-	-	-	-

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

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

39. .capetown

Base: Has Heard Of New gTLDs

	2015 Total Registrants		Country						
			South America						
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	20**	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	- -	10 50%	- -	- -	- -	- -	- -	- -
Very likely	- -	4 20%	- -	- -	- -	- -	- -	- -
Somewhat likely	- -	6 30%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	- -	8 40%	- -	- -	- -	- -	- -	- -
Somewhat unlikely	- -	3 15%	- -	- -	- -	- -	- -	- -
Very unlikely	- -	5 25%	- -	- -	- -	- -	- -	- -
Not sure	- -	2 10%	- -	- -	- -	- -	- -	- -
Sigma	- -	20 100%	- -	- -	- -	- -	- -	- -

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

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

40. .cairo

Base: Has Heard Of New gTLDs

	2015 Total Registrants		Country						
					South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	26**	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	- -	20 77%	- -	- -	- -	- -	- -	- -
Very likely	- -	6 23%	- -	- -	- -	- -	- -	- -
Somewhat likely	- -	14 54%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	- -	5 19%	- -	- -	- -	- -	- -	- -
Somewhat unlikely	- -	2 8%	- -	- -	- -	- -	- -	- -
Very unlikely	- -	3 12%	- -	- -	- -	- -	- -	- -
Not sure	- -	1 4%	- -	- -	- -	- -	- -	- -
Sigma	- -	26 100%	- -	- -	- -	- -	- -	- -

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

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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

Base: Has Heard Of New gTLDs

	2015 Total Registrants		Country					
			South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
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/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - A/C/E/G - B/D/F/H
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

42. .cordoba

Base: Has Heard Of New gTLDs

	2015 Total Registrants		Country					
			South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
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/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - A/C/E/G - B/D/F/H
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

43. .rio

Base: Has Heard Of New gTLDs

	2015 Total Registrants		Country						
				South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
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/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - A/C/E/G - B/D/F/H
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

8. .berlin

Base: Has Heard Of New gTLDs

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	108	32*	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	29 27%	8 25%	- -	- -	- -	- -	- -	- -
Very likely	15 14%	5 16%	- -	- -	- -	- -	- -	- -
Somewhat likely	14 13%	3 9%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	67 62%	21 66%	- -	- -	- -	- -	- -	- -
Somewhat unlikely	20 19%	6 19%	- -	- -	- -	- -	- -	- -
Very unlikely	47 44%	15 47%	- -	- -	- -	- -	- -	- -
Not sure	12 11%	3 9%	- -	- -	- -	- -	- -	- -
Sigma	108 100%	32 100%	- -	- -	- -	- -	- -	- -

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

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

9. .ovh

Base: Has Heard Of New gTLDs

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	108	6**	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	19 18%	3 50%	- -	- -	- -	- -	- -	- -
Very likely	11 10%	3 50%	- -	- -	- -	- -	- -	- -
Somewhat likely	8 7%	-	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	75 69%	3 50%	- -	- -	- -	- -	- -	- -
Somewhat unlikely	21 19%	1 17%	- -	- -	- -	- -	- -	- -
Very unlikely	54 50%	2 33%	- -	- -	- -	- -	- -	- -
Not sure	14 13%	-	- -	- -	- -	- -	- -	- -
Sigma	108 100%	6 100%	- -	- -	- -	- -	- -	- -

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

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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

Base: Has Heard Of New gTLDs

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	419	20**	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	100 24%	3 15%	- -	- -	- -	- -	- -	- -
Very likely	39 9%	1 5%	- -	- -	- -	- -	- -	- -
Somewhat likely	61 15%	2 10%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	244 58%	14 70%	- -	- -	- -	- -	- -	- -
Somewhat unlikely	90 21%	4 20%	- -	- -	- -	- -	- -	- -
Very unlikely	154 37%	10 50%	- -	- -	- -	- -	- -	- -
Not sure	74 18%	3 15%	- -	- -	- -	- -	- -	- -
Decline to Answer	1 *	- -	- -	- -	- -	- -	- -	- -
Sigma	419 100%	20 100%	- -	- -	- -	- -	- -	- -

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

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

11. .nyc

Base: Has Heard Of New gTLDs

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	64*	23**	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	11 17%	8 35%	- -	- -	- -	- -	- -	- -
Very likely	8 13%	2 9%	- -	- -	- -	- -	- -	- -
Somewhat likely	3 5%	6 26%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	50 78%	15 65%	- -	- -	- -	- -	- -	- -
Somewhat unlikely	6 9%	5 22%	- -	- -	- -	- -	- -	- -
Very unlikely	44 69%	10 43%	- -	- -	- -	- -	- -	- -
Not sure	3 5%	-	- -	- -	- -	- -	- -	- -
Sigma	64 100%	23 100%	- -	- -	- -	- -	- -	- -

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

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

12. .wang

Base: Has Heard Of New gTLDs

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	548	110	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	313 57%	82 75% A	- -	- -	- -	- -	- -	- -
Very likely	138 25%	38 35% A	- -	- -	- -	- -	- -	- -
Somewhat likely	175 32%	44 40%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	176 32% B	23 21%	- -	- -	- -	- -	- -	- -
Somewhat unlikely	111 20%	18 16%	- -	- -	- -	- -	- -	- -
Very unlikely	65 12% B	5 5%	- -	- -	- -	- -	- -	- -
Not sure	59 11% B	5 5%	-	-	-	-	-	-
Sigma	548 100%	110 100%	- -	- -	- -	- -	- -	- -

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

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Q820_13. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs?

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

Base: Has Heard Of New gTLDs

	2015 Total Registrants		Country						
				South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	
Unweighted Base	548	37*	-**	-**	-**	-**	-**	-**	
TOP 2 BOX (NET)	326 59%	30 81% A	- -	- -	- -	- -	- -	- -	
Very likely	153 28%	13 35%	- -	- -	- -	- -	- -	- -	
Somewhat likely	173 32%	17 46%	- -	- -	- -	- -	- -	- -	
BOTTOM 2 BOX (NET)	176 32%	5 14%	- -	- -	- -	- -	- -	- -	
		B							
Somewhat unlikely	112 20%	3 8%	- -	- -	- -	- -	- -	- -	
Very unlikely	64 12%	2 5%	- -	- -	- -	- -	- -	- -	
Not sure	46 8%	2 5%	- -	- -	- -	- -	- -	- -	
Sigma	548 100%	37 100%	- -	- -	- -	- -	- -	- -	

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

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Q820_14. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs?

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

Base: Has Heard Of New gTLDs

			Country					
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	548	47*	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	330 60%	40 85% A	- -	- -	- -	- -	- -	- -
Very likely	138 25%	18 38%	- -	- -	- -	- -	- -	- -
Somewhat likely	192 35%	22 47%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	168 31% B	7 15%	- -	- -	- -	- -	- -	- -
Somewhat unlikely	96 18% B	3 6%	- -	- -	- -	- -	- -	- -
Very unlikely	72 13%	4 9%	- -	- -	- -	- -	- -	- -
Not sure	50 9% B	-	- -	- -	- -	- -	- -	- -
Sigma	548 100%	47 100%	- -	- -	- -	- -	- -	- -

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

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

Base: All Qualified Respondents

			Country					
					South America			
	2015 Total Registrants Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
One that seems most relevant to my needs	- -	1094 33% AH	- -	41 33% C	- -	35 34% E	- -	47 25% G
Reasonable price	804 31% B	774 23%	15 23%	26 21%	19 28%	20 19%	42 31%	43 23%
Has a well-known extension	1246 48% B	722 22%	39 61% DA	30 24%	33 49% F	22 21%	72 53% H	40 22%
One that is close to the one I wanted and is available to register	- -	514 15% A	- -	21 17% C	- -	21 20% E	- -	40 22% GB
Has a new extension	296 11% B	227 7%	7 11%	6 5%	4 6%	5 5%	15 11%	15 8%
All of my other preferred gTLDs are unavailable	202 8% B	-	2 3% D	-	11 16% FACG	-	6 4% H	-
Other	22 1%	18 1%	1 2%	1 1%	-	1 1%	2 1%	1 1%
Not Sure	17 1% B	- -	- -	- -	1 1%	- -	- -	- -
Decline to Answer	1 *	- -	- -	- -	- -	- -	- -	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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Table 185

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

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
.email	1751 68%	2270 68%	50 78% E	87 70%	40 59%	62 60%	97 71%	139 75% BF
.photography	1516 59% BE	1857 55% DF	35 55%	54 43%	26 38%	39 38%	85 62% E	96 52% F
.link	1617 62%	2024 60%	43 67%	77 62%	39 57%	65 63%	92 67%	110 59%
.guru	1261 49% BE	1433 43% F	31 48%	59 47% F	16 24%	22 21%	74 54% E	83 45% F
.realtor	1215 47% CE	1560 47% DF	19 30%	28 22% F	14 21%	11 11%	68 50% CE	88 47% DF
.club	1411 55%	1752 52% DF	28 44%	49 39%	32 47% F	31 30%	79 58%	98 53% DF
.xyz	1079 42% BCE	1284 38% DF	14 22%	29 23% F	13 19%	12 12%	66 48% CE	80 43% DF
.top	- -	1578 47% DF	-	38 30%	-	26 25%	-	87 47% DF
.pics	- -	1649 49% DF	-	38 30%	-	29 28%	-	88 47% DF
.online	- -	2175 65%	-	82 66%	-	66 63%	-	122 66%
.space	- -	1743 52% F	-	59 47%	-	38 37%	-	104 56% F
.website	- -	2059 61%	-	85 68%	-	65 63%	-	131 70% B
.news	- -	2403 72% F	-	89 71% F	-	55 53%	-	125 67% F
.site	- -	1971 59%	-	68 54%	-	56 54%	-	123 66% BDF

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

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Table 185

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

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
.toronto	-	67	-	-	-	-	-	-
	-	64%	-	-	-	-	-	-
.guadalajara	-	45	-	-	-	-	-	-
	-	45%	-	-	-	-	-	-
.roma	-	29	-	-	-	-	-	-
	-	58%	-	-	-	-	-	-
.istanbul	-	38	-	-	-	-	-	-
	-	76%	-	-	-	-	-	-
.madrid	-	33	-	-	-	-	-	-
	-	66%	-	-	-	-	-	-
.warszawa	-	33	-	-	-	-	-	-
	-	62%	-	-	-	-	-	-
.paris	-	54	-	-	-	-	-	-
	-	51%	-	-	-	-	-	-
Foshan	-	351	-	-	-	-	-	-
	-	64%	-	-	-	-	-	-
.hanoi	-	27	-	-	-	-	-	-
	-	52%	-	-	-	-	-	-
.manilla	-	57	-	-	-	-	-	-
	-	56%	-	-	-	-	-	-
.tokyo	-	111	-	-	-	-	-	-
	-	63%	-	-	-	-	-	-
.seoul	-	63	-	-	-	-	-	-
	-	62%	-	-	-	-	-	-
.MOCKBa	-	77	-	-	-	-	-	-
	-	60%	-	-	-	-	-	-
.delhi	-	194	-	-	-	-	-	-
	-	59%	-	-	-	-	-	-

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

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Table 185

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

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

					Country			
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
.jakarta	- -	79 79%	- -	- -	- -	- -	- -	- -
.abuja	- -	106 53%	- -	- -	- -	- -	- -	- -
.capetown	- -	77 76%	- -	- -	- -	- -	- -	- -
.cairo	- -	61 61%	- -	- -	- -	- -	- -	- -
.bogota	- -	71 57%	- -	71 57%	- -	- -	- -	- -
.cordoba	- -	28 27%	- -	- -	- -	28 27%	- -	- -
.rio	- -	89 48%	- -	- -	- -	- -	- -	89 48%
.berlin	70 65%	75 60%	- -	- -	- -	- -	- -	- -
.ovh	29 27%	31 25%	- -	- -	- -	- -	- -	- -
.london	213 51%	67 67% A	- -	- -	- -	- -	- -	- -
.nyc	38 59%	118 46%	- -	- -	- -	- -	- -	- -
.wang	356 65%	333 60%	- -	- -	- -	- -	- -	- -
.xn-ses554g (Chinese for network address)	378 69% B	295 54%	- -	- -	- -	- -	- -	- -
.xn-55qx5d (Chinese for company)	369 67% B	312 57%	- -	- -	- -	- -	- -	- -

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

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Table 185

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

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

					Country			
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOTAL TRUSTWORTHY (NET)	2112 82%	3016 90% A	56 88% E	119 95% BH	50 74%	95 91% E	110 80%	161 87%
TOTAL TRUSTWORTHY CONSISTENT (NET)	2112 82%	2872 86% A	56 88% E	112 90%	50 74%	91 88% E	110 80%	156 84%
TOTAL TRUSTWORTHY ADDED (NET)	- -	2940 88% A	- -	117 94% CBH	- -	93 89% E	- -	160 86% G
TRUSTWORTHY GLOBAL (NET)	2090 81%	2993 89% A	56 88% E	119 95% BH	50 74%	95 91% E	110 80%	161 87%
TRUSTWORTHY GLOBAL CONSISTENT (NET)	2090 81%	2853 85% A	56 88% E	112 90%	50 74%	91 88% E	110 80%	156 84%
TRUSTWORTHY GLOBAL ADDED (NET)	- -	2901 87% A	- -	117 94% CBH	- -	92 88% E	- -	160 86% G
TRUSTWORTHY GEO-SPECIFIC (NET)	702 27% CEG	2042 61% AFH	- -	71 57% CF	- -	28 27% E	- -	89 48% GF
TRUSTWORTHY GEO-SPECIFIC CONSISTENT (NET)	702 27% BCEG	663 20% DFH	- -	- -	- -	- -	- -	- -
TRUSTWORTHY GEO-SPECIFIC ADDED (NET)	- -	1690 50% AF	- -	71 57% CF	- -	28 27% E	- -	89 48% GF

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

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

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
.email	778 30%	1079 32% H	14 22%	38 30%	26 38% C	42 40% H	39 28%	47 25%
.photography	1000 39%	1492 45% A	29 45%	71 57% B	40 59% AG	65 63% BH	50 36%	90 48% G
.link	910 35%	1325 40% A	21 33%	48 38%	27 40%	39 38%	44 32%	76 41%
.guru	1252 48%	1916 57% A	33 52%	66 53%	50 74% ACG	82 79% BDH	62 45%	103 55%
.realtor	1298 50%	1789 53% A	45 70% AG	97 78% BH	52 76% AG	93 89% EBDH	68 50%	98 53%
.club	1105 43%	1597 48% A	36 56% A	76 61% BH	34 50%	73 70% EBH	57 42%	88 47%
.xyz	1437 56%	2065 62% A	50 78% AG	96 77% BH	53 78% AG	92 88% BDH	70 51%	106 57%
.top	- -	1771 53%	- -	87 70% BH	- -	78 75% BH	- -	99 53%
.pics	- -	1700 51%	- -	87 70% BH	- -	75 72% BH	- -	98 53%
.online	- -	1174 35%	- -	43 34%	- -	38 37%	- -	64 34%
.space	- -	1606 48%	- -	66 53%	- -	66 63% BH	- -	82 44%
.website	- -	1290 39% H	- -	40 32%	- -	39 38%	- -	55 30%
.news	- -	946 28%	- -	36 29%	- -	49 47% BDH	- -	61 33%
.site	- -	1378 41% H	- -	57 46% H	- -	48 46% H	- -	63 34%

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

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Table 186

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

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
.toronto	-	38	-	-	-	-	-	-
	-	36%	-	-	-	-	-	-
.guadalajara	-	55	-	-	-	-	-	-
	-	55%	-	-	-	-	-	-
.roma	-	21	-	-	-	-	-	-
	-	42%	-	-	-	-	-	-
.istanbul	-	12	-	-	-	-	-	-
	-	24%	-	-	-	-	-	-
.madrid	-	17	-	-	-	-	-	-
	-	34%	-	-	-	-	-	-
.warszawa	-	20	-	-	-	-	-	-
	-	38%	-	-	-	-	-	-
.paris	-	52	-	-	-	-	-	-
	-	49%	-	-	-	-	-	-
Foshan	-	200	-	-	-	-	-	-
	-	36%	-	-	-	-	-	-
.hanoi	-	25	-	-	-	-	-	-
	-	48%	-	-	-	-	-	-
.manilla	-	44	-	-	-	-	-	-
	-	44%	-	-	-	-	-	-
.tokyo	-	65	-	-	-	-	-	-
	-	37%	-	-	-	-	-	-
.seoul	-	38	-	-	-	-	-	-
	-	38%	-	-	-	-	-	-
.MOCKBa	-	51	-	-	-	-	-	-
	-	40%	-	-	-	-	-	-
.delhi	-	136	-	-	-	-	-	-
	-	41%	-	-	-	-	-	-

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

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Table 186

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

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
.jakarta	- -	21 21%	- -	- -	- -	- -	- -	- -
.abuja	- -	94 47%	- -	- -	- -	- -	- -	- -
.capetown	- -	24 24%	- -	- -	- -	- -	- -	- -
.cairo	- -	39 39%	- -	- -	- -	- -	- -	- -
.bogota	- -	54 43%	- -	54 43%	- -	- -	- -	- -
.cordoba	- -	76 73%	- -	- -	- -	76 73%	- -	- -
.rio	- -	97 52%	- -	- -	- -	- -	- -	97 52%
.berlin	38 35%	50 40%	- -	- -	- -	- -	- -	- -
.ovh	78 72%	94 75%	- -	- -	- -	- -	- -	- -
.london	193 46% B	33 33%	- -	- -	- -	- -	- -	- -
.nyc	20 31%	137 54% A	- -	- -	- -	- -	- -	- -
.wang	182 33%	218 40% A	- -	- -	- -	- -	- -	- -
.xn-ses554g (Chinese for network address)	162 30%	256 46% A	- -	- -	- -	- -	- -	- -
.xn-55qx5d (Chinese for company)	172 31%	239 43% A	- -	- -	- -	- -	- -	- -

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

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

1. .email

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	1751 68%	2270 68%	50 78% E	87 70%	40 59%	62 60%	97 71%	139 75% BF
Very trustworthy	603 23%	727 22%	23 36% AE	33 26%	10 15%	18 17%	47 34% AE	60 32% BF
Somewhat trustworthy	1148 44%	1543 46%	27 42%	54 43%	30 44%	44 42%	50 36%	79 42%
BOTTOM 2 BOX (NET)	778 30%	1079 32% H	14 22%	38 30%	26 38% C	42 40% H	39 28%	47 25%
Not very trustworthy	577 22%	771 23%	11 17%	26 21%	17 25%	28 27%	22 16%	34 18%
Not at all trustworthy	201 8%	308 9%	3 5%	12 10%	9 13%	14 13%	17 12% A	13 7%
Not sure	58 2% B	- -	- -	- -	2 3%	- -	1 1%	- -
Decline to Answer	1 *	- -	- -	- -	- -	- -	- -	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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

2. .photography

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	1516 59% BE	1857 55% DF	35 55%	54 43%	26 38%	39 38%	85 62% E	96 52% F
Very trustworthy	368 14% BE	379 11%	5 8%	8 6%	2 3%	10 10%	24 18% E	30 16% BD
Somewhat trustworthy	1148 44%	1478 44% FH	30 47%	46 37%	24 35%	29 28%	61 45%	66 35%
BOTTOM 2 BOX (NET)	1000 39%	1492 45% A	29 45%	71 57% B	40 59% AG	65 63% BH	50 36%	90 48% G
Not very trustworthy	741 29%	1107 33% A	21 33%	50 40%	22 32%	46 44% B	35 26%	63 34%
Not at all trustworthy	259 10%	385 11%	8 13%	21 17%	18 26% ACG	19 18% B	15 11%	27 15%
Not sure	71 3% B	- -	- -	- -	2 3%	- -	2 1%	- -
Decline to Answer	1 *	- -	- -	- -	- -	- -	- -	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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

3. .link

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	1617 62%	2024 60%	43 67%	77 62%	39 57%	65 63%	92 67%	110 59%
Very trustworthy	449 17% E	528 16%	15 23% E	25 20%	5 7%	14 13%	36 26% AE	45 24% BF
Somewhat trustworthy	1168 45%	1496 45% H	28 44%	52 42%	34 50%	51 49% H	56 41%	65 35%
BOTTOM 2 BOX (NET)	910 35%	1325 40% A	21 33%	48 38%	27 40%	39 38%	44 32%	76 41%
Not very trustworthy	673 26%	927 28%	13 20%	30 24%	21 31%	28 27%	26 19%	54 29% G
Not at all trustworthy	237 9%	398 12% A	8 13%	18 14%	6 9%	11 11%	18 13%	22 12%
Not sure	60 2% B	- -	- -	- -	2 3%	- -	1 1%	- -
Decline to Answer	1 *	- -	- -	- -	- -	- -	- -	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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

4. .guru

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	1261 49% BE	1433 43% F	31 48% E	59 47% F	16 24%	22 21%	74 54% E	83 45% F
Very trustworthy	314 12% BE	310 9%	7 11%	15 12% F	3 4%	4 4%	19 14% E	23 12% F
Somewhat trustworthy	947 37% BE	1123 34% F	24 38% E	44 35% F	13 19%	18 17%	55 40% E	60 32% F
BOTTOM 2 BOX (NET)	1252 48%	1916 57% A	33 52%	66 53%	50 74% ACG	82 79% BDH	62 45%	103 55%
Not very trustworthy	866 33%	1251 37% A	23 36%	45 36%	24 35%	40 38%	40 29%	60 32%
Not at all trustworthy	386 15%	665 20% A	10 16%	21 17%	26 38% ACG	42 40% BDH	22 16%	43 23%
Not sure	74 3% B	- -	- -	- -	2 3%	- -	1 1%	- -
Decline to Answer	1 *	- -	- -	- -	- -	- -	- -	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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

5. .realtor

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	1215 47% CE	1560 47% DF	19 30%	28 22% F	14 21%	11 11%	68 50% CE	88 47% DF
Very trustworthy	300 12% BE	322 10% DF	5 8%	4 3%	1 1%	3 3%	21 15% E	22 12% DF
Somewhat trustworthy	915 35% CE	1238 37% DF	14 22%	24 19% F	13 19% F	8 8%	47 34% E	66 35% DF
BOTTOM 2 BOX (NET)	1298 50%	1789 53% A	45 70% AG	97 78% BH	52 76% AG	93 89% EBDH	68 50%	98 53%
Not very trustworthy	895 35%	1252 37% A	30 47% AEG	69 55% BH	18 26%	54 52% EBH	41 30%	58 31%
Not at all trustworthy	403 16%	537 16%	15 23%	28 22% B	34 50% ACG	39 38% BDH	27 20%	40 22% B
Not sure	74 3% B	- -	- -	- -	2 3%	- -	1 1%	- -
Decline to Answer	1 *	- -	- -	- -	- -	- -	- -	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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

6. .club

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	1411 55%	1752 52% DF	28 44%	49 39%	32 47% F	31 30%	79 58%	98 53% DF
Very trustworthy	363 14% BE	399 12%	5 8%	12 10%	2 3%	9 9%	23 17% E	36 19% BDF
Somewhat trustworthy	1048 40%	1353 40% DFH	23 36%	37 30%	30 44% F	22 21%	56 41%	62 33% F
BOTTOM 2 BOX (NET)	1105 43%	1597 48% A	36 56%	76 61% A	34 50%	73 70% EBH	57 42%	88 47%
Not very trustworthy	812 31%	1133 34% A	25 39%	54 43% B	20 29%	47 45% EBH	38 28%	60 32%
Not at all trustworthy	293 11%	464 14% A	11 17%	22 18%	14 21% A	26 25% BH	19 14%	28 15%
Not sure	71 3% B	- -	- -	- -	2 3%	- -	1 1%	- -
Decline to Answer	1 *	- -	- -	- -	- -	- -	- -	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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

7. .xyz

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	1079 42% BCE	1284 38% DF	14 22%	29 23% F	13 19%	12 12%	66 48% CE	80 43% DF
Very trustworthy	263 10% E	296 9%	3 5%	8 6%	1 1%	4 4%	17 12% E	18 10%
Somewhat trustworthy	816 32% CE	988 30% DF	11 17%	21 17% F	12 18% F	8 8%	49 36% CE	62 33% DF
BOTTOM 2 BOX (NET)	1437 56%	2065 62% A	50 78% AG	96 77% BH	53 78% AG	92 88% BDH	70 51%	106 57%
Not very trustworthy	936 36%	1183 35%	32 50% AG	51 41%	23 34%	53 51% EBH	45 33%	62 33%
Not at all trustworthy	501 19%	882 26% A	18 28%	45 36% BH	30 44% AG	39 38% BH	25 18%	44 24%
Not sure	71 3% B	- -	- -	- -	2 3%	- -	1 1%	- -
Decline to Answer	1 *	- -	- -	- -	- -	- -	- -	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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

16. .top

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	3349	-**	125	-**	104	-**	186
TOP 2 BOX (NET)	- -	1578 47% DF	- -	38 30%	- -	26 25%	- -	87 47% DF
Very trustworthy	- -	355 11% D	- -	6 5%	- -	6 6%	- -	25 13% DF
Somewhat trustworthy	- -	1223 37% DF	- -	32 26%	- -	20 19%	- -	62 33% F
BOTTOM 2 BOX (NET)	- -	1771 53%	- -	87 70% BH	- -	78 75% BH	- -	99 53%
Not very trustworthy	- -	1196 36%	- -	62 50% BH	- -	49 47% BH	- -	65 35%
Not at all trustworthy	- -	575 17%	- -	25 20%	- -	29 28% B	- -	34 18%
Not sure	- -	- -	- -	- -	- -	- -	- -	- -
Sigma	- -	3349 100%	- -	125 100%	- -	104 100%	- -	186 100%

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

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

17. .pics

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	3349	-**	125	-**	104	-**	186
TOP 2 BOX (NET)	- -	1649 49% DF	- -	38 30%	- -	29 28%	- -	88 47% DF
Very trustworthy	- -	333 10% D	- -	4 3%	- -	5 5%	- -	25 13% DF
Somewhat trustworthy	- -	1316 39% DF	- -	34 27%	- -	24 23%	- -	63 34%
BOTTOM 2 BOX (NET)	- -	1700 51%	- -	87 70% BH	- -	75 72% BH	- -	98 53%
Not very trustworthy	- -	1200 36%	- -	52 42%	- -	52 50% BH	- -	66 35%
Not at all trustworthy	- -	500 15%	- -	35 28% BH	- -	23 22% B	- -	32 17%
Not sure	- -	- -	- -	- -	- -	- -	- -	- -
Sigma	- -	3349 100%	- -	125 100%	- -	104 100%	- -	186 100%

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

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

18. .online

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	3349	-**	125	-**	104	-**	186
TOP 2 BOX (NET)	- -	2175 65%	- -	82 66%	- -	66 63%	- -	122 66%
Very trustworthy	- -	625 19%	- -	30 24%	- -	21 20%	- -	45 24% B
Somewhat trustworthy	- -	1550 46%	- -	52 42%	- -	45 43%	- -	77 41%
BOTTOM 2 BOX (NET)	- -	1174 35%	- -	43 34%	- -	38 37%	- -	64 34%
Not very trustworthy	- -	832 25%	- -	32 26%	- -	27 26%	- -	43 23%
Not at all trustworthy	- -	342 10%	- -	11 9%	- -	11 11%	- -	21 11%
Not sure	- -	- -	- -	- -	- -	- -	- -	- -
Sigma	- -	3349 100%	- -	125 100%	- -	104 100%	- -	186 100%

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

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

19. .space

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	3349	-**	125	-**	104	-**	186
TOP 2 BOX (NET)	- -	1743 52% F	- -	59 47%	- -	38 37%	- -	104 56% F
Very trustworthy	- -	377 11%	- -	15 12%	- -	8 8%	- -	38 20% BF
Somewhat trustworthy	- -	1366 41% F	- -	44 35%	- -	30 29%	- -	66 35%
BOTTOM 2 BOX (NET)	- -	1606 48%	- -	66 53%	- -	66 63% BH	- -	82 44%
Not very trustworthy	- -	1143 34%	- -	45 36%	- -	45 43% BH	- -	57 31%
Not at all trustworthy	- -	463 14%	- -	21 17%	- -	21 20%	- -	25 13%
Not sure	- -	- -	- -	- -	- -	- -	- -	- -
Sigma	- -	3349 100%	- -	125 100%	- -	104 100%	- -	186 100%

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

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

20. .website

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	3349	-**	125	-**	104	-**	186
TOP 2 BOX (NET)	- -	2059 61%	- -	85 68%	- -	65 63%	- -	131 70% B
Very trustworthy	- -	572 17%	- -	30 24% B	- -	18 17%	- -	52 28% BF
Somewhat trustworthy	- -	1487 44%	- -	55 44%	- -	47 45%	- -	79 42%
BOTTOM 2 BOX (NET)	- -	1290 39% H	- -	40 32%	- -	39 38%	- -	55 30%
Not very trustworthy	- -	903 27% H	- -	26 21%	- -	27 26%	- -	37 20%
Not at all trustworthy	- -	387 12%	- -	14 11%	- -	12 12%	- -	18 10%
Not sure	- -	- -	- -	- -	- -	- -	- -	- -
Sigma	- -	3349 100%	- -	125 100%	- -	104 100%	- -	186 100%

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

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

21. .news

Base: All Qualified Respondents

	2015 Total Registrants		Country						
				South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	
Unweighted Base	-**	3349	-**	125	-**	104	-**	186	
TOP 2 BOX (NET)	- -	2403 72% F	- -	89 71% F	- -	55 53%	- -	125 67% F	
Very trustworthy	- -	753 22%	- -	29 23%	- -	16 15%	- -	41 22%	
Somewhat trustworthy	- -	1650 49% F	- -	60 48%	- -	39 38%	- -	84 45%	
BOTTOM 2 BOX (NET)	- -	946 28%	- -	36 29%	- -	49 47% BDH	- -	61 33%	
Not very trustworthy	- -	696 21%	- -	27 22%	- -	32 31% BH	- -	37 20%	
Not at all trustworthy	- -	250 7%	- -	9 7%	- -	17 16% BD	- -	24 13% B	
Not sure	- -	- -	- -	- -	- -	- -	- -	- -	
Sigma	- -	3349 100%	- -	125 100%	- -	104 100%	- -	186 100%	

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

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

22. .site

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	3349	-**	125	-**	104	-**	186
TOP 2 BOX (NET)	- -	1971 59%	- -	68 54%	- -	56 54%	- -	123 66% BDF
Very trustworthy	- -	496 15%	- -	17 14%	- -	16 15%	- -	45 24% BD
Somewhat trustworthy	- -	1475 44%	- -	51 41%	- -	40 38%	- -	78 42%
BOTTOM 2 BOX (NET)	- -	1378 41% H	- -	57 46% H	- -	48 46% H	- -	63 34%
Not very trustworthy	- -	971 29% H	- -	40 32%	- -	37 36% H	- -	42 23%
Not at all trustworthy	- -	407 12%	- -	17 14%	- -	11 11%	- -	21 11%
Not sure	- -	- -	- -	- -	- -	- -	- -	- -
Sigma	- -	3349 100%	- -	125 100%	- -	104 100%	- -	186 100%

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

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

23. .toronto

Base: All Qualified Respondents

	2015 Total Registrants		Country						
					South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	105	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	- -	67 64%	- -	- -	- -	- -	- -	- -
Very trustworthy	- -	19 18%	- -	- -	- -	- -	- -	- -
Somewhat trustworthy	- -	48 46%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	- -	38 36%	- -	- -	- -	- -	- -	- -
Not very trustworthy	- -	25 24%	- -	- -	- -	- -	- -	- -
Not at all trustworthy	- -	13 12%	- -	- -	- -	- -	- -	- -
Not sure	- -	- -	- -	- -	- -	- -	- -	- -
Sigma	- -	105 100%	- -	- -	- -	- -	- -	- -

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

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

24. .guadalajara

Base: All Qualified Respondents

	2015 Total Registrants		Country						
				South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	100	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	- -	45 45%	- -	- -	- -	- -	- -	- -
Very trustworthy	- -	11 11%	- -	- -	- -	- -	- -	- -
Somewhat trustworthy	- -	34 34%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	- -	55 55%	- -	- -	- -	- -	- -	- -
Not very trustworthy	- -	37 37%	- -	- -	- -	- -	- -	- -
Not at all trustworthy	- -	18 18%	- -	- -	- -	- -	- -	- -
Not sure	- -	- -	- -	- -	- -	- -	- -	- -
Sigma	- -	100 100%	- -	- -	- -	- -	- -	- -

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

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

25. .roma

Base: All Qualified Respondents

	2015 Total Registrants		Country						
				South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	50*	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	- -	29 58%	- -	- -	- -	- -	- -	- -
Very trustworthy	- -	2 4%	- -	- -	- -	- -	- -	- -
Somewhat trustworthy	- -	27 54%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	- -	21 42%	- -	- -	- -	- -	- -	- -
Not very trustworthy	- -	17 34%	- -	- -	- -	- -	- -	- -
Not at all trustworthy	- -	4 8%	- -	- -	- -	- -	- -	- -
Not sure	- -	- -	- -	- -	- -	- -	- -	- -
Sigma	- -	50 100%	- -	- -	- -	- -	- -	- -

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

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

26. .istanbul

Base: All Qualified Respondents

	2015 Total Registrants		Country						
				South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	50*	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	- -	38 76%	- -	- -	- -	- -	- -	- -
Very trustworthy	- -	12 24%	- -	- -	- -	- -	- -	- -
Somewhat trustworthy	- -	26 52%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	- -	12 24%	- -	- -	- -	- -	- -	- -
Not very trustworthy	- -	9 18%	- -	- -	- -	- -	- -	- -
Not at all trustworthy	- -	3 6%	- -	- -	- -	- -	- -	- -
Not sure	- -	- -	- -	- -	- -	- -	- -	- -
Sigma	- -	50 100%	- -	- -	- -	- -	- -	- -

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

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

27. .madrid

Base: All Qualified Respondents

	2015 Total Registrants		Country						
				South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	50*	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	- -	33 66%	- -	- -	- -	- -	- -	- -
Very trustworthy	- -	7 14%	- -	- -	- -	- -	- -	- -
Somewhat trustworthy	- -	26 52%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	- -	17 34%	- -	- -	- -	- -	- -	- -
Not very trustworthy	- -	15 30%	- -	- -	- -	- -	- -	- -
Not at all trustworthy	- -	2 4%	- -	- -	- -	- -	- -	- -
Not sure	- -	- -	- -	- -	- -	- -	- -	- -
Sigma	- -	50 100%	- -	- -	- -	- -	- -	- -

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

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

28. .warszawa

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	53*	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	- -	33 62%	- -	- -	- -	- -	- -	- -
Very trustworthy	- -	3 6%	- -	- -	- -	- -	- -	- -
Somewhat trustworthy	- -	30 57%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	- -	20 38%	- -	- -	- -	- -	- -	- -
Not very trustworthy	- -	11 21%	- -	- -	- -	- -	- -	- -
Not at all trustworthy	- -	9 17%	- -	- -	- -	- -	- -	- -
Not sure	- -	- -	- -	- -	- -	- -	- -	- -
Sigma	- -	53 100%	- -	- -	- -	- -	- -	- -

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

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

29. .paris

Base: All Qualified Respondents

	2015 Total Registrants		Country						
				South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	106	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	- -	54 51%	- -	- -	- -	- -	- -	- -
Very trustworthy	- -	9 8%	- -	- -	- -	- -	- -	- -
Somewhat trustworthy	- -	45 42%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	- -	52 49%	- -	- -	- -	- -	- -	- -
Not very trustworthy	- -	37 35%	- -	- -	- -	- -	- -	- -
Not at all trustworthy	- -	15 14%	- -	- -	- -	- -	- -	- -
Not sure	- -	- -	- -	- -	- -	- -	- -	- -
Sigma	- -	106 100%	- -	- -	- -	- -	- -	- -

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

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

30. Foshan

Base: All Qualified Respondents

	2015 Total Registrants		Country					
			South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	551	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	- -	351 64%	- -	- -	- -	- -	- -	- -
Very trustworthy	- -	88 16%	- -	- -	- -	- -	- -	- -
Somewhat trustworthy	- -	263 48%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	- -	200 36%	- -	- -	- -	- -	- -	- -
Not very trustworthy	- -	159 29%	- -	- -	- -	- -	- -	- -
Not at all trustworthy	- -	41 7%	- -	- -	- -	- -	- -	- -
Not sure	- -	- -	- -	- -	- -	- -	- -	- -
Sigma	- -	551 100%	- -	- -	- -	- -	- -	- -

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

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

31. .hanoi

Base: All Qualified Respondents

	2015 Total Registrants		Country						
				South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	52*	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	- -	27 52%	- -	- -	- -	- -	- -	- -
Very trustworthy	- -	5 10%	- -	- -	- -	- -	- -	- -
Somewhat trustworthy	- -	22 42%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	- -	25 48%	- -	- -	- -	- -	- -	- -
Not very trustworthy	- -	16 31%	- -	- -	- -	- -	- -	- -
Not at all trustworthy	- -	9 17%	- -	- -	- -	- -	- -	- -
Not sure	- -	- -	- -	- -	- -	- -	- -	- -
Sigma	- -	52 100%	- -	- -	- -	- -	- -	- -

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

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

32. .manilla

Base: All Qualified Respondents

	2015 Total Registrants		Country					
			South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	101	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	- -	57 56%	- -	- -	- -	- -	- -	- -
Very trustworthy	- -	8 8%	- -	- -	- -	- -	- -	- -
Somewhat trustworthy	- -	49 49%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	- -	44 44%	- -	- -	- -	- -	- -	- -
Not very trustworthy	- -	34 34%	- -	- -	- -	- -	- -	- -
Not at all trustworthy	- -	10 10%	- -	- -	- -	- -	- -	- -
Not sure	- -	- -	- -	- -	- -	- -	- -	- -
Sigma	- -	101 100%	- -	- -	- -	- -	- -	- -

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

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

33. .tokyo

Base: All Qualified Respondents

| | 2015 Total Registrants | | Country | | | | | | |
| | | | | South America | | | | | |
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	176	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	-	111	-	-	-	-	-	-
	-	63%	-	-	-	-	-	-
Very trustworthy	-	15	-	-	-	-	-	-
	-	9%	-	-	-	-	-	-
Somewhat trustworthy	-	96	-	-	-	-	-	-
	-	55%	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	65	-	-	-	-	-	-
	-	37%	-	-	-	-	-	-
Not very trustworthy	-	52	-	-	-	-	-	-
	-	30%	-	-	-	-	-	-
Not at all trustworthy	-	13	-	-	-	-	-	-
	-	7%	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Sigma	-	176	-	-	-	-	-	-
	-	100%	-	-	-	-	-	-

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

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Table 212

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

34. .seoul

Base: All Qualified Respondents

	2015 Total Registrants		Country						
					South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	101	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	- -	63 62%	- -	- -	- -	- -	- -	- -
Very trustworthy	- -	17 17%	- -	- -	- -	- -	- -	- -
Somewhat trustworthy	- -	46 46%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	- -	38 38%	- -	- -	- -	- -	- -	- -
Not very trustworthy	- -	29 29%	- -	- -	- -	- -	- -	- -
Not at all trustworthy	- -	9 9%	- -	- -	- -	- -	- -	- -
Not sure	- -	- -	- -	- -	- -	- -	- -	- -
Sigma	- -	101 100%	- -	- -	- -	- -	- -	- -

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

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

35. .MOCKBa

Base: All Qualified Respondents

	2015 Total Registrants		Country						
					South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	128	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	- -	77 60%	- -	- -	- -	- -	- -	- -
Very trustworthy	- -	21 16%	- -	- -	- -	- -	- -	- -
Somewhat trustworthy	- -	56 44%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	- -	51 40%	- -	- -	- -	- -	- -	- -
Not very trustworthy	- -	28 22%	- -	- -	- -	- -	- -	- -
Not at all trustworthy	- -	23 18%	- -	- -	- -	- -	- -	- -
Not sure	- -	- -	- -	- -	- -	- -	- -	- -
Sigma	- -	128 100%	- -	- -	- -	- -	- -	- -

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

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Table 214

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

36. .delhi

Base: All Qualified Respondents

			Country					
	2015 Total Registrants			South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	330	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	- -	194 59%	- -	- -	- -	- -	- -	- -
Very trustworthy	- -	62 19%	- -	- -	- -	- -	- -	- -
Somewhat trustworthy	- -	132 40%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	- -	136 41%	- -	- -	- -	- -	- -	- -
Not very trustworthy	- -	86 26%	- -	- -	- -	- -	- -	- -
Not at all trustworthy	- -	50 15%	- -	- -	- -	- -	- -	- -
Not sure	- -	- -	- -	- -	- -	- -	- -	- -
Sigma	- -	330 100%	- -	- -	- -	- -	- -	- -

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

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Table 215

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

37. .jakarta

Base: All Qualified Respondents

	2015 Total Registrants		Country						
				South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	100	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	- -	79 79%	- -	- -	- -	- -	- -	- -
Very trustworthy	- -	20 20%	- -	- -	- -	- -	- -	- -
Somewhat trustworthy	- -	59 59%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	- -	21 21%	- -	- -	- -	- -	- -	- -
Not very trustworthy	- -	15 15%	- -	- -	- -	- -	- -	- -
Not at all trustworthy	- -	6 6%	- -	- -	- -	- -	- -	- -
Not sure	- -	- -	- -	- -	- -	- -	- -	- -
Sigma	- -	100 100%	- -	- -	- -	- -	- -	- -

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

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

38. .abuja

Base: All Qualified Respondents

	2015 Total Registrants		Country						
					South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	200	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	- -	106 53%	- -	- -	- -	- -	- -	- -
Very trustworthy	- -	17 9%	- -	- -	- -	- -	- -	- -
Somewhat trustworthy	- -	89 45%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	- -	94 47%	- -	- -	- -	- -	- -	- -
Not very trustworthy	- -	60 30%	- -	- -	- -	- -	- -	- -
Not at all trustworthy	- -	34 17%	- -	- -	- -	- -	- -	- -
Not sure	- -	- -	- -	- -	- -	- -	- -	- -
Sigma	- -	200 100%	- -	- -	- -	- -	- -	- -

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

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

39. .capetown

Base: All Qualified Respondents

	2015 Total Registrants		Country					
			South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	101	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	- -	77 76%	- -	- -	- -	- -	- -	- -
Very trustworthy	- -	16 16%	- -	- -	- -	- -	- -	- -
Somewhat trustworthy	- -	61 60%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	- -	24 24%	- -	- -	- -	- -	- -	- -
Not very trustworthy	- -	18 18%	- -	- -	- -	- -	- -	- -
Not at all trustworthy	- -	6 6%	- -	- -	- -	- -	- -	- -
Not sure	- -	- -	- -	- -	- -	- -	- -	- -
Sigma	- -	101 100%	- -	- -	- -	- -	- -	- -

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

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

40. .cairo

Base: All Qualified Respondents

	2015 Total Registrants		Country						
				South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	100	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	- -	61 61%	- -	- -	- -	- -	- -	- -
Very trustworthy	- -	10 10%	- -	- -	- -	- -	- -	- -
Somewhat trustworthy	- -	51 51%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	- -	39 39%	- -	- -	- -	- -	- -	- -
Not very trustworthy	- -	29 29%	- -	- -	- -	- -	- -	- -
Not at all trustworthy	- -	10 10%	- -	- -	- -	- -	- -	- -
Not sure	- -	- -	- -	- -	- -	- -	- -	- -
Sigma	- -	100 100%	- -	- -	- -	- -	- -	- -

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

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

41. .bogota

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
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/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - A/C/E/G - B/D/F/H
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

42. .cordoba

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
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/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - A/C/E/G - B/D/F/H
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

43. .rio

Base: All Qualified Respondents

	2015 Total Registrants		Country						
				South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
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/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - A/C/E/G - B/D/F/H
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

8. .berlin

Base: All Qualified Respondents

	2015 Total Registrants		Country					
			South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	108	125	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	70 65%	75 60%	- -	- -	- -	- -	- -	- -
Very trustworthy	16 15%	20 16%	- -	- -	- -	- -	- -	- -
Somewhat trustworthy	54 50%	55 44%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	38 35%	50 40%	- -	- -	- -	- -	- -	- -
Not very trustworthy	22 20%	36 29%	- -	- -	- -	- -	- -	- -
Not at all trustworthy	16 15%	14 11%	- -	- -	- -	- -	- -	- -
Not sure	- -	- -	- -	- -	- -	- -	- -	- -
Sigma	108 100%	125 100%	- -	- -	- -	- -	- -	- -

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

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

9. .ovh

Base: All Qualified Respondents

	2015 Total Registr ants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registr ants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	108	125	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	29 27%	31 25%	- -	- -	- -	- -	- -	- -
Very trustworthy	4 4%	5 4%	- -	- -	- -	- -	- -	- -
Somewhat trustworthy	25 23%	26 21%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	78 72%	94 75%	- -	- -	- -	- -	- -	- -
Not very trustworthy	46 43%	51 41%	- -	- -	- -	- -	- -	- -
Not at all trustworthy	32 30%	43 34%	- -	- -	- -	- -	- -	- -
Not sure	1 1%	- -	- -	- -	- -	- -	- -	- -
Sigma	108 100%	125 100%	- -	- -	- -	- -	- -	- -

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

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

10. .london

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	419	100	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	213 51%	67 67% A	- -	- -	- -	- -	- -	- -
Very trustworthy	41 10%	10 10%	- -	- -	- -	- -	- -	- -
Somewhat trustworthy	172 41%	57 57% A	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	193 46% B	33 33%	- -	- -	- -	- -	- -	- -
Not very trustworthy	140 33% B	21 21%	- -	- -	- -	- -	- -	- -
Not at all trustworthy	53 13%	12 12%	- -	- -	- -	- -	- -	- -
Not sure	12 3%	- -	- -	- -	- -	- -	- -	- -
Decline to Answer	1 *	- -	- -	- -	- -	- -	- -	- -
Sigma	419 100%	100 100%	- -	- -	- -	- -	- -	- -

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

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

11. .nyc

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	64*	255	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	38 59%	118 46%	- -	- -	- -	- -	- -	- -
Very trustworthy	11 17%	25 10%	- -	- -	- -	- -	- -	- -
Somewhat trustworthy	27 42%	93 36%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	20 31%	137 54% A	- -	- -	- -	- -	- -	- -
Not very trustworthy	13 20%	86 34% A	- -	- -	- -	- -	- -	- -
Not at all trustworthy	7 11%	51 20%	- -	- -	- -	- -	- -	- -
Not sure	6 9% B	-	-	-	-	-	-	-
Sigma	64 100%	255 100%	- -	- -	- -	- -	- -	- -

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

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

12. .wang

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	548	551	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	356 65%	333 60%	- -	- -	- -	- -	- -	- -
Very trustworthy	101 18%	88 16%	- -	- -	- -	- -	- -	- -
Somewhat trustworthy	255 47%	245 44%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	182 33%	218 40% A	- -	- -	- -	- -	- -	- -
Not very trustworthy	149 27%	184 33% A	- -	- -	- -	- -	- -	- -
Not at all trustworthy	33 6%	34 6%	- -	- -	- -	- -	- -	- -
Not sure	10 2% B	-	-	-	-	-	-	-
Sigma	548 100%	551 100%	- -	- -	- -	- -	- -	- -

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

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Q825_13. Please rate the following gTLDs by how trustworthy you feel they are.

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

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	548	551	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	378 69% B	295 54%	- -	- -	- -	- -	- -	- -
Very trustworthy	122 22% B	67 12%	- -	- -	- -	- -	- -	- -
Somewhat trustworthy	256 47%	228 41%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	162 30%	256 46% A	- -	- -	- -	- -	- -	- -
Not very trustworthy	134 24%	207 38% A	- -	- -	- -	- -	- -	- -
Not at all trustworthy	28 5%	49 9% A	- -	- -	- -	- -	- -	- -
Not sure	8 1% B	-	-	-	-	-	-	-
Sigma	548 100%	551 100%	-	-	-	-	-	-

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

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Q825_14. Please rate the following gTLDs by how trustworthy you feel they are.

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

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	548	551	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	369 67% B	312 57%	- -	- -	- -	- -	- -	- -
Very trustworthy	127 23% B	59 11%	- -	- -	- -	- -	- -	- -
Somewhat trustworthy	242 44%	253 46%	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	172 31%	239 43% A	- -	- -	- -	- -	- -	- -
Not very trustworthy	146 27%	191 35% A	- -	- -	- -	- -	- -	- -
Not at all trustworthy	26 5%	48 9% A	- -	- -	- -	- -	- -	- -
Not sure	7 1% B	-	-	-	-	-	-	-
Sigma	548 100%	551 100%	- -	- -	- -	- -	- -	- -

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

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Table 229

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

Base: Registrants

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	1706	-**	55*	-**	42*	-**	99*
TOP 2 BOX (NET)	- -	1057 62%	- -	30 55%	- -	20 48%	- -	55 56%
Very satisfied	- -	409 24%	- -	12 22%	- -	10 24%	- -	33 33% B
Somewhat satisfied	- -	648 38% H	- -	18 33%	- -	10 24%	- -	22 22%
BOTTOM 2 BOX (NET)	- -	301 18%	- -	17 31% B	- -	11 26%	- -	30 30% B
Somewhat dissatisfied	- -	207 12%	- -	9 16%	- -	6 14%	- -	17 17%
Very dissatisfied	- -	94 6%	- -	8 15% B	- -	5 12%	- -	13 13% B
No experience with them	- -	348 20%	- -	8 15%	- -	11 26%	- -	14 14%
Sigma	- -	1706 100%	- -	55 100%	- -	42 100%	- -	99 100%

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

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

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	2015 Total Registrants		Country					
			South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
Innovative	1807 70%	2386 71% F	46 72%	104 83% BFH	41 60%	61 59%	96 70%	136 73% F
Cutting edge	1548 60% G	1983 59% FH	33 52%	77 62% FH	34 50%	49 47%	66 48%	72 39%
Extreme	1277 49% BE	1558 47% F	29 45%	50 40% F	22 32%	25 24%	68 50% E	74 40% F
Trustworthy	1500 58% E	2006 60% F	39 61% E	76 61%	29 43%	51 49%	90 66% E	116 62% F
Unconventional	1449 56% B	1786 53% H	49 77% AEG	98 78% BFH	39 57%	65 63% H	76 55%	84 45%
Practical	1701 66% E	2349 70% A	48 75% E	97 78%	37 54%	72 69%	89 65%	130 70%
Technical	1674 65%	2193 65%	46 72%	80 64%	43 63%	65 63%	88 64%	119 64%
Confusing	1106 43% BE	1273 38% DFH	25 39%	34 27%	18 26%	21 20%	48 35%	57 31%
Overwhelming	1203 46% CE	1500 45% DFH	22 34%	39 31% F	15 22%	16 15%	53 39% E	65 35% F
Useful	1800 70%	2393 71%	49 77%	99 79%	45 66%	73 70%	103 75%	137 74%
For people like me	1430 55%	1934 58% F	38 59%	73 58% F	34 50%	47 45%	77 56%	117 63% F
Interesting	1741 67%	2306 69% F	49 77%	95 76% F	45 66%	62 60%	99 72%	140 75% F
Exciting	1462 56% E	1821 54% F	35 55% E	64 51% F	20 29%	32 31%	81 59% E	101 54% F
Helpful	1743 67%	2346 70% A	44 69%	88 70%	41 60%	64 62%	94 69%	133 72%

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

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Table 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

Base: All Qualified Respondents

	2015 Total Registr ants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registr ants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
Informative	1769 68%	2425 72% A	47 73%	97 78%	48 71%	81 78%	96 70%	130 70%

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

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Table 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

Base: All Qualified Respondents

			Country					
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
Innovative	723 28%	963 29% D	18 28%	21 17%	24 35%	43 41% BDH	40 29%	50 27% D
Cutting edge	977 38%	1366 41% A	31 48%	48 38%	31 46%	55 53% BD	70 51% A	114 61% BD
Extreme	1248 48%	1791 53% A	35 55%	75 60%	43 63% A	79 76% BDH	68 50%	112 60%
Trustworthy	1022 39%	1343 40%	25 39%	49 39%	36 53% AG	53 51% BH	46 34%	70 38%
Unconventional	1081 42% C	1563 47% AD	15 23%	27 22%	26 38%	39 38% D	60 44% C	102 55% BDF
Practical	833 32%	1000 30%	16 25%	28 22%	28 41%	32 31%	47 34%	56 30%
Technical	856 33%	1156 35%	18 28%	45 36%	22 32%	39 38%	47 34%	67 36%
Confusing	1423 55%	2076 62% A	39 61%	91 73% B	48 71% A	83 80% B	88 64% A	129 69% B
Overwhelming	1326 51%	1849 55% A	42 66% A	86 69% B	51 75% AG	88 85% BDH	83 61% A	121 65% B
Useful	738 29%	956 29%	15 23%	26 21%	20 29%	31 30%	33 24%	49 26%
For people like me	1091 42%	1415 42%	26 41%	52 42%	32 47%	57 55% BDH	58 42%	69 37%
Interesting	788 30%	1043 31%	15 23%	30 24%	20 29%	42 40% BDH	37 27%	46 25%
Exciting	1069 41%	1528 46% A	29 45%	61 49%	45 66% ACG	72 69% BDH	54 39%	85 46%
Helpful	786 30%	1003 30%	20 31%	37 30%	24 35%	40 38%	41 30%	53 28%

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

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

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

			Country					
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
Informative	761 29%	924 28%	17 27%	28 22%	18 26%	23 22%	39 28%	56 30%

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

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

1. Innovative

Base: All Qualified Respondents

	2015 Total Registrants		Country					
			South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	1807 70%	2386 71% F	46 72%	104 83% BFH	41 60%	61 59%	96 70%	136 73% F
Describes very well	631 24% E	812 24%	17 27% E	39 31%	6 9%	23 22% E	45 33% AE	49 26%
Describes somewhat well	1176 45% G	1574 47% F	29 45%	65 52% F	35 51%	38 37%	51 37%	87 47%
BOTTOM 2 BOX (NET)	723 28%	963 29% D	18 28%	21 17%	24 35%	43 41% BDH	40 29%	50 27% D
Does not describe very well	502 19%	690 21%	11 17%	20 16%	18 26%	27 26%	28 20%	37 20%
Does not describe at all	221 9%	273 8% D	7 11% D	1 1%	6 9%	16 15% BDH	12 9%	13 7% D
Decline to Answer	3 * B	- -	- -	- -	- -	- -	- -	- -
Not Sure	55 2% B	- -	- -	- -	3 4% F	- -	1 1%	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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Table 233

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

2. Cutting edge

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	1548 60% G	1983 59% FH	33 52%	77 62% FH	34 50%	49 47%	66 48%	72 39%
Describes very well	497 19% E	588 18% H	16 25% E	21 17%	6 9%	16 15%	24 18%	20 11%
Describes somewhat well	1051 41% CG	1395 42% FH	17 27%	56 45% CFH	28 41%	33 32%	42 31%	52 28%
BOTTOM 2 BOX (NET)	977 38%	1366 41% A	31 48%	48 38%	31 46%	55 53% BD	70 51% A	114 61% BD
Does not describe very well	696 27%	978 29% A	23 36%	35 28%	22 32%	36 35%	46 34%	68 37% B
Does not describe at all	281 11%	388 12%	8 13%	13 10%	9 13%	19 18% B	24 18% A	46 25% BD
Decline to Answer	4 * B	- -	- -	- -	- -	- -	- -	- -
Not Sure	59 2% B	- -	- -	- -	3 4% F	- -	1 1%	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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Table 234

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

3. Extreme

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	1277 49% BE	1558 47% F	29 45%	50 40% F	22 32%	25 24%	68 50% E	74 40% F
Describes very well	398 15% E	458 14% F	9 14% E	12 10%	2 3%	6 6%	19 14% E	29 16% F
Describes somewhat well	879 34%	1100 33% FH	20 31%	38 30% F	20 29%	19 18%	49 36% H	45 24%
BOTTOM 2 BOX (NET)	1248 48%	1791 53% A	35 55%	75 60%	43 63% A	79 76% BDH	68 50%	112 60%
Does not describe very well	793 31%	1170 35% A	22 34%	58 46% B	26 38%	39 38%	38 28%	71 38%
Does not describe at all	455 18%	621 19%	13 20%	17 14%	17 25%	40 38% BDH	30 22%	41 22%
Decline to Answer	3 * B	- -	- -	- -	- -	- -	- -	- -
Not Sure	60 2% B	- -	- -	- -	3 4% F	- -	1 1%	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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

4. Trustworthy

Base: All Qualified Respondents

			Country					
	2015 Total Registr ants				South America			
	Nielsen Sample Only	2016 Total Registr ants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	1500 58% E	2006 60% F	39 61% E	76 61%	29 43%	51 49%	90 66% E	116 62% F
Describes very well	503 19% BE	583 17%	15 23% E	18 14%	4 6%	14 13%	40 29% AE	46 25% BDF
Describes somewhat well	997 39%	1423 42% A	24 38%	58 46%	25 37%	37 36%	50 36%	70 38%
BOTTOM 2 BOX (NET)	1022 39%	1343 40%	25 39%	49 39%	36 53% AG	53 51% BH	46 34%	70 38%
Does not describe very well	699 27%	982 29% A	14 22%	41 33%	23 34%	35 34%	31 23%	55 30%
Does not describe at all	323 12% B	361 11%	11 17% D	8 6%	13 19%	18 17% BDH	15 11%	15 8%
Decline to Answer	3 * B	-	- -	- -	- -	- -	- -	- -
Not Sure	63 2% B	- -	- -	- -	3 4% F	- -	1 1%	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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

5. Unconventional

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	1449 56% B	1786 53% H	49 77% AEG	98 78% BFH	39 57%	65 63% H	76 55%	84 45%
Describes very well	432 17%	506 15%	21 33% AEG	43 34% BH	8 12%	26 25% EBH	25 18%	23 12%
Describes somewhat well	1017 39%	1280 38%	28 44%	55 44% H	31 46%	39 38%	51 37%	61 33%
BOTTOM 2 BOX (NET)	1081 42% C	1563 47% AD	15 23%	27 22%	26 38%	39 38% D	60 44% C	102 55% BDF
Does not describe very well	704 27%	1045 31% ADF	11 17%	19 15%	19 28%	21 20%	31 23%	59 32% DF
Does not describe at all	377 15%	518 15% D	4 6%	8 6%	7 10%	18 17% D	29 21% AC	43 23% BD
Decline to Answer	4 * B	- -	- -	- -	- -	- -	- -	- -
Not Sure	54 2% B	- -	- -	- -	3 4% F	- -	1 1%	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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

6. Practical

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	1701 66% E	2349 70% A	48 75% E	97 78%	37 54%	72 69%	89 65%	130 70%
Describes very well	563 22% E	690 21%	17 27% E	24 19%	7 10%	19 18%	40 29% AE	50 27% B
Describes somewhat well	1138 44% G	1659 50% A	31 48%	73 58% BH	30 44%	53 51%	49 36%	80 43%
BOTTOM 2 BOX (NET)	833 32%	1000 30%	16 25%	28 22%	28 41%	32 31%	47 34%	56 30%
Does not describe very well	598 23%	727 22%	10 16%	26 21%	22 32% C	22 21%	31 23%	42 23%
Does not describe at all	235 9%	273 8% D	6 9% D	2 2%	6 9%	10 10% D	16 12%	14 8% D
Decline to Answer	3 * B	- -	- -	- -	- -	- -	- -	- -
Not Sure	51 2% B	- -	- -	- -	3 4% F	- -	1 1%	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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

7. Technical

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	1674 65%	2193 65%	46 72%	80 64%	43 63%	65 63%	88 64%	119 64%
Describes very well	543 21%	650 19%	20 31% AE	25 20%	11 16%	23 22%	34 25%	48 26% B
Describes somewhat well	1131 44%	1543 46% H	26 41%	55 44%	32 47%	42 40%	54 39%	71 38%
BOTTOM 2 BOX (NET)	856 33%	1156 35%	18 28%	45 36%	22 32%	39 38%	47 34%	67 36%
Does not describe very well	601 23%	857 26% A	14 22%	36 29%	17 25%	28 27%	36 26%	50 27%
Does not describe at all	255 10%	299 9%	4 6%	9 7%	5 7%	11 11%	11 8%	17 9%
Decline to Answer	3 * B	- -	- -	- -	- -	- -	- -	- -
Not Sure	55 2% B	- -	- -	- -	3 4% F	- -	2 1%	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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

8. Confusing

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	1106 43% BE	1273 38% DFH	25 39%	34 27%	18 26%	21 20%	48 35%	57 31%
Describes very well	345 13% B	350 10%	9 14%	9 7%	5 7%	7 7%	14 10%	15 8%
Describes somewhat well	761 29%	923 28% F	16 25%	25 20%	13 19%	14 13%	34 25%	42 23%
BOTTOM 2 BOX (NET)	1423 55%	2076 62% A	39 61%	91 73% B	48 71% A	83 80% B	88 64% A	129 69% B
Does not describe very well	847 33%	1220 36% A	18 28%	48 38%	26 38%	45 43%	49 36%	74 40%
Does not describe at all	576 22%	856 26% A	21 33% A	43 34% B	22 32% A	38 37% B	39 28%	55 30%
Decline to Answer	6 * B	- -	- -	- -	- -	- -	- -	- -
Not Sure	53 2% B	- -	- -	- -	2 3%	- -	1 1%	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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Table 240

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

9. Overwhelming

Base: All Qualified Respondents

			Country					
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	1203 46% CE	1500 45% DFH	22 34%	39 31% F	15 22%	16 15%	53 39% E	65 35% F
Describes very well	373 14% E	432 13% F	8 13% E	12 10%	2 3%	5 5%	16 12% E	21 11%
Describes somewhat well	830 32% E	1068 32% DFH	14 22%	27 22% F	13 19%	11 11%	37 27%	44 24% F
BOTTOM 2 BOX (NET)	1326 51% A	1849 55%	42 66% A	86 69% B	51 75% AG	88 85% BDH	83 61% A	121 65% B
Does not describe very well	815 31%	1136 34% A	21 33%	46 37%	29 43% A	46 44% B	44 32%	74 40%
Does not describe at all	511 20%	713 21%	21 33% A	40 32% B	22 32% A	42 40% BH	39 28% A	47 25%
Decline to Answer	4 * B	- -	- -	- -	- -	- -	- -	- -
Not Sure	55 2% B	- -	- -	- -	2 3%	- -	1 1%	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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Table 241

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

10. Useful

Base: All Qualified Respondents

					Country			
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	1800 70%	2393 71%	49 77%	99 79%	45 66%	73 70%	103 75%	137 74%
Describes very well	601 23%	747 22%	23 36% DAE	28 22%	10 15%	26 25%	49 36% AE	52 28%
Describes somewhat well	1199 46%	1646 49% A	26 41%	71 57% C	35 51%	47 45%	54 39%	85 46%
BOTTOM 2 BOX (NET)	738 29%	956 29%	15 23%	26 21%	20 29%	31 30%	33 24%	49 26%
Does not describe very well	499 19%	726 22% A	11 17%	24 19%	16 24%	21 20%	20 15%	37 20%
Does not describe at all	239 9% B	230 7% D	4 6%	2 2%	4 6%	10 10% D	13 9%	12 6% D
Decline to Answer	3 * B	- -	- -	- -	- -	- -	- -	- -
Not Sure	47 2% B	- -	- -	- -	3 4% F	- -	1 1%	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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

11. For people like me

Base: All Qualified Respondents

					Country			
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	1430 55%	1934 58% F	38 59%	73 58% F	34 50%	47 45%	77 56%	117 63% F
Describes very well	483 19%	566 17%	17 27% E	26 21%	8 12%	19 18%	32 23%	40 22%
Describes somewhat well	947 37%	1368 41% AF	21 33%	47 38%	26 38%	28 27%	45 33%	77 41% F
BOTTOM 2 BOX (NET)	1091 42%	1415 42%	26 41%	52 42%	32 47%	57 55% BDH	58 42%	69 37%
Does not describe very well	715 28%	934 28%	20 31%	34 27%	18 26%	33 32%	34 25%	43 23%
Does not describe at all	376 15%	481 14%	6 9%	18 14%	14 21%	24 23% B	24 18%	26 14%
Decline to Answer	3 * B	- -	- -	- -	- -	- -	- -	- -
Not Sure	64 2% B	- -	- -	- -	2 3%	- -	2 1%	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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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

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	1741 67%	2306 69% F	49 77%	95 76% F	45 66%	62 60%	99 72%	140 75% F
Describes very well	618 24% BE	688 21%	16 25% E	35 28% B	7 10%	18 17%	45 33% AE	45 24%
Describes somewhat well	1123 43%	1618 48% A	33 52%	60 48%	38 56% AG	44 42%	54 39%	95 51% G
BOTTOM 2 BOX (NET)	788 30%	1043 31%	15 23%	30 24%	20 29%	42 40% BDH	37 27%	46 25%
Does not describe very well	564 22%	757 23%	11 17%	23 18%	16 24%	25 24%	28 20%	34 18%
Does not describe at all	224 9%	286 9%	4 6%	7 6%	4 6%	17 16% EBDH	9 7%	12 6%
Decline to Answer	3 * B	- -	- -	- -	- -	- -	- -	- -
Not Sure	56 2% B	- -	- -	- -	3 4% F	- -	1 1%	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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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

	2015 Total Registrants		Country					
			South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	1462 56% E	1821 54% F	35 55% E	64 51% F	20 29%	32 31%	81 59% E	101 54% F
Describes very well	482 19% BE	537 16% F	10 16%	16 13%	4 6%	7 7%	33 24% E	37 20% F
Describes somewhat well	980 38% E	1284 38% F	25 39%	48 38%	16 24%	25 24%	48 35%	64 34%
BOTTOM 2 BOX (NET)	1069 41%	1528 46% A	29 45%	61 49%	45 66% ACG	72 69% BDH	54 39%	85 46%
Does not describe very well	711 27%	1036 31% A	19 30%	47 38%	29 43% AG	44 42% B	38 28%	63 34%
Does not describe at all	358 14%	492 15%	10 16%	14 11%	16 24% AG	28 27% BDH	16 12%	22 12%
Decline to Answer	4 * B	-	-	-	-	-	-	-
Not Sure	53 2% B	-	-	-	3 4% F	-	2 1%	-
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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Table 245

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

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2587	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	1743 67%	2346 70% A	44 69%	88 70%	41 60%	64 62%	94 69%	133 72%
Describes very well	595 23% BE	698 21%	15 23% E	22 18%	5 7%	16 15%	49 36% HAE	47 25%
Describes somewhat well	1148 44% G	1648 49% A	29 45%	66 53%	36 53% G	48 46%	45 33%	86 46% G
BOTTOM 2 BOX (NET)	786 30%	1003 30%	20 31%	37 30%	24 35%	40 38%	41 30%	53 28%
Does not describe very well	546 21%	749 22%	14 22%	31 25%	18 26%	24 23%	30 22%	42 23%
Does not describe at all	240 9% B	254 8%	6 9%	6 5%	6 9%	16 15% BDH	11 8%	11 6%
Decline to Answer	3 * B	- -	- -	- -	- -	- -	- -	- -
Not Sure	55 2% B	- -	- -	- -	3 4% F	- -	2 1%	- -
Sigma	2587 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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Table 246

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

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	1769 68%	2425 72% A	47 73%	97 78%	48 71%	81 78%	96 70%	130 70%
Describes very well	625 24%	793 24%	19 30%	33 26%	12 18%	28 27%	44 32% AE	56 30% B
Describes somewhat well	1144 44%	1632 49% AH	28 44%	64 51% H	36 53% G	53 51%	52 38%	74 40%
BOTTOM 2 BOX (NET)	761 29%	924 28%	17 27%	28 22%	18 26%	23 22%	39 28%	56 30%
Does not describe very well	538 21%	673 20%	11 17%	26 21%	12 18%	15 14%	25 18%	38 20%
Does not describe at all	223 9%	251 7% D	6 9% D	2 2%	6 9%	8 8% D	14 10%	18 10% D
Decline to Answer	3 * B	- -	- -	- -	- -	- -	- -	- -
Not Sure	55 2% B	- -	- -	- -	2 3%	- -	2 1%	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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Table 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

Base: All Qualified Respondents

		Country						
					South America			
	2015 Total Registrants							
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	3349	-**	125	-**	104	-**	186
Social media accounts, such as Facebook, QZone, LinkedIn or Twitter	- -	2877 86% H	- -	110 88%	- -	83 80%	- -	149 80%
Blogging or publishing account separate from social media account, such as Blogger, Instagram, Pinterest, Tumblr or WordPress	- -	2290 68%	- -	99 79% BFH	- -	64 62%	- -	127 68%
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%	- -	88 70% BFH	- -	59 57%	- -	110 59%
None of the above	- -	399 12%	- -	14 11%	- -	20 19% B	- -	33 18% B

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

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Table 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

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	3349	-**	125	-**	104	-**	186
Social media accounts, such as Facebook, QZone, LinkedIn or Twitter	- -	1123 34%	- -	48 38%	- -	32 31%	- -	75 40% B
Blogging or publishing account separate from social media account, such as Blogger, Instagram, Pinterest, Tumblr or WordPress	- -	857 26% F	- -	35 28% F	- -	15 14%	- -	61 33% BF
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%	- -	40 32%	- -	28 27%	- -	64 34% B
None of the above	- -	900 27% D	- -	21 17%	- -	27 26%	- -	46 25%

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

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Table 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

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	3349	-**	125	-**	104	-**	186
Social media accounts, such as Facebook, QZone, LinkedIn or Twitter	- -	722 22%	- -	42 34% BF	- -	17 16%	- -	51 27% BF
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%	- -	39 31% BF	- -	13 13%	- -	48 26% BF
Blogging or publishing account separate from social media account, such as Blogger, Instagram, Pinterest, Tumblr or WordPress	- -	651 19%	- -	44 35% BF	- -	14 13%	- -	56 30% BF
None of the above	- -	1019 30% D	- -	23 18%	- -	32 31% D	- -	49 26%

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

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Table 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

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	3349	-**	125	-**	104	-**	186
Social media accounts, such as Facebook, QZone, LinkedIn or Twitter	- -	1409 42%	- -	63 50%	- -	44 42%	- -	101 54% B
Blogging or publishing account separate from social media account, such as Blogger, Instagram, Pinterest, Tumblr or WordPress	- -	991 30%	- -	50 40% B	- -	30 29%	- -	73 39% B
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%	- -	33% 26% BF	- -	14 13%	- -	45 24% BF
None of the above	- -	825 25% D	- -	18 14%	- -	24 23%	- -	37 20%

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

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Table 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

Base: All Qualified Respondents

	2015 Total Registr ants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registr ants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	3349	-**	125	-**	104	-**	186
Have	- -	2877 86% H	- -	110 88%	- -	83 80%	- -	149 80%
Promote Personal	- -	1409 42%	- -	63 50%	- -	44 42%	- -	101 54% B
Promote Business	- -	1123 34%	- -	48 38%	- -	32 31%	- -	75 40% B
Promote Organization	- -	722 22%	- -	42 34% BF	- -	17 16%	- -	51 27% BF

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

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Table 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

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	3349	-**	125	-**	104	-**	186
Have	-	2290	-	99	-	64	-	127
	-	68%	-	79% BFH	-	62%	-	68%
Promote Personal	-	991	-	50	-	30	-	73
	-	30%	-	40% B	-	29%	-	39% B
Promote Business	-	857	-	35	-	15	-	61
	-	26% F	-	28% F	-	14%	-	33% BF
Promote Organization	-	651	-	44	-	14	-	56
	-	19%	-	35% BF	-	13%	-	30% BF

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

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Table 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

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	3349	-**	125	-**	104	-**	186
Have	- -	2002 60%	- -	88 70% BFH	- -	59 57%	- -	110 59%
Promote Business	- -	855 26%	- -	40 32%	- -	28 27%	- -	64 34% B
Promote Organization	- -	659 20%	- -	39 31% BF	- -	13 13%	- -	48 26% BF
Promote Personal	- -	616 18%	- -	33 26% BF	- -	14 13%	- -	45 24% BF

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

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Table 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?

Base: Has Alternate Online Identities

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	2950	-**	111	-**	84*	-**	153
I have made a decision to not register additional domain names and use these other online identities instead	-	709 24%	-	27 24%	-	17 20%	-	47 31% B
I have decided to not renew one or more domain names and use these other identities instead	-	508 17%	-	16 14%	-	15 18%	-	21 14%
I am considering letting a domain registration lapse and use these other online identities instead	-	482 16%	-	25 23% F	-	8 10%	-	32 21% F
My decision to register domain names is unaffected by my other online identities	-	1251 42% H	-	43 39%	-	44 52% H	-	53 35%
Sigma	-	2950 100%	-	111 100%	-	84 100%	-	153 100%

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

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Table 255

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

Base: Has Alternate Online Identities

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	2950	-**	111	-**	84*	-**	153
I will be less likely to register a new domain name	-	903 31%	-	36 32%	-	25 30%	-	57 37%
I will be less likely to renew domain names I have already registered	-	690 23% F	-	32 29% F	-	12 14%	-	33 22%
These other identities won't affect my decision to register a domain name-they serve different purposes	-	1357 46%	-	43 39%	-	47 56% DH	-	63 41%
Sigma	-	2950 100%	-	111 100%	-	84 100%	-	153 100%

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

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Table 256

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

Base: Registration Decision Affected

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	1593	-**	68*	-**	37*	-**	90*
EASY (NET)	- -	1276 80%	- -	60 88%	- -	33 89%	- -	71 79%
Easier to set up	- -	749 47%	- -	30 44%	- -	16 43%	- -	47 52%
Easier to access them on mobile devices (for example, I can use an app)	- -	702 44%	- -	33 49%	- -	26 70% BDH	- -	32 36%
Easier to communicate to interested people-they can "follow me" or I can invite my contacts	- -	676 42%	- -	39 57% B	- -	23 62% B	- -	40 44%
Integrate more easily with other tools (e.g., show my Twitter feed)	- -	562 35%	- -	35 51% B	- -	21 57% B	- -	35 39%
Lower cost	- -	846 53%	- -	33 49%	- -	16 43%	- -	53 59%
They are more credible	- -	539 34%	- -	20 29%	- -	11 30%	- -	36 40%
No registration process to go through	- -	437 27%	- -	16 24%	- -	7 19%	- -	33 37% B
Other	- -	14 1%	- -	- -	- -	- -	- -	- -
Sigma	- -	4525 284%	- -	206 303%	- -	120 324%	- -	276 307%

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

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Table 257

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

Base: Registration Decision Not Affected

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	1357	-**	43*	-**	47*	-**	63*
More likely to come up in search results	- -	311 23%	- -	9 21%	- -	14 30%	- -	14 22%
The gTLD or domain name communicates the topic better e.g. pet.photography	- -	307 23%	- -	15 35%	- -	15 32%	- -	16 25%
It's more legitimate	- -	304 22%	- -	10 23%	- -	7 15%	- -	16 25%
I have more control over the design	- -	210 15%	- -	4 9%	- -	5 11%	- -	9 14%
It's expected by customers	- -	205 15%	- -	5 12%	- -	6 13%	- -	7 11%
Other	- -	20 1%	- -	- -	- -	- -	- -	1 2%
Sigma	- -	1357 100%	- -	43 100%	- -	47 100%	- -	63 100%

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

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Table 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

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
.email	1697 66%	2246 67%	37 58%	85 68%	37 54%	62 60%	99 72% CE	120 65%
.photography	1708 66% E	2255 67%	38 59%	77 62%	36 53%	67 64%	96 70% E	124 67%
.link	1674 65%	2098 63%	39 61%	72 58%	38 56%	57 55%	95 69%	119 64%
.guru	1649 64% B	2033 61%	42 66%	76 61%	36 53%	56 54%	96 70% HE	104 56%
.realtor	1717 66% E	2308 69% AFH	38 59%	85 68%	34 50%	60 58%	95 69% E	113 61%
.club	1716 66% E	2215 66%	40 63%	75 60%	36 53%	67 64%	97 71% HE	111 60%
.xyz	1574 61% B	1863 56%	41 64%	71 57%	34 50%	54 52%	93 68% HE	100 54%
.bank	- -	2709 81% H	- -	109 87% H	- -	86 83% H	- -	132 71%
.pharmacy	- -	2602 78% H	- -	104 83% H	- -	85 82%	- -	133 72%
.builder	- -	2402 72% H	- -	91 73%	- -	69 66%	- -	120 65%
.toronto	- -	82 78%	- -	- -	- -	- -	- -	- -
quadalajara	- -	71 71%	- -	- -	- -	- -	- -	- -
.roma	- -	33 66%	- -	- -	- -	- -	- -	- -
.istanbul	- -	33 66%	- -	- -	- -	- -	- -	- -

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

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Table 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

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
.madrid	-	38	-	-	-	-	-	-
	-	76%	-	-	-	-	-	-
.warszawa	-	35	-	-	-	-	-	-
	-	66%	-	-	-	-	-	-
.paris	-	77	-	-	-	-	-	-
	-	73%	-	-	-	-	-	-
Foshan	-	380	-	-	-	-	-	-
	-	69%	-	-	-	-	-	-
.hanoi	-	37	-	-	-	-	-	-
	-	71%	-	-	-	-	-	-
.manilla	-	78	-	-	-	-	-	-
	-	77%	-	-	-	-	-	-
.tokyo	-	124	-	-	-	-	-	-
	-	70%	-	-	-	-	-	-
.seoul	-	77	-	-	-	-	-	-
	-	76%	-	-	-	-	-	-
.MOCKBa	-	89	-	-	-	-	-	-
	-	70%	-	-	-	-	-	-
.delhi	-	234	-	-	-	-	-	-
	-	71%	-	-	-	-	-	-
.jakarta	-	72	-	-	-	-	-	-
	-	72%	-	-	-	-	-	-
.abuja	-	123	-	-	-	-	-	-
	-	62%	-	-	-	-	-	-
.capetown	-	76	-	-	-	-	-	-
	-	75%	-	-	-	-	-	-
.cairo	-	75	-	-	-	-	-	-
	-	75%	-	-	-	-	-	-

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

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

SUMMARY TABLE OF STRICT/SOME RESTRICTIONS

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
.bogota	- -	86 69%	- -	86 69%	- -	- -	- -	- -
.cordoba	- -	68 65%	- -	- -	- -	68 65%	- -	- -
.rio	- -	111 60%	- -	- -	- -	- -	- -	111 60%
.berlin	76 70%	100 80%	- -	- -	- -	- -	- -	- -
.ovh	59 55%	64 51%	- -	- -	- -	- -	- -	- -
.london	274 65%	78 78% A	- -	- -	- -	- -	- -	- -
.nyc	51 80%	193 76%	- -	- -	- -	- -	- -	- -
.wang	357 65%	337 61%	- -	- -	- -	- -	- -	- -
.xn-ses554g (Chinese for network address)	369 67%	349 63%	- -	- -	- -	- -	- -	- -
.xn-55qx5d (Chinese for company)	374 68%	352 64%	- -	- -	- -	- -	- -	- -
TOTAL RESTRICTIONS (NET)	2073 80% E	3027 90% AH	49 77%	118 94% CH	46 68%	95 91% E	108 79%	159 85%
TOTAL RESTRICTIONS CONSISTENT (NET)	2073 80% E	2929 87% AH	49 77%	111 89% C	46 68%	89 86% E	108 79%	151 81%
TOTAL RESTRICTIONS ADDED (NET)	- -	2977 89% AH	- -	116 93% CH	- -	94 90% E	- -	154 83% G
RESTRICTIONS GLOBAL (NET)	2063 80% E	3014 90% AH	49 77%	117 94% CH	46 68%	94 90% E	108 79%	159 85%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - A/C/E/G - B/D/F/H
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Q865. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific
extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

SUMMARY TABLE OF STRICT/SOME RESTRICTIONS

Base: All Qualified Respondents

					Country			
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
RESTRICTIONS GLOBAL CONSISTENT (NET)	2063 80% E	2922 87% AH	49 77%	111 89% C	46 68%	89 86% E	108 79%	151 81%
RESTRICTIONS GLOBAL ADDED (NET)	- -	2935 88% AH	- -	114 91% CH	- -	92 88% E	- -	152 82% G
RESTRICTIONS GEO-SPECIFIC (NET)	773 30% CEG	2455 73% AH	- -	86 69% C	- -	68 65% E	- -	111 60% G
RESTRICTIONS GEO-SPECIFIC CONSISTENT (NET)	773 30% BCEG	804 24% DFH	- -	- -	- -	- -	- -	- -
RESTRICTIONS GEO-SPECIFIC ADDED (NET)	- -	1999 60% A	- -	86 69% CB	- -	68 65% E	- -	111 60% G

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

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
.email	566 22%	748 22%	13 20%	19 15%	11 16%	20 19%	35 26%	46 25% D
.photography	516 20% E	618 18%	14 22%	17 14%	7 10%	20 19%	31 23% E	28 15%
.link	502 19% B	542 16% D	11 17%	11 9%	14 21%	19 18% D	30 22%	39 21% D
.guru	497 19% B	531 16% D	12 19%	12 10%	12 18%	15 14%	31 23%	29 16%
.realtor	504 19%	745 22% ADFH	12 19%	10 14%	15 15%	12 12%	28 20%	25 13%
.club	491 19%	590 18%	12 19%	16 13%	9 13%	15 14%	26 19%	31 17%
.xyz	472 18% B	485 14%	16 25% D	16 13%	12 18%	14 13%	28 20%	25 13%
.bank	- -	1432 43%	- -	59 47%	- -	53 51% H	- -	70 38%
.pharmacy	- -	1250 37% H	- -	52 42% H	- -	53 51% BH	- -	52 28%
.builder	- -	732 22%	- -	25 20%	- -	22 21%	- -	38 20%
.toronto	- -	30 29%	- -	- -	- -	- -	- -	- -
quadalajara	- -	20 20%	- -	- -	- -	- -	- -	- -
.roma	- -	7 14%	- -	- -	- -	- -	- -	- -
.istanbul	- -	11 22%	- -	- -	- -	- -	- -	- -

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

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
.madrid	- -	14 28%	- -	- -	- -	- -	- -	- -
.warszawa	- -	11 21%	- -	- -	- -	- -	- -	- -
.paris	- -	22 21%	- -	- -	- -	- -	- -	- -
Foshan	- -	118 21%	- -	- -	- -	- -	- -	- -
.hanoi	- -	13 25%	- -	- -	- -	- -	- -	- -
.manilla	- -	23 23%	- -	- -	- -	- -	- -	- -
.tokyo	- -	34 19%	- -	- -	- -	- -	- -	- -
.seoul	- -	27 27%	- -	- -	- -	- -	- -	- -
.MOCKBa	- -	32 25%	- -	- -	- -	- -	- -	- -
.delhi	- -	79 24%	- -	- -	- -	- -	- -	- -
.jakarta	- -	26 26%	- -	- -	- -	- -	- -	- -
.abuja	- -	43 22%	- -	- -	- -	- -	- -	- -
.capetown	- -	31 31%	- -	- -	- -	- -	- -	- -
.cairo	- -	24 24%	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - A/C/E/G - B/D/F/H
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Q865. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

SUMMARY TABLE OF STRICT RESTRICTIONS

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
.bogota	- -	26 21%	- -	26 21%	- -	- -	- -	- -
.cordoba	- -	22 21%	- -	- -	- -	22 21%	- -	- -
.rio	- -	35 19%	- -	- -	- -	- -	- -	35 19%
.berlin	31 29%	32 26%	- -	- -	- -	- -	- -	- -
.ovh	17 16%	15 12%	- -	- -	- -	- -	- -	- -
.london	85 20%	23 23%	- -	- -	- -	- -	- -	- -
.nyc	21 33%	63 25%	- -	- -	- -	- -	- -	- -
.wang	101 18%	86 16%	- -	- -	- -	- -	- -	- -
.xn-ses554g (Chinese for network address)	122 22%	103 19%	- -	- -	- -	- -	- -	- -
.xn-55qx5d (Chinese for company)	121 22%	97 18%	- -	- -	- -	- -	- -	- -
TOTAL RESTRICTIONS (NET)	1091 42% E	2114 63% A	22 34%	79 63% C	20 29%	66 63% E	52 38%	111 60% G
TOTAL RESTRICTIONS CONSISTENT (NET)	1091 42% E	1644 49% AD	22 34%	43 34%	20 29%	48 46% E	52 38%	81 44%
TOTAL RESTRICTIONS ADDED (NET)	- -	1860 56% A	- -	73 58% C	- -	64 62% EH	- -	91 49% G
RESTRICTIONS GLOBAL (NET)	1038 40%	2068 62% A	22 34%	75 60% C	20 29%	66 63% E	52 38%	111 60% G

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - A/C/E/G - B/D/F/H
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Q865. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

SUMMARY TABLE OF STRICT RESTRICTIONS

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
RESTRICTIONS GLOBAL CONSISTENT (NET)	1038 40%	1596 48% AD	22 34%	43 34%	20 29%	48 46% E	52 38%	81 44%
RESTRICTIONS GLOBAL ADDED (NET)	- -	1766 53% A	- -	68 54% C	- -	64 62% EH	- -	88 47% G
RESTRICTIONS GEO-SPECIFIC (NET)	304 12% CEG	873 26% AH	- -	26 21% C	- -	22 21% E	- -	35 19% G
RESTRICTIONS GEO-SPECIFIC CONSISTENT (NET)	304 12% BCEG	299 9% DFH	- -	- -	- -	- -	- -	- -
RESTRICTIONS GEO-SPECIFIC ADDED (NET)	- -	648 19% A	- -	26 21% C	- -	22 21% E	- -	35 19% G

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - A/C/E/G - B/D/F/H
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Q865. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

SUMMARY TABLE OF SOME RESTRICTIONS

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
.email	1131 44%	1498 45%	24 38%	66 53% CH	26 38%	42 40%	64 47%	74 40%
.photography	1192 46%	1637 49% A	24 38%	60 48%	29 43%	47 45%	65 47%	96 52%
.link	1172 45%	1556 46% F	28 44%	61 49%	24 35%	38 37%	65 47%	80 43%
.guru	1152 45%	1502 45%	30 47%	64 51%	24 35%	41 39%	65 47%	75 40%
.realtor	1213 47%	1563 47%	26 41%	68 54%	24 35%	48 46%	67 49%	88 47%
.club	1225 47%	1625 49%	28 44%	59 47%	27 40%	52 50%	71 52%	80 43%
.xyz	1102 43%	1378 41%	25 39%	55 44%	22 32%	40 38%	65 47% E	75 40%
.bank	- -	1277 38%	- -	50 40%	- -	33 32%	- -	62 33%
.pharmacy	- -	1352 40% F	- -	52 42%	- -	32 31%	- -	81 44% F
.builder	- -	1670 50%	- -	66 53%	- -	47 45%	- -	82 44%
.toronto	- -	52 50%	- -	- -	- -	- -	- -	- -
quadalajara	- -	51 51%	- -	- -	- -	- -	- -	- -
.roma	- -	26 52%	- -	- -	- -	- -	- -	- -
.istanbul	- -	22 44%	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - A/C/E/G - B/D/F/H
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SUMMARY TABLE OF SOME RESTRICTIONS

Base: All Qualified Respondents

	2015 Total Registrants				Country			
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
.madrid	- -	24 48%	- -	- -	- -	- -	- -	- -
.warszawa	- -	24 45%	- -	- -	- -	- -	- -	- -
.paris	- -	55 52%	- -	- -	- -	- -	- -	- -
Foshan	- -	262 48%	- -	- -	- -	- -	- -	- -
.hanoi	- -	24 46%	- -	- -	- -	- -	- -	- -
.manilla	- -	55 54%	- -	- -	- -	- -	- -	- -
.tokyo	- -	90 51%	- -	- -	- -	- -	- -	- -
.seoul	- -	50 50%	- -	- -	- -	- -	- -	- -
.MOCKBa	- -	57 45%	- -	- -	- -	- -	- -	- -
.delhi	- -	155 47%	- -	- -	- -	- -	- -	- -
.jakarta	- -	46 46%	- -	- -	- -	- -	- -	- -
.abuja	- -	80 40%	- -	- -	- -	- -	- -	- -
.capetown	- -	45 45%	- -	- -	- -	- -	- -	- -
.cairo	- -	51 51%	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - A/C/E/G - B/D/F/H
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SUMMARY TABLE OF SOME RESTRICTIONS

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
.bogota	- -	60 48%	- -	60 48%	- -	- -	- -	- -
.cordoba	- -	46 44%	- -	- -	- -	46 44%	- -	- -
.rio	- -	76 41%	- -	- -	- -	- -	- -	76 41%
.berlin	45 42%	68 54%	- -	- -	- -	- -	- -	- -
.ovh	42 39%	49 39%	- -	- -	- -	- -	- -	- -
.london	189 45%	55 55%	- -	- -	- -	- -	- -	- -
.nyc	30 47%	130 51%	- -	- -	- -	- -	- -	- -
.wang	256 47%	251 46%	- -	- -	- -	- -	- -	- -
.xn-ses554g (Chinese for network address)	247 45%	246 45%	- -	- -	- -	- -	- -	- -
.xn-55qx5d (Chinese for company)	253 46%	255 46%	- -	- -	- -	- -	- -	- -
TOTAL RESTRICTIONS (NET)	1818 70% E	2788 83% AH	39 61%	110 88% CH	40 59%	84 81% E	92 67%	140 75%
TOTAL RESTRICTIONS CONSISTENT (NET)	1818 70% E	2675 80% AH	39 61%	105 84% CH	40 59%	80 77% E	92 67%	134 72%
TOTAL RESTRICTIONS ADDED (NET)	-	2413 72% A	-	97 78% CH	-	70 67% E	-	123 66% G
RESTRICTIONS GLOBAL (NET)	1804 70% E	2760 82% AH	39 61%	110 88% CH	40 59%	83 80% E	92 67%	140 75%

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

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SUMMARY TABLE OF SOME RESTRICTIONS

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
RESTRICTIONS GLOBAL CONSISTENT (NET)	1804 70% E	2665 80% AH	39 61%	105 84% CH	40 59%	80 77% E	92 67%	134 72%
RESTRICTIONS GLOBAL ADDED (NET)	- -	2201 66% A	- -	85 68% C	- -	62 60% E	- -	113 61% G
RESTRICTIONS GEO-SPECIFIC (NET)	613 24% CEG	1768 53% AH	- -	60 48% C	- -	46 44% E	- -	76 41% G
RESTRICTIONS GEO-SPECIFIC CONSISTENT (NET)	613 24% BCEG	641 19% DFH	- -	- -	- -	- -	- -	- -
RESTRICTIONS GEO-SPECIFIC ADDED (NET)	- -	1351 40% A	- -	60 48% C	- -	46 44% E	- -	76 41% G

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - A/C/E/G - B/D/F/H
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Q865. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

SUMMARY TABLE OF NO RESTRICTIONS

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
.email	837 32%	1103 33%	27 42% G	40 32%	30 44% AG	42 40%	37 27%	66 35%
.photography	828 32%	1094 33%	26 41%	48 38%	31 46% AG	37 36%	40 29%	62 33%
.link	857 33%	1251 37% A	25 39%	53 42%	29 43%	47 45%	41 30%	67 36%
.guru	879 34%	1316 39% A	22 34%	49 39%	31 46% AG	48 46%	40 29%	82 44% G
.realtor	814 31%	1041 31%	26 41%	40 32%	33 49% AG	44 42% B	41 30%	73 39% B
.club	820 32%	1134 34%	24 38%	50 40%	31 46% AG	37 36%	39 28%	75 40% G
.xyz	951 37%	1486 44% A	23 36%	54 43%	33 49% AG	50 48%	43 31%	86 46% G
.bank	- -	640 19%	- -	16 13%	- -	18 17%	- -	54 29% BDF
.pharmacy	- -	747 22%	- -	21 17%	- -	19 18%	- -	53 28% BD
.builder	- -	947 28%	- -	34 27%	- -	35 34%	- -	66 35% B
.toronto	- -	23 22%	- -	- -	- -	- -	- -	- -
quadalajara	- -	29 29%	- -	- -	- -	- -	- -	- -
.roma	- -	17 34%	- -	- -	- -	- -	- -	- -
.istanbul	- -	17 34%	- -	- -	- -	- -	- -	- -

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

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

SUMMARY TABLE OF NO RESTRICTIONS

Base: All Qualified Respondents

			Country					
				South America				
	2015 Total Registrants							
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
.madrid	-	12	-	-	-	-	-	-
	-	24%	-	-	-	-	-	-
.warszawa	-	18	-	-	-	-	-	-
	-	34%	-	-	-	-	-	-
.paris	-	29	-	-	-	-	-	-
	-	27%	-	-	-	-	-	-
Foshan	-	171	-	-	-	-	-	-
	-	31%	-	-	-	-	-	-
.hanoi	-	15	-	-	-	-	-	-
	-	29%	-	-	-	-	-	-
.manilla	-	23	-	-	-	-	-	-
	-	23%	-	-	-	-	-	-
.tokyo	-	52	-	-	-	-	-	-
	-	30%	-	-	-	-	-	-
.seoul	-	24	-	-	-	-	-	-
	-	24%	-	-	-	-	-	-
.MOCKBa	-	39	-	-	-	-	-	-
	-	30%	-	-	-	-	-	-
.delhi	-	96	-	-	-	-	-	-
	-	29%	-	-	-	-	-	-
.jakarta	-	28	-	-	-	-	-	-
	-	28%	-	-	-	-	-	-
.abuja	-	77	-	-	-	-	-	-
	-	39%	-	-	-	-	-	-
.capetown	-	25	-	-	-	-	-	-
	-	25%	-	-	-	-	-	-
.cairo	-	25	-	-	-	-	-	-
	-	25%	-	-	-	-	-	-

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

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Table 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

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
.bogota	- -	39 31%	- -	39 31%	-	-	-	-
.cordoba	- -	36 35%	-	-	-	36 35%	-	-
.rio	- -	75 40%	-	-	-	-	-	75 40%
.berlin	30 28%	25 20%	-	-	-	-	-	-
.ovh	46 43%	61 49%	-	-	-	-	-	-
.london	132 32%	22 22%	-	-	-	-	-	-
.nyc	7 11%	62 24% A	-	-	-	-	-	-
.wang	182 33%	214 39%	-	-	-	-	-	-
.xn-ses554g (Chinese for network address)	168 31%	202 37% A	-	-	-	-	-	-
.xn-55qx5d (Chinese for company)	164 30%	199 36% A	-	-	-	-	-	-
TOTAL RESTRICTIONS (NET)	1386 54% G	2244 67% A	33 52%	84 67% C	45 66% AG	75 72%	57 42%	124 67% G
TOTAL RESTRICTIONS CONSISTENT (NET)	1386 54% G	2176 65% A	33 52%	81 65%	45 66% AG	72 69%	57 42%	121 65% G
TOTAL RESTRICTIONS ADDED (NET)	- -	1467 44% A	-	58 46% C	-	51 49% E	-	102 55% GB
RESTRICTIONS GLOBAL (NET)	1369 53% G	2212 66% A	33 52%	81 65%	45 66% AG	73 70%	57 42%	124 67% G

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

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Table 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

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
RESTRICTIONS GLOBAL CONSISTENT (NET)	1369 53% G	2152 64% A	33 52%	81 65%	45 66% AG	72 69%	57 42%	121 65% G
RESTRICTIONS GLOBAL ADDED (NET)	- -	1227 37% A	- -	39 31% C	- -	39 38% E	- -	85 46% GBD
RESTRICTIONS GEO-SPECIFIC (NET)	427 16% CEG	1174 35% A	- -	39 31% C	- -	36 35% E	- -	75 40% G
RESTRICTIONS GEO-SPECIFIC CONSISTENT (NET)	427 16% BCEG	452 13% DFH	- -	- -	- -	- -	- -	- -
RESTRICTIONS GEO-SPECIFIC ADDED (NET)	- -	870 26% A	- -	39 31% C	- -	36 35% EB	- -	75 40% GB

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

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

1. .email

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
STRICT/SOME RESTRICTIONS (NET)	1697 66%	2246 67%	37 58%	85 68%	37 54%	62 60%	99 72% CE	120 65%
Strict purchase restrictions should be required	566 22%	748 22%	13 20%	19 15%	11 16%	20 19%	35 26%	46 25% D
Some purchase restrictions should be required	1131 44%	1498 45%	24 38%	66 53% CH	26 38%	42 40%	64 47%	74 40%
No purchase restrictions should be required	837 32%	1103 33%	27 42% G	40 32%	30 44% AG	42 40%	37 27%	66 35%
Not Sure	48 2% B	- -	- -	- -	1 1%	- -	1 1%	- -
Decline to Answer	6 * B	- -	- -	- -	- -	- -	- -	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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Q865_2. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

2. .photography

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
STRICT/SOME RESTRICTIONS (NET)	1708 66% E	2255 67%	38 59%	77 62%	36 53%	67 64%	96 70% E	124 67%
Strict purchase restrictions should be required	516 20% E	618 18%	14 22%	17 14%	7 10%	20 19%	31 23% E	28 15%
Some purchase restrictions should be required	1192 46%	1637 49% A	24 38%	60 48%	29 43%	47 45%	65 47%	96 52%
No purchase restrictions should be required	828 32%	1094 33%	26 41%	48 38%	31 46% AG	37 36%	40 29%	62 33%
Not Sure	48 2% B	-	-	-	1 1%	-	1 1%	-
Decline to Answer	4 * B	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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Q865_3. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

3. .link

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
STRICT/SOME RESTRICTIONS (NET)	1674 65%	2098 63%	39 61%	72 58%	38 56%	57 55%	95 69%	119 64%
Strict purchase restrictions should be required	502 19% B	542 16% D	11 17%	11 9%	14 21%	19 18% D	30 22%	39 21% D
Some purchase restrictions should be required	1172 45%	1556 46% F	28 44%	61 49%	24 35%	38 37%	65 47%	80 43%
No purchase restrictions should be required	857 33%	1251 37% A	25 39%	53 42%	29 43%	47 45%	41 30%	67 36%
Not Sure	52 2% B	- -	- -	- -	1 1%	- -	1 1%	- -
Decline to Answer	5 * B	- -	- -	- -	- -	- -	- -	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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Q865_4. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

4. .guru

Base: All Qualified Respondents

			Country					
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
STRICT/SOME RESTRICTIONS (NET)	1649 64% B	2033 61%	42 66%	76 61%	36 53%	56 54%	96 70% HE	104 56%
Strict purchase restrictions should be required	497 19% B	531 16% D	12 19%	12 10%	12 18%	15 14%	31 23%	29 16%
Some purchase restrictions should be required	1152 45%	1502 45%	30 47%	64 51%	24 35%	41 39%	65 47%	75 40%
No purchase restrictions should be required	879 34%	1316 39% A	22 34%	49 39%	31 46% AG	48 46%	40 29%	82 44% G
Not Sure	55 2% B	- -	- -	- -	1 1%	- -	1 1%	- -
Decline to Answer	5 * B	- -	- -	- -	- -	- -	- -	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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Table 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

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
STRICT/SOME RESTRICTIONS (NET)	1717 66% E	2308 69% AFH	38 59%	85 68%	34 50%	60 58%	95 69% E	113 61%
Strict purchase restrictions should be required	504 19%	745 22% ADFH	12 19%	17 14%	10 15%	12 12%	28 20%	25 13%
Some purchase restrictions should be required	1213 47%	1563 47%	26 41%	68 54%	24 35%	48 46%	67 49%	88 47%
No purchase restrictions should be required	814 31%	1041 31%	26 41%	40 32%	33 49% AG	44 42% B	41 30%	73 39% B
Not Sure	53 2% B	- -	- -	- -	1 1%	- -	1 1%	- -
Decline to Answer	4 * B	- -	- -	- -	- -	- -	- -	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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Table 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

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
STRICT/SOME RESTRICTIONS (NET)	1716 66% E	2215 66%	40 63%	75 60%	36 53%	67 64%	97 71% HE	111 60%
Strict purchase restrictions should be required	491 19%	590 18%	12 19%	16 13%	9 13%	15 14%	26 19%	31 17%
Some purchase restrictions should be required	1225 47%	1625 49%	28 44%	59 47%	27 40%	52 50%	71 52%	80 43%
No purchase restrictions should be required	820 32%	1134 34%	24 38%	50 40%	31 46% AG	37 36%	39 28%	75 40% G
Not Sure	48 2% B	- -	- -	- -	1 1%	- -	1 1%	- -
Decline to Answer	4 * B	- -	- -	- -	- -	- -	- -	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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Q865_7. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

7. .xyz

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
STRICT/SOME RESTRICTIONS (NET)	1574 61% B	1863 56%	41 64%	71 57%	34 50%	54 52%	93 68% HE	100 54%
Strict purchase restrictions should be required	472 18% B	485 14%	16 25% D	16 13%	12 18%	14 13%	28 20%	25 13%
Some purchase restrictions should be required	1102 43%	1378 41%	25 39%	55 44%	22 32%	40 38%	65 47% E	75 40%
No purchase restrictions should be required	951 37%	1486 44% A	23 36%	54 43%	33 49% AG	50 48%	43 31%	86 46% G
Not Sure	58 2% B	- -	- -	- -	1 1%	- -	1 1%	- -
Decline to Answer	5 * B	- -	- -	- -	- -	- -	- -	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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Q865_44. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

44. .bank

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	3349	-**	125	-**	104	-**	186
STRICT/SOME RESTRICTIONS (NET)	-	2709 81% H	-	109 87% H	-	86 83% H	-	132 71%
Strict purchase restrictions should be required	-	1432 43%	-	59 47%	-	53 51% H	-	70 38%
Some purchase restrictions should be required	-	1277 38%	-	50 40%	-	33 32%	-	62 33%
No purchase restrictions should be required	-	640 19%	-	16 13%	-	18 17%	-	54 29% BDF
Sigma	-	3349 100%	-	125 100%	-	104 100%	-	186 100%

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

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Table 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

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	3349	-**	125	-**	104	-**	186
STRICT/SOME RESTRICTIONS (NET)	-	2602 78% H	-	104 83% H	-	85 82%	-	133 72%
Strict purchase restrictions should be required	-	1250 37% H	-	52 42% H	-	53 51% BH	-	52 28%
Some purchase restrictions should be required	-	1352 40% F	-	52 42%	-	32 31%	-	81 44% F
No purchase restrictions should be required	-	747 22%	-	21 17%	-	19 18%	-	53 28% BD
Sigma	-	3349 100%	-	125 100%	-	104 100%	-	186 100%

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

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Q865_46. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

46. .builder

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	3349	-**	125	-**	104	-**	186
STRICT/SOME RESTRICTIONS (NET)	-	2402 72% H	-	91 73%	-	69 66%	-	120 65%
Strict purchase restrictions should be required	-	732 22%	-	25 20%	-	22 21%	-	38 20%
Some purchase restrictions should be required	-	1670 50%	-	66 53%	-	47 45%	-	82 44%
No purchase restrictions should be required	-	947 28%	-	34 27%	-	35 34%	-	66 35% B
Sigma	-	3349 100%	-	125 100%	-	104 100%	-	186 100%

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

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Q865_23. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

23. .toronto

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	105	-**	-**	-**	-**	-**	-**
STRICT/SOME RESTRICTIONS (NET)	-	82 78%	-	-	-	-	-	-
Strict purchase restrictions should be required	-	30 29%	-	-	-	-	-	-
Some purchase restrictions should be required	-	52 50%	-	-	-	-	-	-
No purchase restrictions should be required	-	23 22%	-	-	-	-	-	-
Sigma	-	105 100%	-	-	-	-	-	-

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

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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 Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	100	-**	-**	-**	-**	-**	-**
STRICT/SOME RESTRICTIONS (NET)	- -	71 71%	- -	- -	- -	- -	- -	- -
Strict purchase restrictions should be required	- -	20 20%	- -	- -	- -	- -	- -	- -
Some purchase restrictions should be required	- -	51 51%	- -	- -	- -	- -	- -	- -
No purchase restrictions should be required	- -	29 29%	- -	- -	- -	- -	- -	- -
Sigma	- -	100 100%	- -	- -	- -	- -	- -	- -

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

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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 Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	50*	-**	-**	-**	-**	-**	-**
STRICT/SOME RESTRICTIONS (NET)	- -	33 66%	- -	- -	- -	- -	- -	- -
Strict purchase restrictions should be required	- -	7 14%	- -	- -	- -	- -	- -	- -
Some purchase restrictions should be required	- -	26 52%	- -	- -	- -	- -	- -	- -
No purchase restrictions should be required	- -	17 34%	- -	- -	- -	- -	- -	- -
Sigma	- -	50 100%	- -	- -	- -	- -	- -	- -

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

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Q865_26. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

26. .istanbul

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	50*	-**	-**	-**	-**	-**	-**
STRICT/SOME RESTRICTIONS (NET)	-	33 66%	-	-	-	-	-	-
Strict purchase restrictions should be required	-	11 22%	-	-	-	-	-	-
Some purchase restrictions should be required	-	22 44%	-	-	-	-	-	-
No purchase restrictions should be required	-	17 34%	-	-	-	-	-	-
Sigma	-	50 100%	-	-	-	-	-	-

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

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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 Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	50*	-**	-**	-**	-**	-**	-**
STRICT/SOME RESTRICTIONS (NET)	-	38 76%	-	-	-	-	-	-
Strict purchase restrictions should be required	-	14 28%	-	-	-	-	-	-
Some purchase restrictions should be required	-	24 48%	-	-	-	-	-	-
No purchase restrictions should be required	-	12 24%	-	-	-	-	-	-
Sigma	-	50 100%	-	-	-	-	-	-

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

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Q865_28. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

28. .warszawa

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	53*	-**	-**	-**	-**	-**	-**
STRICT/SOME RESTRICTIONS (NET)	-	35	-	-	-	-	-	-
	-	66%	-	-	-	-	-	-
Strict purchase restrictions should be required	-	11	-	-	-	-	-	-
	-	21%	-	-	-	-	-	-
Some purchase restrictions should be required	-	24	-	-	-	-	-	-
	-	45%	-	-	-	-	-	-
No purchase restrictions should be required	-	18	-	-	-	-	-	-
	-	34%	-	-	-	-	-	-
Sigma	-	53	-	-	-	-	-	-
	-	100%	-	-	-	-	-	-

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

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

29. .paris

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	106	-**	-**	-**	-**	-**	-**
STRICT/SOME RESTRICTIONS (NET)	-	77 73%	-	-	-	-	-	-
Strict purchase restrictions should be required	-	22 21%	-	-	-	-	-	-
Some purchase restrictions should be required	-	55 52%	-	-	-	-	-	-
No purchase restrictions should be required	-	29 27%	-	-	-	-	-	-
Sigma	-	106 100%	-	-	-	-	-	-

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

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

30. Foshan

Base: All Qualified Respondents

		2015 Total Registrants		Country					
					South America				
	2015 Total Registrants Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	551	-**	-**	-**	-**	-**	-**
STRICT/SOME RESTRICTIONS (NET)	-	380 69%	-	-	-	-	-	-
Strict purchase restrictions should be required	-	118 21%	-	-	-	-	-	-
Some purchase restrictions should be required	-	262 48%	-	-	-	-	-	-
No purchase restrictions should be required	-	171 31%	-	-	-	-	-	-
Sigma	-	551 100%	-	-	-	-	-	-

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

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Q865_31. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

31. .hanoi

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	52*	-**	-**	-**	-**	-**	-**
STRICT/SOME RESTRICTIONS (NET)	-	37 71%	-	-	-	-	-	-
Strict purchase restrictions should be required	-	13 25%	-	-	-	-	-	-
Some purchase restrictions should be required	-	24 46%	-	-	-	-	-	-
No purchase restrictions should be required	-	15 29%	-	-	-	-	-	-
Sigma	-	52 100%	-	-	-	-	-	-

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

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Q865_32. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

32. .manilla

Base: All Qualified Respondents

	2015 Total Registrants Nielsen Sample Only	2016 Total Registrants	Country					
			South America					
			2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	101	-**	-**	-**	-**	-**	-**
STRICT/SOME RESTRICTIONS (NET)	- -	78 77%	- -	- -	- -	- -	- -	- -
Strict purchase restrictions should be required	- -	23 23%	- -	- -	- -	- -	- -	- -
Some purchase restrictions should be required	- -	55 54%	- -	- -	- -	- -	- -	- -
No purchase restrictions should be required	- -	23 23%	- -	- -	- -	- -	- -	- -
Sigma	- -	101 100%	- -	- -	- -	- -	- -	- -

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

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Q865_33. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

33. .tokyo

Base: All Qualified Respondents

				Country				
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	176	-**	-**	-**	-**	-**	-**
STRICT/SOME RESTRICTIONS (NET)	-	124 70%	-	-	-	-	-	-
Strict purchase restrictions should be required	-	34 19%	-	-	-	-	-	-
Some purchase restrictions should be required	-	90 51%	-	-	-	-	-	-
No purchase restrictions should be required	-	52 30%	-	-	-	-	-	-
Sigma	-	176 100%	-	-	-	-	-	-

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

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Q865_34. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

34. .seoul

Base: All Qualified Respondents

			Country					
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	101	-**	-**	-**	-**	-**	-**
STRICT/SOME RESTRICTIONS (NET)	- -	77 76%	- -	- -	- -	- -	- -	- -
Strict purchase restrictions should be required	- -	27 27%	- -	- -	- -	- -	- -	- -
Some purchase restrictions should be required	- -	50 50%	- -	- -	- -	- -	- -	- -
No purchase restrictions should be required	- -	24 24%	- -	- -	- -	- -	- -	- -
Sigma	- -	101 100%	- -	- -	- -	- -	- -	- -

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

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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

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	128	-**	-**	-**	-**	-**	-**
STRICT/SOME RESTRICTIONS (NET)	-	89 70%	-	-	-	-	-	-
Strict purchase restrictions should be required	-	32 25%	-	-	-	-	-	-
Some purchase restrictions should be required	-	57 45%	-	-	-	-	-	-
No purchase restrictions should be required	-	39 30%	-	-	-	-	-	-
Sigma	-	128 100%	-	-	-	-	-	-

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

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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 Registrants		Country					
					South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	330	-**	-**	-**	-**	-**	-**
STRICT/SOME RESTRICTIONS (NET)	-	234	-	-	-	-	-	-
	-	71%	-	-	-	-	-	-
Strict purchase restrictions should be required	-	79	-	-	-	-	-	-
	-	24%	-	-	-	-	-	-
Some purchase restrictions should be required	-	155	-	-	-	-	-	-
	-	47%	-	-	-	-	-	-
No purchase restrictions should be required	-	96	-	-	-	-	-	-
	-	29%	-	-	-	-	-	-
Sigma	-	330	-	-	-	-	-	-
	-	100%	-	-	-	-	-	-

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

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Q865_37. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

37. .jakarta

Base: All Qualified Respondents

	2015 Total Registrants Nielsen Sample Only	2016 Total Registrants	Country					
			South America					
			2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	100	-**	-**	-**	-**	-**	-**
STRICT/SOME RESTRICTIONS (NET)	- -	72 72%	- -	- -	- -	- -	- -	- -
Strict purchase restrictions should be required	- -	26 26%	- -	- -	- -	- -	- -	- -
Some purchase restrictions should be required	- -	46 46%	- -	- -	- -	- -	- -	- -
No purchase restrictions should be required	- -	28 28%	- -	- -	- -	- -	- -	- -
Sigma	- -	100 100%	- -	- -	- -	- -	- -	- -

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

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Q865_38. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

38. .abuja

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	200	-**	-**	-**	-**	-**	-**
STRICT/SOME RESTRICTIONS (NET)	-	123 62%	-	-	-	-	-	-
Strict purchase restrictions should be required	-	43 22%	-	-	-	-	-	-
Some purchase restrictions should be required	-	80 40%	-	-	-	-	-	-
No purchase restrictions should be required	-	77 39%	-	-	-	-	-	-
Sigma	-	200 100%	-	-	-	-	-	-

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

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Q865_39. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific
extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

39. .capetown

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	101	-**	-**	-**	-**	-**	-**
STRICT/SOME RESTRICTIONS (NET)	-	76	-	-	-	-	-	-
	-	75%	-	-	-	-	-	-
Strict purchase restrictions should be required	-	31	-	-	-	-	-	-
	-	31%	-	-	-	-	-	-
Some purchase restrictions should be required	-	45	-	-	-	-	-	-
	-	45%	-	-	-	-	-	-
No purchase restrictions should be required	-	25	-	-	-	-	-	-
	-	25%	-	-	-	-	-	-
Sigma	-	101	-	-	-	-	-	-
	-	100%	-	-	-	-	-	-

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

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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 Registrants Nielsen Sample Only	2016 Total Registrants	Country					
			South America					
			2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	100	-**	-**	-**	-**	-**	-**
STRICT/SOME RESTRICTIONS (NET)	- -	75 75%	- -	- -	- -	- -	- -	- -
Strict purchase restrictions should be required	- -	24 24%	- -	- -	- -	- -	- -	- -
Some purchase restrictions should be required	- -	51 51%	- -	- -	- -	- -	- -	- -
No purchase restrictions should be required	- -	25 25%	- -	- -	- -	- -	- -	- -
Sigma	- -	100 100%	- -	- -	- -	- -	- -	- -

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

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Q865_41. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

41. .bogota

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
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/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - A/C/E/G - B/D/F/H
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Q865_42. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

42. .cordoba

Base: All Qualified Respondents

			Country					
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
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/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - A/C/E/G - B/D/F/H
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Q865_43. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

43. .rio

Base: All Qualified Respondents

			Country					
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	186	-**	-**	-**	-**	-**	186
STRICT/SOME RESTRICTIONS (NET)	-	111	-	-	-	-	-	111
	-	60%	-	-	-	-	-	60%
Strict purchase restrictions should be required	-	35	-	-	-	-	-	35
	-	19%	-	-	-	-	-	19%
Some purchase restrictions should be required	-	76	-	-	-	-	-	76
	-	41%	-	-	-	-	-	41%
No purchase restrictions should be required	-	75	-	-	-	-	-	75
	-	40%	-	-	-	-	-	40%
Sigma	-	186	-	-	-	-	-	186
	-	100%	-	-	-	-	-	100%

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

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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

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	108	125	-**	-**	-**	-**	-**	-**
STRICT/SOME RESTRICTIONS (NET)	76 70%	100 80%	- -	- -	- -	- -	- -	- -
Strict purchase restrictions should be required	31 29%	32 26%	- -	- -	- -	- -	- -	- -
Some purchase restrictions should be required	45 42%	68 54%	- -	- -	- -	- -	- -	- -
No purchase restrictions should be required	30 28%	25 20%	- -	- -	- -	- -	- -	- -
Not Sure	1 1%	- -	- -	- -	- -	- -	- -	- -
Decline to Answer	1 1%	- -	- -	- -	- -	- -	- -	- -
Sigma	108 100%	125 100%	- -	- -	- -	- -	- -	- -

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

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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

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	108	125	-**	-**	-**	-**	-**	-**
STRICT/SOME RESTRICTIONS (NET)	59 55%	64 51%	- -	- -	- -	- -	- -	- -
Strict purchase restrictions should be required	17 16%	15 12%	- -	- -	- -	- -	- -	- -
Some purchase restrictions should be required	42 39%	49 39%	- -	- -	- -	- -	- -	- -
No purchase restrictions should be required	46 43%	61 49%	- -	- -	- -	- -	- -	- -
Not Sure	2 2%	- -	- -	- -	- -	- -	- -	- -
Decline to Answer	1 1%	- -	- -	- -	- -	- -	- -	- -
Sigma	108 100%	125 100%	- -	- -	- -	- -	- -	- -

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

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Q865_10. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

10. .london

Base: All Qualified Respondents

			Country					
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	419	100	-**	-**	-**	-**	-**	-**
STRICT/SOME RESTRICTIONS (NET)	274 65%	78 78% A	- -	- -	- -	- -	- -	- -
Strict purchase restrictions should be required	85 20%	23 23%	- -	- -	- -	- -	- -	- -
Some purchase restrictions should be required	189 45%	55 55%	- -	- -	- -	- -	- -	- -
No purchase restrictions should be required	132 32%	22 22%	- -	- -	- -	- -	- -	- -
Not Sure	11 3%	- -	- -	- -	- -	- -	- -	- -
Decline to Answer	2 *	- -	- -	- -	- -	- -	- -	- -
Sigma	419 100%	100 100%	- -	- -	- -	- -	- -	- -

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

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Q865_11. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

11. .nyc

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	64*	255	-**	-**	-**	-**	-**	-**
STRICT/SOME RESTRICTIONS (NET)	51 80%	193 76%	-	-	-	-	-	-
Strict purchase restrictions should be required	21 33%	63 25%	-	-	-	-	-	-
Some purchase restrictions should be required	30 47%	130 51%	-	-	-	-	-	-
No purchase restrictions should be required	7 11%	62 24% A	-	-	-	-	-	-
Not Sure	6 9% B	-	-	-	-	-	-	-
Sigma	64 100%	255 100%	-	-	-	-	-	-

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

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Q865_12. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

12. .wang

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	548	551	-**	-**	-**	-**	-**	-**
STRICT/SOME RESTRICTIONS (NET)	357 65%	337 61%	-	-	-	-	-	-
Strict purchase restrictions should be required	101 18%	86 16%	-	-	-	-	-	-
Some purchase restrictions should be required	256 47%	251 46%	-	-	-	-	-	-
No purchase restrictions should be required	182 33%	214 39%	-	-	-	-	-	-
Not Sure	9 2% B	-	-	-	-	-	-	-
Sigma	548 100%	551 100%	-	-	-	-	-	-

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

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Q865_13. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

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

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	548	551	-**	-**	-**	-**	-**	-**
STRICT/SOME RESTRICTIONS (NET)	369 67%	349 63%	-	-	-	-	-	-
Strict purchase restrictions should be required	122 22%	103 19%	-	-	-	-	-	-
Some purchase restrictions should be required	247 45%	246 45%	-	-	-	-	-	-
No purchase restrictions should be required	168 31%	202 37% A	-	-	-	-	-	-
Not Sure	11 2% B	-	-	-	-	-	-	-
Sigma	548 100%	551 100%	-	-	-	-	-	-

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

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Q865_14. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

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

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	548	551	-**	-**	-**	-**	-**	-**
STRICT/SOME RESTRICTIONS (NET)	374 68%	352 64%	-	-	-	-	-	-
Strict purchase restrictions should be required	121 22%	97 18%	-	-	-	-	-	-
Some purchase restrictions should be required	253 46%	255 46%	-	-	-	-	-	-
No purchase restrictions should be required	164 30%	199 36% A	-	-	-	-	-	-
Not Sure	10 2% B	-	-	-	-	-	-	-
Sigma	548 100%	551 100%	-	-	-	-	-	-

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

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

Base: All Qualified Respondents

	2015 Total Registrants		Country					
			South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	3349	-**	125	-**	104	-**	186
TOP 2 BOX (NET)	-	2313 69%	-	103 82% BH	-	75 72%	-	121 65%
High level of trust	-	577 17%	-	33 26% BH	-	17 16%	-	30 16%
Moderate level of trust	-	1736 52%	-	70 56%	-	58 56%	-	91 49%
BOTTOM 2 BOX (NET)	-	1036 31% D	-	22 18%	-	29 28%	-	65 35% D
Low level of trust	-	774 23% D	-	19 15%	-	19 18%	-	49 26% D
Very low level of trust	-	262 8% D	-	3 2%	-	10 10% D	-	16 9% D
Sigma	-	3349 100%	-	125 100%	-	104 100%	-	186 100%

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

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

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	1386 54%	1754 52% FH	34 53%	64 51% H	29 43%	44 42%	75 55% H	69 37%
Very easy	436 17% BE	426 13% F	10 16%	9 7%	5 7%	2 2%	39 28% HAE	19 10% F
Somewhat easy	950 37% G	1328 40% AH	24 38%	55 44% H	24 35%	42 40% H	36 26%	50 27%
BOTTOM 2 BOX (NET)	1183 46%	1595 48%	30 47%	61 49%	38 56%	60 58% B	62 45%	117 63% GBD
Somewhat difficult	1016 39%	1381 41%	27 42%	54 43%	33 49% G	50 48%	44 32%	90 48% GB
Very difficult	167 6%	214 6%	3 5%	7 6%	5 7%	10 10%	18 13% A	27 15% BD
Decline to Answer	1 *	- -	- -	- -	- -	- -	- -	- -
Not Sure	18 1% B	- -	- -	- -	1 1%	- -	- -	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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Q905. What, if anything, would you change about the domain name purchase process?

Base: All Qualified Respondents

			Country					
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
Price	1418 55% E	1825 54% F	30 47%	58 46%	29 43%	38 37%	69 50%	114 61% DF
Make it less complicated	1244 48% BG	1502 45%	29 45%	48 38%	28 41%	41 39%	51 37%	73 39%
Make it quicker	1195 46%	1470 44%	35 55%	54 43%	31 46%	51 49%	67 49%	87 47%
Make it easier to register in multiple TLDs	890 34% BG	1033 31%	28 44% G	42 34%	20 29%	33 32%	35 26%	57 31%
Other	19 1%	29 1%	2 3% AG	2 2%	1 1%	- -	- -	1 1%
Nothing	189 7%	258 8%	4 6%	5 4%	6 9%	8 8%	10 7%	9 5%
Not Sure	11 * B	- -	- -	- -	- -	- -	- -	- -
Decline to Answer	1 *	- -	- -	- -	- -	- -	- -	- -
Sigma	4967 192%	6117 183%	128 200%	209 167%	115 169%	171 164%	232 169%	341 183%

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

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Table 303

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 Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	3349	-**	125	-**	104	-**	186
It was easy to find a domain name and extension that worked for my needs	- -	2002 60% F	- -	83 66% FH	- -	49 47%	- -	99 53%
There were plenty of choices between gTLDs that met my needs-for example, .photography and .photo, or .auto and .cars	- -	1684 50% FH	- -	60 48%	- -	39 38%	- -	80 43%
If I had known more about the new gTLDs, choosing a domain to register would have been a lot easier	- -	1837 55%	- -	77 62%	- -	58 56%	- -	109 59%
I did not feel like I had many alternatives that were available for registration	- -	1331 40%	- -	46 37%	- -	39 38%	- -	94 51% BDF

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

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Q913. How strongly do you agree or disagree with the following statements about the registration process?
SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	2015 Total Registrants		Country					
			South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	3349	-**	125	-**	104	-**	186
It was easy to find a domain name and extension that worked for my needs	- -	631 19%	- -	22 18%	- -	29 28% B	- -	56 30% BD
There were plenty of choices between gTLDs that met my needs-for example, .photography and .photo, or .auto and .cars	- -	638 19%	- -	24 19%	- -	30 29% B	- -	59 32% BD
If I had known more about the new gTLDs, choosing a domain to register would have been a lot easier	- -	530 16%	- -	17 14%	- -	17 16%	- -	23 12%
I did not feel like I had many alternatives that were available for registration	- -	875 26%	- -	51 41% BH	- -	35 34% H	- -	41 22%

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

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Q913_1. How strongly do you agree or disagree with the following statements about the registration process?

1. It was easy to find a domain name and extension that worked for my needs

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	3349	-**	125	-**	104	-**	186
TOP 2 BOX (NET)	- -	2002 60% F	- -	83 66% FH	- -	49 47%	- -	99 53%
Strongly agree	- -	702 21%	- -	32 26%	- -	21 20%	- -	34 18%
Somewhat agree	- -	1300 39% F	- -	51 41% F	- -	28 27%	- -	65 35%
Neither agree nor disagree	- -	716 21%	- -	20 16%	- -	26 25%	- -	31 17%
BOTTOM 2 BOX (NET)	- -	631 19%	- -	22 18%	- -	29 28% B	- -	56 30% BD
Somewhat disagree	- -	407 12%	- -	13 10%	- -	12 12%	- -	28 15%
Strongly disagree	- -	224 7%	- -	9 7%	- -	17 16% BD	- -	28 15% BD
Sigma	- -	3349 100%	- -	125 100%	- -	104 100%	- -	186 100%

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

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Table 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

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	3349	-**	125	-**	104	-**	186
TOP 2 BOX (NET)	- -	1684 50% FH	- -	60 48%	- -	39 38%	- -	80 43%
Strongly agree	- -	572 17%	- -	22 18%	- -	11 11%	- -	32 17%
Somewhat agree	- -	1112 33% H	- -	38 30%	- -	28 27%	- -	48 26%
Neither agree nor disagree	- -	1027 31%	- -	41 33%	- -	35 34%	- -	47 25%
BOTTOM 2 BOX (NET)	- -	638 19%	- -	24 19%	- -	30 29% B	- -	59 32% BD
Somewhat disagree	- -	432 13%	- -	19 15%	- -	16 15%	- -	32 17%
Strongly disagree	- -	206 6%	- -	5 4%	- -	14 13% BD	- -	27 15% BD
Sigma	- -	3349 100%	- -	125 100%	- -	104 100%	- -	186 100%

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

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Table 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

Base: All Qualified Respondents

	2015 Total Registrants		Country						
				South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	
Unweighted Base	-**	3349	-**	125	-**	104	-**	186	
TOP 2 BOX (NET)	-	1837	-	77	-	58	-	109	
	-	55%	-	62%	-	56%	-	59%	
Strongly agree	-	667	-	34	-	30	-	47	
	-	20%	-	27% B	-	29% B	-	25%	
Somewhat agree	-	1170	-	43	-	28	-	62	
	-	35%	-	34%	-	27%	-	33%	
Neither agree nor disagree	-	982	-	31	-	29	-	54	
	-	29%	-	25%	-	28%	-	29%	
BOTTOM 2 BOX (NET)	-	530	-	17	-	17	-	23	
	-	16%	-	14%	-	16%	-	12%	
Somewhat disagree	-	321	-	8	-	6	-	11	
	-	10%	-	6%	-	6%	-	6%	
Strongly disagree	-	209	-	9	-	11	-	12	
	-	6%	-	7%	-	11%	-	6%	
Sigma	-	3349	-	125	-	104	-	186	
	-	100%	-	100%	-	100%	-	100%	

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

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Table 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

Base: All Qualified Respondents

					Country			
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	3349	-**	125	-**	104	-**	186
TOP 2 BOX (NET)	- -	1331 40%	- -	46 37%	- -	39 38%	- -	94 51% BDF
Strongly agree	- -	359 11%	- -	16 13%	- -	9 9%	- -	34 18% BF
Somewhat agree	- -	972 29%	- -	30 24%	- -	30 29%	- -	60 32%
Neither agree nor disagree	- -	1143 34% DH	- -	28 22%	- -	30 29%	- -	51 27%
BOTTOM 2 BOX (NET)	- -	875 26%	- -	51 41% BH	- -	35 34% H	- -	41 22%
Somewhat disagree	- -	545 16%	- -	28 22%	- -	13 13%	- -	26 14%
Strongly disagree	- -	330 10%	- -	23 18% BH	- -	22 21% BH	- -	15 8%
Sigma	- -	3349 100%	- -	125 100%	- -	104 100%	- -	186 100%

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

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Table 309

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

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
Internet service providers/the agency that provides my internet access	1269 49% F	1566 47%	24 38%	70 56% CBF	27 40%	38 37%	77 56% CE	87 47%
Web based marketing companies	1030 40% E	1255 37% F	19 30%	54 43% F	16 24%	27 26%	66 48% HACE	67 36%
E-commerce companies	1061 41% E	1302 39%	24 38%	52 42%	17 25%	33 32%	71 52% AE	81 44% F
Software companies	1213 47% E	1510 45%	29 45%	76 61% CBF	20 29%	38 37%	77 56% AE	94 51% F
Computer hardware companies	1125 43% E	1487 44%	21 33%	69 55% CBF	18 26%	39 38%	75 55% ACE	97 52% BF

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

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Table 310

Q915. How much do you trust the domain name industry compared to these other industries?

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
Internet service providers/the agency that provides my internet access	367 14%	490 15%	17 27% DAG	14 11%	13 19%	22 21% D	14 10%	39 21% GBD
Web based marketing companies	553 21%	688 21%	19 30% G	23 18%	20 29% G	32 31% BD	23 17%	51 27% GB
E-commerce companies	493 19%	599 18%	18 28% DG	19 15%	22 32% FAG	17 16%	21 15%	40 22%
Software companies	395 15%	489 15% D	12 19% D	9 7%	14 21%	19 18% D	17 12%	26 14%
Computer hardware companies	469 18% B	513 15%	12 19%	14 11%	17 25%	20 19%	22 16%	30 16%

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

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Table 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

Base: All Qualified Respondents

				Country				
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	1269 49%	1566 47% F	24 38%	70 56% CBF	27 40%	38 37%	77 56% CE	87 47%
Trust much more	497 19% B	520 16%	13 20%	24 19%	10 15%	12 12%	26 19%	33 18%
Trust somewhat more	772 30% C	1046 31%	11 17%	46 37% C	17 25%	26 25%	51 37% C	54 29%
Trust the same	925 36%	1293 39% A	23 36%	41 33%	27 40%	44 42%	45 33%	60 32%
BOTTOM 2 BOX (NET)	367 14%	490 15%	17 27% DAG	14 11%	13 19%	22 21% D	14 10%	39 21% GBD
Trust somewhat less	280 11%	362 11%	13 20% DAG	9 7%	11 16% G	14 13%	8 6%	25 13% G
Trust much less	87 3%	128 4%	4 6%	5 4%	2 3%	8 8% B	6 4%	14 8% B
Decline to Answer	1 *	- -	- -	- -	- -	- -	- -	- -
Not Sure	26 1% B	- -	- -	- -	1 1%	- -	1 1%	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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Table 312

Q915_2. How much do you trust the domain name industry compared to these other industries?

2. Web based marketing companies

Base: All Qualified Respondents

			Country					
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	1030 40% E	1255 37% F	19 30%	54 43% F	16 24%	27 26%	66 48% HACE	67 36%
Trust much more	359 14% B	391 12%	6 9%	18 14%	4 6%	12 12%	30 22% HACE	25 13%
Trust somewhat more	671 26%	864 26% F	13 20%	36 29% F	12 18%	15 14%	36 26%	42 23%
Trust the same	975 38%	1406 42% A	26 41%	48 38%	31 46%	45 43%	47 34%	68 37%
BOTTOM 2 BOX (NET)	553 21%	688 21%	19 30% G	23 18%	20 29% G	32 31% BD	23 17%	51 27% GB
Trust somewhat less	420 16%	521 16%	13 20%	19 15%	17 25% AG	21 20%	16 12%	40 22% GB
Trust much less	133 5%	167 5%	6 9%	4 3%	3 4%	11 11% BD	7 5%	11 6%
Decline to Answer	1 *	- -	- -	- -	- -	- -	- -	- -
Not Sure	29 1% B	- -	- -	- -	1 1%	- -	1 1%	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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Table 313

Q915_3. How much do you trust the domain name industry compared to these other industries?

3. E-commerce companies

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	1061 41% E	1302 39%	24 38%	52 42%	17 25%	33 32%	71 52% AE	81 44% F
Trust much more	408 16% BE	408 12%	8 13%	13 10%	4 6%	17 16% E	28 20% E	27 15%
Trust somewhat more	653 25%	894 27% F	16 25%	39 31% F	13 19%	16 15%	43 31%	54 29% F
Trust the same	1002 39%	1448 43% AH	22 34%	54 43%	28 41%	54 52% H	44 32%	65 35%
BOTTOM 2 BOX (NET)	493 19%	599 18%	18 28% DG	19 15%	22 32% FAG	17 16%	21 15%	40 22%
Trust somewhat less	382 15%	463 14%	14 22% DG	13 10%	18 26% FAG	10 10%	13 9%	37 20% GBDF
Trust much less	111 4%	136 4%	4 6%	6 5%	4 6%	7 7% H	8 6% H	3 2%
Decline to Answer	2 *	- -	- -	- -	- -	- -	- -	- -
Not Sure	30 1% B	- -	- -	- -	1 1%	- -	1 1%	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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Q915_4. How much do you trust the domain name industry compared to these other industries?

4. Software companies

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	1213 47% E	1510 45%	29 45%	76 61% CBF	20 29%	38 37%	77 56% AE	94 51% F
Trust much more	433 17%	504 15%	14 22%	34 27% BFH	7 10%	14 13%	27 20%	32 17%
Trust somewhat more	780 30% E	1006 30%	15 23%	42 34%	13 19%	24 23%	50 36% E	62 33%
Trust the same	951 37%	1350 40% A	23 36%	40 32%	33 49% AG	47 45% D	42 31%	66 35%
BOTTOM 2 BOX (NET)	395 15%	489 15% D	12 19% D	9 7%	14 21%	19 18% D	17 12%	26 14%
Trust somewhat less	305 12%	355 11%	9 14%	7 6%	11 16%	12 12%	12 9%	18 10%
Trust much less	90 3%	134 4%	3 5%	2 2%	3 4%	7 7% D	5 4%	8 4%
Decline to Answer	1 *	- -	- -	- -	- -	- -	- -	- -
Not Sure	28 1% B	- -	- -	- -	1 1%	- -	1 1%	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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Table 315

Q915_5. How much do you trust the domain name industry compared to these other industries?

5. Computer hardware companies

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
TOP 2 BOX (NET)	1125 43% E	1487 44%	21 33%	69 55% CBF	18 26%	39 38%	75 55% ACE	97 52% BF
Trust much more	435 17% B	469 14%	12 19%	30 24% B	7 10%	17 16%	29 21%	37 20% B
Trust somewhat more	690 27% CE	1018 30% AF	9 14%	39 31% C	11 16%	22 21%	46 34% CE	60 32% F
Trust the same	964 37% G	1349 40% AH	31 48% DG	42 34%	32 47% G	45 43%	39 28%	59 32%
BOTTOM 2 BOX (NET)	469 18% B	513 15%	12 19%	14 11%	17 25%	20 19%	22 16%	30 16%
Trust somewhat less	347 13%	395 12%	7 11%	10 8%	12 18%	12 12%	15 11%	22 12%
Trust much less	122 5% B	118 4%	5 8%	4 3%	5 7%	8 8% B	7 5%	8 4%
Decline to Answer	1 *	- -	- -	- -	- -	- -	- -	- -
Not Sure	29 1% B	- -	- -	- -	1 1%	- -	1 1%	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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Table 316

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

Base: Trust Other Industries Much/Somewhat More

				Country				
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	2265	-**	103	-**	61*	-**	128
Weighted Base	-**	2265	-**	103	-**	61*	-**	128
REPUTATION (NET)	- -	988 44%	- -	59 57% B	- -	27 44%	- -	58 45%
Trustworthy	- -	278 12%	- -	8 8%	- -	3 5%	- -	20 16% F
Knowledgeable/Area of expertise/It's their business	- -	160 7%	- -	15 15% BH	- -	4 7%	- -	6 5%
Dependable/Reliable	- -	100 4%	- -	10 10% B	- -	7 11% B	- -	12 9% B
Legitimate/Genuine/Authentic	- -	91 4%	- -	5 5%	- -	3 5%	- -	1 1%
Good experience/Never had a problem	- -	80 4%	- -	7 7%	- -	2 3%	- -	6 5%
Well known/Most commonly used	- -	79 3%	- -	2 2%	- -	-	- -	5 4%
Good company/reputation/track record	- -	52 2%	- -	1 1%	- -	5 8% BDH	- -	1 1%
No scams/fraud	- -	41 2%	- -	4 4% H	- -	2 3% H	- -	-
Tested/Proven/Verified	- -	35 2%	- -	2 2%	- -	-	- -	3 2%
Established/Been around for long time	- -	33 1%	- -	3 3%	- -	1 2%	- -	1 1%
Good management/Operation of site	- -	32 1%	- -	2 2%	- -	-	- -	-
Depends on company/website behind the name	- -	14 1%	- -	2 2%	- -	1 2%	- -	1 1%
Big/Larger company	- -	12 1%	- -	-	- -	-	- -	2 2%

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

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Table 316

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

Base: Trust Other Industries Much/Somewhat More

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Weighted Base	-**	2265	-**	103	-**	61*	-**	128
Top level/High ranking	- -	9 *	- -	2 2% B	- -	- -	- -	- -
Other reputation mentions	- -	70 3%	- -	2 2%	- -	1 2%	- -	5 4%
EXTENSION APPEAL (NET)	- -	341 15% DFH	- -	8 8%	- -	3 5%	- -	9 7%
Professional	- -	75 3% H	- -	1 1%	- -	- -	- -	- -
Gut feeling/My opinion	- -	63 3%	- -	- -	- -	- -	- -	1 1%
Good/Like domain	- -	56 2%	- -	- -	- -	- -	- -	4 3%
Relevant to topic/Specific to the domain	- -	28 1%	- -	2 2%	- -	1 2%	- -	1 1%
Believable/Confidence/Convincing	- -	27 1%	- -	4 4% BH	- -	- -	- -	- -
Ordinary/Traditional/Conventional	- -	7 *	- -	- -	- -	- -	- -	- -
Better/Best	- -	6 *	- -	- -	- -	- -	- -	- -
Curiosity/Interesting	- -	4 *	- -	- -	- -	- -	- -	- -
All/Everything	- -	3 *	- -	- -	- -	1 2% B	- -	- -
I don't pay attention/Wouldn't notice	- -	3 *	- -	- -	- -	- -	- -	- -
Nothing looks/sounds suspicious	- -	3 *	- -	1 1% B	- -	- -	- -	- -
Same/Similar to others	- -	3 *	- -	- -	- -	- -	- -	- -

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

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

Base: Trust Other Industries Much/Somewhat More

| | 2015 Total Registrants | | Country | | | | | |
| | | | South America | | | | | |
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Weighted Base	-**	2265	-**	103	-**	61*	-**	128
Wording makes sense	- -	3 *	- -	1 1% B	- -	- -	- -	- -
Short wording	- -	2 *	- -	- -	- -	- -	- -	- -
Accurate	- -	2 *	- -	- -	- -	- -	- -	- -
It's meaning/Meaningful	- -	1 *	- -	- -	- -	- -	- -	- -
Depends on language	- -	- -	- -	- -	- -	- -	- -	- -
Other extension appeal mentions	- -	60 3%	- -	- -	- -	1 2%	- -	3 2%
USAGE (NET)	- -	192 8%	- -	13 13%	- -	7 11%	- -	12 9%
More familiar/I use extension	- -	62 3%	- -	3 3%	- -	4 7%	- -	5 4%
Efficient/Work well	- -	25 1%	- -	3 3%	- -	- -	- -	- -
Necessary/Needed to access internet	- -	23 1%	- -	2 2%	- -	- -	- -	2 2%
Helpful/Useful	- -	19 1%	- -	2 2%	- -	- -	- -	- -
I have control over domain	- -	9 *	- -	- -	- -	- -	- -	1 1%
Business/Company use	- -	4 *	- -	- -	- -	- -	- -	- -
Not familiar	- -	3 *	- -	- -	- -	- -	- -	- -
Depends on use (Unspec.)	- -	3 *	- -	- -	- -	- -	- -	1 1%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - A/C/E/G - B/D/F/H
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	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Weighted Base	-**	2265	-**	103	-**	61*	-**	128
Government use	- -	2 *	- -	- -	- -	- -	- -	- -
Public use	- -	1 *	- -	- -	- -	- -	- -	- -
I would try it	- -	- -	- -	- -	- -	- -	- -	- -
Non profit use	- -	- -	- -	- -	- -	- -	- -	- -
Educational use	- -	- -	- -	- -	- -	- -	- -	- -
Used by organizations	- -	- -	- -	- -	- -	- -	- -	- -
Commercial use	- -	- -	- -	- -	- -	- -	- -	- -
Other usage mentions	- -	49 2%	- -	3 3%	- -	3 5%	- -	3 2%
SAFETY/SECURITY (NET)	- -	189 8%	- -	14 14%	- -	6 10%	- -	14 11%
Safety/Security/Padlock	- -	148 7%	- -	14 14% B	- -	3 5%	- -	13 10%
Ensures privacy of personal information	- -	32 1%	- -	- -	- -	3 5% BD	- -	2 2%
Not being exposed to virus	- -	4 *	- -	- -	- -	- -	- -	- -
Check with anti virus software	- -	1 *	- -	- -	- -	- -	- -	- -
Other safety/security mentions	- -	11 *	- -	- -	- -	- -	- -	- -
CONVENIENCE (NET)	- -	140 6%	- -	8 8%	- -	4 7%	- -	3 2%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - A/C/E/G - B/D/F/H
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Base: Trust Other Industries Much/Somewhat More

	2015 Total Registrants			Country				
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Weighted Base	-**	2265	-**	103	-**	61*	-**	128
Easy to use/access	- -	52 2%	- -	3 3%	- -	1 2%	- -	- -
Clear/Easy to understand/differentiate	- -	31 1%	- -	2 2%	- -	1 2%	- -	1 1%
Harder to obtain/Requires certain criteria	- -	22 1%	- -	1 1%	- -	1 2%	- -	2 2%
Faster/Quicker service	- -	19 1%	- -	2 2%	- -	- -	- -	- -
Convenient/More convenience	- -	17 1%	- -	1 1%	- -	1 2%	- -	- -
Other convenience mentions	- -	9 *	- -	- -	- -	- -	- -	- -
INFORMATION (NET)	- -	58 3%	- -	3 3%	- -	3 5%	- -	1 1%
Content/Information provided	- -	45 2%	- -	3 3%	- -	3 5%	- -	1 1%
Has what I am looking for	- -	12 1%	- -	- -	- -	- -	- -	- -
Other information mentions	- -	1 *	- -	- -	- -	- -	- -	- -
ECONOMY (NET)	- -	46 2%	- -	2 2%	- -	- -	- -	2 2%
Good/Better price	- -	20 1%	- -	2 2%	- -	- -	- -	- -
It's paid for/Fee based	- -	5 *	- -	- -	- -	- -	- -	- -
Other economy mentions	- -	22 1%	- -	- -	- -	- -	- -	2 2%
SEARCH (NET)	- -	18 1%	- -	- -	- -	2 3% BH	- -	- -

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - A/C/E/G - B/D/F/H
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	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Weighted Base	-**	2265	-**	103	-**	61*	-**	128
Search engine/Found through searching	- -	9 *	- -	- -	- -	1 2%	- -	- -
Researched it/Check out source first	- -	6 *	- -	- -	- -	- -	- -	- -
Google search	- -	- -	- -	- -	- -	- -	- -	- -
Other search mentions	- -	3 *	- -	- -	- -	1 2% B	- -	- -
WEBSITE ORIGIN (NET)	- -	14 1%	- -	1 1%	- -	- -	- -	- -
Worldwide/International usage	- -	7 *	- -	1 1%	- -	- -	- -	- -
Represents my country	- -	3 *	- -	- -	- -	- -	- -	- -
Russian origin	- -	- -	- -	- -	- -	- -	- -	- -
Country/State of origin (Unspec.)	- -	- -	- -	- -	- -	- -	- -	- -
Other website origin mentions	- -	5 *	- -	- -	- -	- -	- -	- -
EXTENSION (NET)	- -	11 *	- -	1 1%	- -	- -	- -	2 2%
.com	- -	5 *	- -	- -	- -	- -	- -	2 2% B
.net	- -	1 *	- -	- -	- -	- -	- -	- -
.org	- -	1 *	- -	- -	- -	- -	- -	1 1% B
Domain name/extension (Unspec.)	- -	1 *	- -	1 1% B	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - A/C/E/G - B/D/F/H
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				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Weighted Base	-**	2265	-**	103	-**	61*	-**	128
.gov	- -	- -	- -	- -	- -	- -	- -	- -
.in	- -	- -	- -	- -	- -	- -	- -	- -
.info	- -	- -	- -	- -	- -	- -	- -	- -
.co	- -	- -	- -	- -	- -	- -	- -	- -
.cn	- -	- -	- -	- -	- -	- -	- -	- -
.ru	- -	- -	- -	- -	- -	- -	- -	- -
Https	- -	- -	- -	- -	- -	- -	- -	- -
.fr	- -	- -	- -	- -	- -	- -	- -	- -
Other extension mentions	- -	5 *	- -	- -	- -	- -	- -	1 1%
WEBSITE (NET)	- -	9 *	- -	1 1%	- -	- -	- -	- -
Web based use/Used by major websites	- -	9 *	- -	1 1%	- -	- -	- -	- -
Linked from a trusted site	- -	- -	- -	- -	- -	- -	- -	- -
Other website mentions	- -	- -	- -	- -	- -	- -	- -	- -
WEBSITE APPEAL (NET)	- -	4 *	- -	- -	- -	- -	- -	- -
Design/Layout/Way it looks	- -	4 *	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - A/C/E/G - B/D/F/H
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	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Weighted Base	-**	2265	-**	103	-**	61*	-**	128
Few/No pop-ups/advertisements	- -	- -	- -	- -	- -	- -	- -	- -
MISCELLANEOUS (NET)	- -	276 12%	- -	17 17%	- -	6 10%	- -	13 10%
Authorized/Regulated	- -	114 5%	- -	2 2%	- -	2 3%	- -	3 2%
Provide good services	- -	40 2%	- -	2 2%	- -	1 2%	- -	1 1%
Good technology/innovation	- -	31 1%	- -	3 3%	- -	- -	- -	1 1%
Good/Better customer service	- -	22 1%	- -	2 2%	- -	- -	- -	2 2%
Recommended by others	- -	16 1%	- -	3 3% B	- -	- -	- -	2 2%
Good quality	- -	15 1%	- -	2 2%	- -	1 2%	- -	1 1%
Advertised/Promoted	- -	12 1%	- -	1 1%	- -	- -	- -	2 2%
Other	- -	36 2%	- -	4 4%	- -	2 3%	- -	1 1%
EXCLUSIVE (NET)	- -	310 14% D	- -	4 4%	- -	10 16% D	- -	26 20% BD
Illegible data	- -	- -	- -	- -	- -	- -	- -	- -
None	- -	92 4%	- -	1 1%	- -	3 5%	- -	2 2%
Don't know	- -	82 4% D	- -	- -	- -	4 7% D	- -	11 9% BD
Declined to answer	- -	136 6%	- -	3 3%	- -	3 5%	- -	13 10% BD

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - A/C/E/G - B/D/F/H
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Base: Trust Other Industries Much/Somewhat More

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Weighted Base	-**	2265	-**	103	-**	61*	-**	128
Sigma	-	2738	-	141	-	70	-	148
	-	121%	-	137%	-	115%	-	116%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - A/C/E/G - B/D/F/H
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q919. Why do you trust the domain name industry less than these other industries?

Base: Trust Other Industries Much/Somewhat Less

	2015 Total Registrants		Country						
				South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	1242	-**	41*	-**	52*	-**	77*
Weighted Base	-**	1242	-**	41*	-**	52*	-**	77*
REPUTATION (NET)	- -	540 43%	- -	22 54%	- -	22 42%	- -	32 42%
Untrustworthy/Less transparent/honest	- -	124 10%	- -	3 7%	- -	7 13%	- -	6 8%
Fraud/Scams	- -	76 6%	- -	3 7%	- -	4 8%	- -	3 4%
Not legitimate/genuine	- -	62 5%	- -	1 2%	- -	3 6%	- -	2 3%
Greed/Only in it for the money	- -	30 2%	- -	- -	- -	1 2%	- -	2 3%
Previous poor experience	- -	27 2%	- -	- -	- -	4 8% B	- -	1 1%
Not well known/Less popular	- -	27 2%	- -	5 12% BFH	- -	- -	- -	1 1%
Less reputable	- -	25 2%	- -	- -	- -	3 6%	- -	2 3%
Less reliable/dependable	- -	23 2%	- -	- -	- -	- -	- -	3 4%
Poor customer service/support	- -	22 2%	- -	2 5%	- -	1 2%	- -	3 4%
Less knowledgeable/Lacks expertise	- -	20 2%	- -	3 7% B	- -	- -	- -	1 1%
Low credibility/Not believable	- -	16 1%	- -	- -	- -	- -	- -	1 1%
Not established/Hasn't been around a long time	- -	15 1%	- -	- -	- -	- -	- -	-
Less business oriented/professional	- -	15 1%	- -	1 2%	- -	1 2%	- -	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - A/C/E/G - B/D/F/H
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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	
Weighted Base	-**	1242	-**	41*	-**	52*	-**	77*	
Poor quality/Sub-standard products	- -	13 1%	- -	- -	- -	- -	- -	- -	
Less/Not accountable/responsible	- -	9 1%	- -	- -	- -	1 2%	- -	- -	
Lack of confidence	- -	7 1%	- -	1 2%	- -	- -	- -	- -	
Based on size of company	- -	7 1%	- -	- -	- -	- -	- -	- -	
Poor performance/Better performance from others	- -	6 *	- -	- -	- -	- -	- -	- -	
Always trying to up-sell/Pushing products	- -	4 *	- -	- -	- -	- -	- -	1 1%	
Not developed enough	- -	2 *	- -	- -	- -	- -	- -	- -	
Markets their customers/Vetting names to other companies	- -	1 *	- -	- -	- -	- -	- -	- -	
Not sure rules are followed	- -	1 *	- -	- -	- -	- -	- -	- -	
Other reputation mentions	- -	80 6%	- -	3 7%	- -	2 4%	- -	8 10%	
SAFETY/SECURITY (NET)	- -	157 13%	- -	7 17%	- -	8 15%	- -	10 13%	
Poor safety/security	- -	80 6%	- -	6 15% B	- -	7 13% B	- -	5 6%	
Not regulated/No back ground checks	- -	61 5%	- -	1 2%	- -	- -	- -	1 1%	
Risk of viruses	- -	7 1%	- -	- -	- -	- -	- -	4 5% B	
Other safety/security mentions	- -	13 1%	- -	- -	- -	1 2%	- -	- -	

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - A/C/E/G - B/D/F/H
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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Weighted Base	-**	1242	-**	41*	-**	52*	-**	77*
DOMAIN APPEAL (NET)	- -	149 12%	- -	1 2%	- -	6 12%	- -	11 14% D
Just my opinion/Gut instinct	- -	49 4%	- -	- -	- -	1 2%	- -	3 4%
Not clear/Hard to understand	- -	26 2%	- -	- -	- -	2 4%	- -	3 4%
Not as specific	- -	18 1%	- -	- -	- -	1 2%	- -	2 3%
Uncertainty/Hard to judge	- -	12 1%	- -	- -	- -	- -	- -	1 1%
Names are not meaningful/relevant	- -	6 *	- -	- -	- -	- -	- -	- -
Too new	- -	3 *	- -	- -	- -	- -	- -	- -
Accuracy	- -	2 *	- -	- -	- -	1 2% B	- -	- -
Other domain appeal mentions	- -	37 3%	- -	1 2%	- -	1 2%	- -	3 4%
USAGE (NET)	- -	149 12%	- -	10 24% BH	- -	7 13%	- -	5 6%
Not familiar/Have not used	- -	60 5%	- -	6 15% BH	- -	4 8%	- -	3 4%
Dislike online/web based marketing	- -	30 2%	- -	1 2%	- -	3 6%	- -	1 1%
Anyone can access/register	- -	25 2%	- -	1 2%	- -	- -	- -	- -
Useless/Not helpful	- -	5 *	- -	- -	- -	- -	- -	- -
Commercial use	- -	3 *	- -	1 2% B	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - A/C/E/G - B/D/F/H
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					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Weighted Base	-**	1242	-**	41*	-**	52*	-**	77*
Other usage mentions	- -	27 2%	- -	1 2%	- -	- -	- -	1 1%
MISCELLANEOUS (NET)	- -	158 13%	- -	9 22%	- -	7 13%	- -	8 10%
Cost/Payment issues	- -	27 2%	- -	1 2%	- -	- -	- -	2 3%
Less information about domain	- -	27 2%	- -	2 5%	- -	1 2%	- -	3 4%
Too many websites/companies/options	- -	18 1%	- -	- -	- -	2 4%	- -	- -
Marketing issues	- -	16 1%	- -	1 2%	- -	1 2%	- -	- -
Hard to contact a real person/No personal touch	- -	13 1%	- -	1 2%	- -	- -	- -	- -
Cannot physically test product/No physical store	- -	11 1%	- -	3 7% BH	- -	2 4% B	- -	- -
Poor advertisements	- -	2 *	- -	- -	- -	- -	- -	1 1% B
Other	- -	50 4%	- -	2 5%	- -	2 4%	- -	2 3%
EXCLUSIVE (NET)	- -	220 18% D	- -	- -	- -	8 15% D	- -	15 19% D
Illegible data	- -	- -	- -	- -	- -	- -	- -	- -
None	- -	45 4%	- -	- -	- -	1 2%	- -	- -
Don't know	- -	83 7%	- -	- -	- -	5 10% D	- -	7 9% D
Declined to answer	- -	92 7%	- -	- -	- -	2 4%	- -	8 10% D

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

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Table 317

q919. Why do you trust the domain name industry less than these other industries?

Base: Trust Other Industries Much/Somewhat Less

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Weighted Base	-**	1242	-**	41*	-**	52*	-**	77*
Sigma	-	1460	-	50	-	64	-	84
	-	118%	-	122%	-	123%	-	109%

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

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Q1000. Which devices do you use to access the Internet?

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
DESKTOP/LAPTOP (NET)	2518 97%	3241 97%	64 100%	124 99%	67 99%	101 97%	133 97%	180 97%
Laptop computer	2049 79% BG	2576 77% H	59 92% DAEG	99 79%	49 72%	73 70%	97 71%	130 70%
Desktop computer	1879 73%	2366 71%	56 88% DA	90 72%	52 76%	78 75%	106 77%	145 78% B
TABLET/SMARTPHONE (NET)	2051 79%	2661 79%	51 80%	109 87% B	59 87%	92 88% B	112 82%	155 83%
Smartphone	1904 74%	2479 74%	44 69%	107 86% CB	54 79%	87 84% B	103 75%	143 77%
Tablet	1257 49%	1649 49%	39 61% DAG	54 43%	31 46%	49 47%	62 45%	87 47%
Other	16 1%	20 1%	- -	1 1%	2 3% AG	- -	- -	2 1%
Not Sure	2 *	- -	- -	- -	- -	- -	- -	- -
Sigma	7107 275%	9090 271%	198 309%	351 281%	188 276%	287 276%	368 269%	507 273%

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

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Base: All Qualified Respondents

Q1005. What is your experience with URL shorteners?

			Country					
				South America				
	2015 Total Registrants		2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	Nielsen Sample Only	2016 Total Registrants						
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
USE THEM (NET)	1304 50% B	1391 42%	26 41%	71 57% CBFH	34 50%	44 42%	75 55% H	68 37%
I use them frequently	419 16% B	424 13%	5 8%	24 19% CB	8 12%	12 12%	33 24% HACE	25 13%
I use them, but not frequently	885 34% B	967 29%	21 33%	47 38% BH	26 38%	32 31%	42 31%	43 23%
NEVER USES THEM (NET)	1270 49%	1958 58% AD	38 59% D	54 43%	33 49%	60 58% D	62 45%	118 63% GD
I have heard of them but never used them	875 34%	1298 39% A	25 39%	39 31%	18 26%	34 33%	53 39%	75 40%
I have never heard of them or used them	395 15% G	660 20% AD	13 20% G	15 12%	15 22% G	26 25% D	9 7%	43 23% GD
Not Sure	14 1% B	- -	- -	- -	1 1%	- -	- -	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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Table 320

Q1010. Why haven't you used URL shorteners?

Base: Have Not Used URL Shorteners

			Country					
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	1270	1958	38*	54*	33*	60*	62*	118
Never needed to	585 46% B	826 42%	17 45%	20 37%	17 52%	25 42%	32 52%	52 44%
Confused about which website I'm going to	307 24% E	601 31% A	7 18%	22 41% CH	3 9%	16 27% E	18 29% E	28 24%
I have never heard of them	311 24%	423 22%	11 29%	9 17%	11 33%	16 27%	12 19%	26 22%
Don't trust them	135 11%	253 13% F	4 11%	4 7%	2 6%	1 2%	3 5%	14 12% F
Don't like them	105 8%	214 11% A	4 11%	5 9%	2 6%	9 15%	4 6%	15 13%
Other	14 1%	29 1%	- -	1 2%	1 3%	- -	2 3%	3 3%
Not Sure	6 * B	- -	- -	- -	- -	- -	1 2%	- -
Sigma	1463 115%	2346 120%	43 113%	61 113%	36 109%	67 112%	72 116%	138 117%

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

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Table 321

Q1015. Why do you use URL shorteners?

Base: Have Used URL Shorteners

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	1304	1391	26**	71*	34*	44*	75*	68*
They are convenient	848 65% E	891 64% F	11 42%	38 54% F	13 38%	13 30%	44 59%	42 62% F
They save me time	759 58% B	752 54%	19 73%	34 48%	17 50%	24 55%	41 55%	37 54%
It's the latest thing	355 27%	409 29%	5 19%	27 38%	7 21%	16 36%	14 19%	29 43% GB
Other	59 5%	85 6%	- -	5 7%	1 3%	2 5%	4 5%	2 3%
Not Sure	3 *	- -	- -	- -	- -	- -	- -	- -
Decline to Answer	1 *	- -	- -	- -	- -	- -	- -	- -
Sigma	2025 155%	2137 154%	35 135%	104 146%	38 112%	55 125%	103 137%	110 162%

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

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Q1020. What is your experience with QR codes?

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
USE THEM (NET)	1396 54%	1838 55%	29 45%	71 57%	29 43%	48 46%	66 48%	95 51%
I use them frequently	426 16% BCE	476 14%	4 6%	13 10%	4 6%	8 8%	27 20% CE	24 13%
I use them, but not frequently	970 37% G	1362 41% A	25 39%	58 46%	25 37%	40 38%	39 28%	71 38%
NEVER USES THEM (NET)	1181 46%	1511 45%	35 55%	54 43%	39 57% A	56 54%	70 51%	91 49%
I have heard of them but never used them	822 32%	1263 38% A	18 28%	52 42%	23 34%	52 50% EB	48 35%	81 44%
I have never heard of them or used them	359 14% B	248 7% D	17 27% DA	2 2%	16 24% FA	4 4%	22 16% H	10 5%
Not Sure	11 * B	- -	- -	- -	- -	- -	1 1%	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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Table 323

Q1025. Why haven't you used QR codes?

Base: Have Not Used QR Codes

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	1181	1511	35*	54*	39*	56*	70*	91*
Never needed to	658 56%	969 64% A	14 40%	41 76% C	22 56%	43 77% EB	42 60%	63 69%
Don't like them	145 12% G	231 15% AH	6 17% G	8 15%	3 8%	7 13%	2 3%	7 8%
I have never heard of them or seen them	279 24% B	217 14% F	13 37% D	3 6%	11 28% F	2 4%	18 26%	16 18% DF
Don't trust them	143 12%	180 12% DF	5 14% D	1 2%	2 5%	1 2%	5 7%	10 11% DF
Other	42 4%	83 5% A	1 3%	3 6%	3 8%	4 7%	4 6%	4 4%
Not Sure	4 * B	- -	- -	- -	- -	- -	- -	- -
Decline to Answer	1 *	- -	- -	- -	- -	- -	- -	- -
Sigma	1272 108%	1680 111%	39 111%	56 104%	41 105%	57 102%	71 101%	100 110%

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

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Table 324

Q1030. Why do you use QR codes?

Base: Have Used QR Codes

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	1396	1838	29**	71*	29**	48*	66*	95*
They are convenient	933 67%	1173 64% DF	13 45%	24 34%	11 38%	18 38%	37 56%	55 58% DF
They save me time	770 55%	1028 56%	22 76%	48 68% BF	14 48%	21 44%	34 52%	59 62% F
It's the latest thing	523 37%	662 36%	13 45%	23 32%	9 31%	19 40%	21 32%	46 48% GBD
Other	50 4%	60 3%	- -	2 3%	3 10%	2 4%	6 9% HA	2 2%
Not Sure	2 *	- -	- -	- -	- -	- -	- -	- -
Sigma	2278 163%	2923 159%	48 166%	97 137%	37 128%	60 125%	98 148%	162 171%

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

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Table 325

Q1050. What is your preferred way of finding websites now?

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
Use a search engine	1412 55%	1977 59% AH	33 52%	79 63% H	44 65%	61 59%	69 50%	89 48%
Type the domain name directly into my browser and see if it comes up	602 23%	730 22%	18 28%	30 24%	15 22%	31 30% B	40 29%	56 30% B
Use a QR code	217 8%	356 11% A	3 5%	7 6%	5 7%	6 6%	12 9%	16 9%
Use an app instead of going to websites themselves	335 13% B	279 8%	10 16%	9 7%	4 6%	5 5%	15 11%	25 13% BF
Other	16 1% B	7 *	- -	- -	- -	1 1%	- -	- -
Not Sure	6 * B	- -	- -	- -	- -	- -	1 1%	- -
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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Table 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

Base: All Qualified Respondents

			Country					
				South America				
	2015 Total Registrants Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
Using an app instead of going to the website itself-for example, an app provided by an airline or a bank	335 13%	647 19% A	6 9%	27 22% C	5 7%	19 18% E	18 13%	34 18%
Accessing via a QR code	366 14%	489 15%	7 11%	19 15%	7 10%	17 16%	19 14%	38 20% B
Typing the domain name into a browser	793 31% B	892 27%	26 41%	36 29%	22 32%	22 21%	46 34%	46 25%
Finding via an Internet search engine	679 26% B	603 18%	11 17%	25 20%	25 37% FAC	22 21%	34 25% H	28 15%
Accessing via a bookmark	278 11%	431 13% A	11 17%	14 11%	6 9%	17 16%	16 12%	25 13%
Not sure	137 5%	287 9% AD	3 5%	4 3%	3 4%	7 7%	4 3%	15 8%
Sigma	2588 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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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

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	3349	-**	125	-**	104	-**	186
Using an app instead of going to the website itself-for example, an app provided by an airline or a bank	- -	502 15%	- -	25 20%	- -	21 20%	- -	32 17%
Accessing via a QR code	- -	733 22%	- -	36 29% F	- -	17 16%	- -	38 20%
Typing the domain name into a browser	- -	509 15%	- -	15 12%	- -	16 15%	- -	35 19%
Finding via an Internet search engine	- -	672 20%	- -	24 19%	- -	27 26%	- -	33 18%
Accessing via a bookmark	- -	742 22%	- -	22 18%	- -	15 14%	- -	40 22%
Not sure	- -	191 6%	- -	3 2%	- -	8 8%	- -	8 4%
Sigma	- -	3349 100%	- -	125 100%	- -	104 100%	- -	186 100%

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

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Q1036_3. Which of these is the safest, which is the fastest, and which is the easiest way to navigate to a website that may have the information you are looking for?

3. Easiest

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	3349	-**	125	-**	104	-**	186
Using an app instead of going to the website itself-for example, an app provided by an airline or a bank	- -	481 14%	- -	15 12%	- -	15 14%	- -	28 15%
Accessing via a QR code	- -	552 16% F	- -	16 13%	- -	6 6%	- -	25 13% F
Typing the domain name into a browser	- -	508 15%	- -	25 20%	- -	28 27% BH	- -	29 16%
Finding via an Internet search engine	- -	968 29%	- -	38 30%	- -	28 27%	- -	58 31%
Accessing via a bookmark	- -	670 20%	- -	26 21%	- -	20 19%	- -	37 20%
Not sure	- -	170 5%	- -	5 4%	- -	7 7%	- -	9 5%
Sigma	- -	3349 100%	- -	125 100%	- -	104 100%	- -	186 100%

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

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Q1055_1. Which of these are the fastest, easiest and safest way to get to the website you want to buy from?

1. Safest

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	3349	-**	125	-**	104	-**	186
Using an app instead of going to a website-for example, an app provided by an airline or a bank	- -	771 23%	- -	38 30% B	- -	25 24%	- -	46 25%
Accessing via a QR code	- -	448 13%	- -	14 11%	- -	19 18%	- -	28 15%
Typing the domain name into a browser	- -	864 26%	- -	37 30%	- -	29 28%	- -	44 24%
Finding via an Internet search engine	- -	541 16%	- -	23 18%	- -	14 13%	- -	28 15%
Accessing via a bookmark	- -	430 13% D	- -	8 6%	- -	9 9%	- -	28 15% D
Not sure	- -	295 9%	- -	5 4%	- -	8 8%	- -	12 6%
Sigma	- -	3349 100%	- -	125 100%	- -	104 100%	- -	186 100%

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

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Q1055_2. Which of these are the fastest, easiest and safest way to get to the website you want to buy from?

2. Fastest

Base: All Qualified Respondents

	2015 Total Registrants		Country						
				South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	3349	-**	125	-**	104	-**	186
Using an app instead of going to a website-for example, an app provided by an airline or a bank	- -	555 17%	- -	23 18%	- -	18 17%	- -	34 18%
Accessing via a QR code	- -	677 20% F	- -	27 22% F	- -	7 7%	- -	34 18% F
Typing the domain name into a browser	- -	538 16%	- -	22 18%	- -	17 16%	- -	37 20%
Finding via an Internet search engine	- -	672 20%	- -	32 26%	- -	28 27%	- -	37 20%
Accessing via a bookmark	- -	718 21% D	- -	18 14%	- -	23 22%	- -	35 19%
Not sure	- -	189 6%	- -	3 2%	- -	11 11% BD	- -	9 5%
Sigma	- -	3349 100%	- -	125 100%	- -	104 100%	- -	186 100%

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

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Q1055_3. Which of these are the fastest, easiest and safest way to get to the website you want to buy from?

3. Easiest

Base: All Qualified Respondents

	2015 Total Registrants		Country					
			South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	3349	-**	125	-**	104	-**	186
Using an app instead of going to a website-for example, an app provided by an airline or a bank	- -	533 16%	- -	26 21% H	- -	12 12%	- -	22 12%
Accessing via a QR code	- -	529 16% F	- -	16 13%	- -	8 8%	- -	25 13%
Typing the domain name into a browser	- -	546 16%	- -	25 20%	- -	27 26% B	- -	35 19%
Finding via an Internet search engine	- -	907 27%	- -	31 25%	- -	21 20%	- -	60 32% F
Accessing via a bookmark	- -	628 19%	- -	22 18%	- -	22 21%	- -	36 19%
Not sure	- -	206 6%	- -	5 4%	- -	14 13% BDH	- -	8 4%
Sigma	- -	3349 100%	- -	125 100%	- -	104 100%	- -	186 100%

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

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Table 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

Base: All Qualified Respondents

	2015 Total Registrants		Country					
			South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	3349	-**	125	-**	104	-**	186
Using an app provided by the website owner-for example, an app provided by an airline or a bank	- -	886 26%	- -	47 38% B	- -	38 37% B	- -	59 32%
Accessing via a QR code	- -	442 13% D	- -	7 6%	- -	13 13%	- -	34 18% BD
Typing the domain name into a browser	- -	770 23%	- -	38 30% BH	- -	21 20%	- -	34 18%
Finding via an Internet search engine	- -	462 14%	- -	19 15%	- -	8 8%	- -	20 11%
Accessing via a bookmark	- -	497 15%	- -	11 9%	- -	13 13%	- -	26 14%
Not sure	- -	292 9% D	- -	3 2%	- -	11 11% D	- -	13 7%
Sigma	- -	3349 100%	- -	125 100%	- -	104 100%	- -	186 100%

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

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Table 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

Base: All Qualified Respondents

	2015 Total Registrants		Country						
					South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	
Unweighted Base	-**	3349	-**	125	-**	104	-**	186	
Using an app provided by the website owner-for example, an app provided by an airline or a bank	- -	578 17%	- -	23 18%	- -	14 13%	- -	35 19%	
Accessing via a QR code	- -	618 18%	- -	22 18%	- -	13 13%	- -	25 13%	
Typing the domain name into a browser	- -	572 17%	- -	18 14%	- -	31 30% BD	- -	40 22%	
Finding via an Internet search engine	- -	591 18%	- -	37 30% BH	- -	21 20%	- -	28 15%	
Accessing via a bookmark	- -	772 23% D	- -	15 12%	- -	16 15%	- -	48 26% DF	
Not sure	- -	218 7%	- -	10 8%	- -	9 9%	- -	10 5%	
Sigma	- -	3349 100%	- -	125 100%	- -	104 100%	- -	186 100%	

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

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Table 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

Base: All Qualified Respondents

			Country					
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	3349	-**	125	-**	104	-**	186
Using an app provided by the website owner-for example, an app provided by an airline or a bank	- -	587 18%	- -	27 22%	- -	14 13%	- -	34 18%
Accessing via a QR code	- -	503 15%	- -	13 10%	- -	11 11%	- -	19 10%
Typing the domain name into a browser	- -	561 17%	- -	22 18%	- -	21 20%	- -	40 22%
Finding via an Internet search engine	- -	767 23%	- -	26 21%	- -	24 23%	- -	45 24%
Accessing via a bookmark	- -	673 20%	- -	28 22%	- -	20 19%	- -	37 20%
Not sure	- -	258 8%	- -	9 7%	- -	14 13% BH	- -	11 6%
Sigma	- -	3349 100%	- -	125 100%	- -	104 100%	- -	186 100%

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

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Table 335

Q1100a. How would you describe your familiarity with each of the following abusive internet behaviors?
SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	2015 Total Registrants		Country						
					South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	3349	-**	125	-**	104	-**	186
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% DFH	- -	42 34%	- -	35 34%	- -	66 35%
Spamming - The use of electronic messaging systems to send unsolicited messages.	- -	2066 62%	- -	87 70%	- -	65 63%	- -	113 61%
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% DFH	- -	25 20%	- -	18 17%	- -	47 25%
Stolen credentials - When hackers steal personal information stored online such as usernames, passwords, social security numbers, credit cards numbers, etc.	- -	1515 45%	- -	47 38%	- -	38 37%	- -	86 46%
Malware - Short for ''malicious software'', used to disrupt computer operations, gather sensitive information or gain access to private computer systems.	- -	1764 53%	- -	70 56%	- -	57 55%	- -	93 50%

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

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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

	2015 Total Registrants		Country					
			South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	3349	-**	125	-**	104	-**	186
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%	- -	34 27%	- -	44 42% BD	- -	72 39% BD
Spamming - The use of electronic messaging systems to send unsolicited messages.	- -	423 13%	- -	13 10%	- -	18 17%	- -	37 20% BD
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%	- -	65 52% B	- -	59 57% B	- -	90 48% B
Stolen credentials - When hackers steal personal information stored online such as usernames, passwords, social security numbers, credit cards numbers, etc.	- -	641 19%	- -	29 23%	- -	33 32% B	- -	42 23%
Malware - Short for ''malicious software'', used to disrupt computer operations, gather sensitive information or gain access to private computer systems.	- -	545 16%	- -	21 17%	- -	19 18%	- -	39 21%

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

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Table 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.

Base: All Qualified Respondents

			Country					
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	3349	-**	125	-**	104	-**	186
TOP 2 BOX (NET)	- -	1561 47% DFH	- -	42 34%	- -	35 34%	- -	66 35%
Extremely familiar	- -	577 17% D	- -	13 10%	- -	13 13%	- -	33 18%
Very familiar	- -	984 29% H	- -	29 23%	- -	22 21%	- -	33 18%
Somewhat familiar	- -	1083 32% H	- -	49 39% FH	- -	25 24%	- -	48 26%
BOTTOM 2 BOX (NET)	- -	705 21%	- -	34 27%	- -	44 42% BD	- -	72 39% BD
Just know the name	- -	461 14%	- -	24 19%	- -	24 23% B	- -	41 22% B
Never heard of	- -	244 7%	- -	10 8%	- -	20 19% BD	- -	31 17% BD
Sigma	- -	3349 100%	- -	125 100%	- -	104 100%	- -	186 100%

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

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Q1100a_2. How would you describe your familiarity with each of the following abusive internet behaviors?

2. Spamming - The use of electronic messaging systems to send unsolicited messages.

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	3349	-**	125	-**	104	-**	186
TOP 2 BOX (NET)	- -	2066 62%	- -	87 70%	- -	65 63%	- -	113 61%
Extremely familiar	- -	922 28%	- -	33 26%	- -	34 33%	- -	55 30%
Very familiar	- -	1144 34%	- -	54 43% BFH	- -	31 30%	- -	58 31%
Somewhat familiar	- -	860 26% H	- -	25 20%	- -	21 20%	- -	36 19%
BOTTOM 2 BOX (NET)	- -	423 13%	- -	13 10%	- -	18 17%	- -	37 20% BD
Just know the name	- -	280 8%	- -	10 8%	- -	13 13%	- -	26 14% B
Never heard of	- -	143 4%	- -	3 2%	- -	5 5%	- -	11 6%
Sigma	- -	3349 100%	- -	125 100%	- -	104 100%	- -	186 100%

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

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Q1100a_3. How would you describe your familiarity with each of the following abusive internet behaviors?

3. Cyber squatting - Registering or using a domain name with bad faith intent to profit from the goodwill of a trademark belonging to someone else.

Base: All Qualified Respondents

	2015 Total Registrants		Country						
				South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	3349	-**	125	-**	104	-**	186
TOP 2 BOX (NET)	- -	1087 32% DFH	- -	25 20%	- -	18 17%	- -	47 25%
Extremely familiar	- -	371 11% D	- -	4 3%	- -	11 11% D	- -	22 12% D
Very familiar	- -	716 21% FH	- -	21 17% F	- -	7 7%	- -	25 13%
Somewhat familiar	- -	1068 32%	- -	35 28%	- -	27 26%	- -	49 26%
BOTTOM 2 BOX (NET)	- -	1194 36%	- -	65 52% B	- -	59 57% B	- -	90 48% B
Just know the name	- -	606 18%	- -	31 25% B	- -	18 17%	- -	41 22%
Never heard of	- -	588 18%	- -	34 27% B	- -	41 39% BH	- -	49 26% B
Sigma	- -	3349 100%	- -	125 100%	- -	104 100%	- -	186 100%

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

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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

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	3349	-**	125	-**	104	-**	186
TOP 2 BOX (NET)	-	1515	-	47	-	38	-	86
	-	45%	-	38%	-	37%	-	46%
Extremely familiar	-	519	-	14	-	18	-	37
	-	15%	-	11%	-	17%	-	20% D
Very familiar	-	996	-	33	-	20	-	49
	-	30% F	-	26%	-	19%	-	26%
Somewhat familiar	-	1193	-	49	-	33	-	58
	-	36%	-	39%	-	32%	-	31%
BOTTOM 2 BOX (NET)	-	641	-	29	-	33	-	42
	-	19%	-	23%	-	32% B	-	23%
Just know the name	-	466	-	19	-	25	-	29
	-	14%	-	15%	-	24% B	-	16%
Never heard of	-	175	-	10	-	8	-	13
	-	5%	-	8%	-	8%	-	7%
Sigma	-	3349	-	125	-	104	-	186
	-	100%	-	100%	-	100%	-	100%

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

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Q1100a_5. How would you describe your familiarity with each of the following abusive internet behaviors?

5. Malware - Short for ''malicious software'', used to disrupt computer operations, gather sensitive information or gain access to private computer systems.

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	3349	-**	125	-**	104	-**	186
TOP 2 BOX (NET)	- -	1764 53%	- -	70 56%	- -	57 55%	- -	93 50%
Extremely familiar	- -	712 21%	- -	24 19%	- -	28 27%	- -	49 26%
Very familiar	- -	1052 31% H	- -	46 37% H	- -	29 28%	- -	44 24%
Somewhat familiar	- -	1040 31%	- -	34 27%	- -	28 27%	- -	54 29%
BOTTOM 2 BOX (NET)	- -	545 16%	- -	21 17%	- -	19 18%	- -	39 21%
Just know the name	- -	370 11%	- -	15 12%	- -	10 10%	- -	23 12%
Never heard of	- -	175 5%	- -	6 5%	- -	9 9%	- -	16 9% B
Sigma	- -	3349 100%	- -	125 100%	- -	104 100%	- -	186 100%

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

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

SUMMARY TABLE OF ORGANIZED GROUPS

Base: Familiar With Abusive Internet Behavior (Variable Bases)

	2015 Total Registrants		Country					
			South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Phishing	1088 62% C	1651 62% DF	13 30%	46 51% C	19 48%	30 50%	42 59% C	68 60%
Spamming	1178 61% C	1809 62% DF	17 34%	58 52% C	29 51%	40 47%	52 53% C	87 58%
Cyber squatting	797 64% BG	1246 58% D	11 46%	27 45%	16 59%	25 56%	24 46%	54 56%
Stolen credentials	1121 66% B	1659 61% D	23 55%	46 48%	22 54%	38 54%	49 62%	84 58%
Malware	1240 68% BEG	1737 62% DF	28 57%	53 51%	27 53%	40 47%	55 55%	83 56%

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

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

SUMMARY TABLE OF INDIVIDUALS

Base: Familiar With Abusive Internet Behavior (Variable Bases)

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Phishing	1085 62% B	1410 53%	32 74% D	49 54%	28 70%	32 53%	44 62%	54 47%
Spamming	1171 61% B	1614 55%	32 64%	64 57%	35 61%	45 52%	63 64%	90 60%
Cyber squatting	717 58% B	1131 52%	13 54%	28 47%	14 52%	20 44%	39 75% HA	47 49%
Stolen credentials	1002 59% B	1460 54%	20 48%	49 51%	28 68% F	34 48%	46 58%	84 58%
Malware	1036 57% BC	1497 53%	21 43%	57 55%	27 53%	39 46%	63 63% C	86 59%

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

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Table 344

Q1105_1. What do you think are the source(s) for each type of abusive Internet behavior?

1. Phishing

Base: Familiar With Abusive Internet Behavior

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	1756	2644	43*	91*	40*	60*	71*	114
ORGANIZED GROUPS (NET)	1088 62% C	1651 62% DF	13 30%	46 51% C	19 48%	30 50%	42 59% C	68 60%
Organized groups from outside my country	875 50% BCE	1202 45% D	7 16%	31 34% C	13 33%	20 33%	33 46% C	46 40%
Organized groups from within my country	770 44% C	1190 45% D	8 19%	25 27%	15 38%	23 38%	30 42% C	52 46% D
INDIVIDUALS (NET)	1085 62% B	1410 53%	32 74% D	49 54%	28 70%	32 53%	44 62%	54 47%
Individuals from outside my country	844 48% B	1102 42%	20 47%	30 33%	23 58%	28 47%	30 42%	38 33%
Individuals from my country	786 45% B	960 36%	20 47%	37 41%	18 45%	19 32%	35 49%	40 35%
Don't know	205 12%	365 14% A	5 12%	13 14%	5 13%	9 15%	7 10%	19 17%
Not Sure	2 *	- -	- -	- -	- -	- -	- -	- -
Sigma	3482 198%	4819 182%	60 140%	136 149%	74 185%	99 165%	135 190%	195 171%

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

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Q1105_2. What do you think are the source(s) for each type of abusive Internet behavior?

2. Spamming

Base: Familiar With Abusive Internet Behavior

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	1931	2926	50*	112	57*	86*	98*	149
ORGANIZED GROUPS (NET)	1178 61% C	1809 62% DF	17 34%	58 52% C	29 51%	40 47%	52 53% C	87 58%
Organized groups from outside my country	887 46% CG	1267 43% F	14 28%	46 41%	24 42%	26 30%	31 32%	54 36%
Organized groups from within my country	902 47% C	1349 46% D	11 22%	29 26%	23 40% C	31 36%	41 42% C	74 50% DF
INDIVIDUALS (NET)	1171 61% B	1614 55%	32 64%	64 57%	35 61%	45 52%	63 64%	90 60%
Individuals from outside my country	890 46% BC	1211 41%	16 32%	49 44%	26 46%	28 33%	38 39%	63 42%
Individuals from my country	858 44% B	1142 39%	25 50%	40 36%	28 49%	35 41%	53 54% A	74 50% BD
Don't know	211 11%	374 13%	6 12%	14 13%	10 18%	16 19%	11 11%	19 13%
Not Sure	3 * B	- -	- -	- -	- -	- -	- -	- -
Sigma	3751 194%	5343 183%	72 144%	178 159%	111 195%	136 158%	174 178%	284 191%

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

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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

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	1239	2155	24**	60*	27**	45*	52*	96*
ORGANIZED GROUPS (NET)	797 64% BG	1246 58% D	11 46%	27 45%	16 59%	25 56%	24 46%	54 56%
Organized groups from outside my country	603 49% BG	824 38%	8 33%	21 35%	13 48%	16 36%	18 35%	35 36%
Organized groups from within my country	582 47% BG	886 41% D	6 25%	10 17%	15 56%	15 33%	15 29%	41 43% D
INDIVIDUALS (NET)	717 58% B	1131 52%	13 54%	28 47%	14 52%	20 44%	39 75% HA	47 49%
Individuals from outside my country	583 47% B	857 40%	11 46%	21 35%	14 52%	15 33%	31 60% H	33 34%
Individuals from my country	490 40% B	739 34% D	5 21%	12 20%	8 30%	11 24%	23 44%	35 36% D
Don't know	141 11%	333 15% A	3 13%	13 22%	3 11%	8 18%	3 6%	18 19% G
Not Sure	1 *	- -	- -	- -	- -	- -	- -	- -
Sigma	2400 194%	3639 169%	33 138%	77 128%	53 196%	65 144%	90 173%	162 169%

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

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Q1105_4. What do you think are the source(s) for each type of abusive Internet behavior?

4. Stolen credentials

Base: Familiar With Abusive Internet Behavior

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	1700	2708	42*	96*	41*	71*	79*	144
ORGANIZED GROUPS (NET)	1121 66% B	1659 61% D	23 55%	46 48%	22 54%	38 54%	49 62%	84 58%
Organized groups from outside my country	855 50% BCG	1158 43% H	13 31%	33 34%	18 44%	25 35%	31 39%	48 33%
Organized groups from within my country	853 50% B	1225 45% D	18 43%	27 28%	18 44%	31 44% D	37 47%	72 50% D
INDIVIDUALS (NET)	1002 59% B	1460 54%	20 48%	49 51%	28 68% F	34 48%	46 58%	84 58%
Individuals from outside my country	801 47% BG	1107 41% F	14 33%	32 33%	20 49% F	21 30%	28 35%	57 40%
Individuals from my country	755 44% B	1023 38%	14 33%	34 35%	23 56% FC	23 32%	38 48%	63 44%
Don't know	175 10%	371 14% A	7 17%	16 17%	6 15%	10 14%	9 11%	18 13%
Not Sure	2 *	- -	- -	- -	- -	- -	- -	- -
Sigma	3441 202%	4884 180%	66 157%	142 148%	85 207%	110 155%	143 181%	258 179%

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

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Q1105_5. What do you think are the source(s) for each type of abusive Internet behavior?

5. Malware

Base: Familiar With Abusive Internet Behavior

	2015 Total Registrants		Country					
			South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	1831	2804	49*	104	51*	85*	100	147
ORGANIZED GROUPS (NET)	1240 68% BEG	1737 62% DF	28 57%	53 51%	27 53%	40 47%	55 55%	83 56%
Organized groups from outside my country	996 54% BG	1315 47%	21 43%	45 43%	23 45%	32 38%	42 42%	61 41%
Organized groups from within my country	882 48% B	1168 42% DF	18 37%	25 24%	21 41% F	20 24%	43 43%	58 39% DF
INDIVIDUALS (NET)	1036 57% BC	1497 53%	21 43%	57 55%	27 53%	39 46%	63 63% C	86 59%
Individuals from outside my country	872 48% B	1215 43%	18 37%	45 43%	22 43%	31 36%	45 45%	58 39%
Individuals from my country	752 41% BC	962 34%	10 20%	35 34%	21 41% C	22 26%	47 47% C	66 45% BF
Don't know	229 13%	399 14%	9 18%	18 17%	15 29% AG	23 27% B	12 12%	24 16%
Not Sure	4 * B	- -	- -	- -	- -	- -	- -	- -
Sigma	3735 204%	5059 180%	76 155%	168 162%	102 200%	128 151%	189 189%	267 182%

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

Q1115. How common do you feel each type of abusive Internet behavior is?

SUMMARY TABLE OF TOP 2 BOX

Base: Familiar With Abusive Internet Behavior (Variable Bases)

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Phishing	1521 87%	2245 85% FH	37 86%	74 81% F	31 78%	39 65%	62 87% H	84 74%
Spamming	1781 92% B	2647 90%	48 96%	103 92%	53 93%	81 94%	90 92%	133 89%
Cyber squatting	954 77%	1626 75% F	20 83%	46 77%	18 67%	27 60%	42 81%	74 77% F
Stolen credentials	1402 82% E	2174 80% F	36 86% E	78 81%	26 63%	49 69%	63 80%	109 76%
Malware	1664 91% B	2461 88% H	46 94%	97 93% FH	46 90%	71 84%	89 89%	118 80%

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

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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 Registrants		Country						
				South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	
Phishing	184 10%	273 10%	6 14%	14 15%	7 18%	17 28% B	6 8%	19 17% B	
Spamming	102 5%	167 6%	1 2%	5 4%	1 2%	3 3%	5 5%	7 5%	
Cyber squatting	225 18%	364 17%	3 13%	13 22%	7 26%	12 27%	7 13%	13 14%	
Stolen credentials	240 14%	401 15%	5 12%	13 14%	12 29% A	19 27% BD	12 15%	24 17%	
Malware	104 6%	210 7% A	2 4%	4 4%	2 4%	7 8%	7 7%	14 10%	

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

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Q1115_1. How common do you feel each type of abusive Internet behavior is?

1. Phishing

Base: Familiar With Abusive Internet Behavior

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	1756	2644	43*	91*	40*	60*	71*	114
TOP 2 BOX (NET)	1521 87%	2245 85% FH	37 86%	74 81% F	31 78%	39 65%	62 87% H	84 74%
Very common	914 52%	1313 50% F	25 58%	39 43%	17 43%	20 33%	36 51%	52 46%
Somewhat common	607 35%	932 35%	12 28%	35 38%	14 35%	19 32%	26 37%	32 28%
BOTTOM 2 BOX (NET)	184 10%	273 10%	6 14%	14 15%	7 18%	17 28% B	6 8%	19 17% B
Not very common	148 8%	223 8%	5 12%	11 12%	5 13%	16 27% BDH	4 6%	13 11%
Not at all common	36 2%	50 2%	1 2%	3 3%	2 5%	1 2%	2 3%	6 5% B
Don't know	48 3%	126 5% A	- -	3 3%	2 5%	4 7%	3 4%	11 10% B
Not Sure	3 * B	- -	- -	- -	- -	- -	- -	- -
Sigma	1756 100%	2644 100%	43 100%	91 100%	40 100%	60 100%	71 100%	114 100%

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

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Q1115_2. How common do you feel each type of abusive Internet behavior is?

2. Spamming

Base: Familiar With Abusive Internet Behavior

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	1931	2926	50*	112	57*	86*	98*	149
TOP 2 BOX (NET)	1781 92% B	2647 90%	48 96%	103 92%	53 93%	81 94%	90 92%	133 89%
Very common	1448 75% B	2064 71%	38 76%	86 77%	47 82%	67 78%	82 84% A	113 76%
Somewhat common	333 17% G	583 20% AH	10 20% G	17 15%	6 11%	14 16%	8 8%	20 13%
BOTTOM 2 BOX (NET)	102 5%	167 6%	1 2%	5 4%	1 2%	3 3%	5 5%	7 5%
Not very common	82 4%	117 4%	1 2%	3 3%	1 2%	2 2%	2 2%	5 3%
Not at all common	20 1%	50 2%	-	2 2%	-	1 1%	3 3%	2 1%
Don't know	45 2%	112 4% A	1 2%	4 4%	3 5%	2 2%	3 3%	9 6%
Not Sure	3 * B	- -	- -	- -	- -	- -	- -	- -
Sigma	1931 100%	2926 100%	50 100%	112 100%	57 100%	86 100%	98 100%	149 100%

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

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

3. Cyber squatting

Base: Familiar With Abusive Internet Behavior

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	1239	2155	24**	60*	27**	45*	52*	96*
TOP 2 BOX (NET)	954 77%	1626 75% F	20 83%	46 77%	18 67%	27 60%	42 81%	74 77% F
Very common	457 37%	737 34% D	12 50%	12 20%	8 30%	10 22%	25 48%	44 46% BDF
Somewhat common	497 40%	889 41% H	8 33%	34 57% BH	10 37%	17 38%	17 33%	30 31%
BOTTOM 2 BOX (NET)	225 18%	364 17%	3 13%	13 22%	7 26%	12 27%	7 13%	13 14%
Not very common	199 16%	316 15%	3 13%	10 17%	5 19%	10 22%	5 10%	10 10%
Not at all common	26 2%	48 2%	-	3 5%	2 7%	2 4%	2 4%	3 3%
Don't know	58 5%	165 8% A	1 4%	1 2%	2 7%	6 13% D	3 6%	9 9%
Not Sure	2 *	- -	- -	- -	- -	- -	- -	- -
Sigma	1239 100%	2155 100%	24 100%	60 100%	27 100%	45 100%	52 100%	96 100%

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

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Q1115_4. How common do you feel each type of abusive Internet behavior is?

4. Stolen credentials

Base: Familiar With Abusive Internet Behavior

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	1700	2708	42*	96*	41*	71*	79*	144
TOP 2 BOX (NET)	1402 82% E	2174 80% F	36 86% E	78 81%	26 63%	49 69%	63 80%	109 76%
Very common	765 45% B	1108 41%	27 64% DAE	41 43%	15 37%	27 38%	39 49%	72 50% B
Somewhat common	637 37% C	1066 39% H	9 21%	37 39% H	11 27%	22 31%	24 30%	37 26%
BOTTOM 2 BOX (NET)	240 14%	401 15%	5 12%	13 14%	12 29% A	19 27% BD	12 15%	24 17%
Not very common	206 12%	342 13%	3 7%	10 10%	10 24% ACG	18 25% BDH	8 10%	16 11%
Not at all common	34 2%	59 2%	2 5%	3 3%	2 5%	1 1%	4 5%	8 6% B
Don't know	55 3%	133 5% A	1 2%	5 5%	3 7%	3 4%	4 5%	11 8%
Not Sure	3 * B	- -	- -	- -	- -	- -	- -	- -
Sigma	1700 100%	2708 100%	42 100%	96 100%	41 100%	71 100%	79 100%	144 100%

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

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Q1115_5. How common do you feel each type of abusive Internet behavior is?

5. Malware

Base: Familiar With Abusive Internet Behavior

	2015 Total Registrants		Country					
			South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	1831	2804	49*	104	51*	85*	100	147
TOP 2 BOX (NET)	1664 91% B	2461 88% H	46 94%	97 93% FH	46 90%	71 84%	89 89%	118 80%
Very common	1179 64% B	1623 58%	34 69%	71 68% B	31 61%	47 55%	74 74% A	93 63%
Somewhat common	485 26% G	838 30% AH	12 24%	26 25%	15 29% G	24 28% H	15 15%	25 17%
BOTTOM 2 BOX (NET)	104 6%	210 7% A	2 4%	4 4%	2 4%	7 8%	7 7%	14 10%
Not very common	73 4%	152 5% A	1 2%	2 2%	-	3 4%	5 5%	6 4%
Not at all common	31 2%	58 2%	1 2%	2 2%	2 4%	4 5%	2 2%	8 5% B
Don't know	57 3%	133 5% A	1 2%	3 3%	3 6%	7 8%	4 4%	15 10% BD
Not Sure	6 * B	- -	- -	- -	- -	- -	- -	- -
Sigma	1831 100%	2804 100%	49 100%	104 100%	51 100%	85 100%	100 100%	147 100%

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

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Q1120. Have you ever been affected by any of these types of abusive Internet behaviors?

SUMMARY TABLE OF YES

Base: Familiar With Abusive Internet Behavior (Variable Bases)

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Phishing	645 37%	974 37% DF	21 49% D	18 20%	16 40% F	8 13%	34 48% A	51 45% DF
Spamming	1456 75%	2145 73%	38 76%	99 88% CB	47 82%	79 92% BH	83 85% A	120 81% B
Cyber squatting	322 26% B	491 23%	11 46%	10 17%	6 22%	6 13%	15 29%	22 23%
Stolen credentials	402 24%	616 23% DFH	18 43% DAG	11 11%	13 32% FG	9 13%	12 15%	19 13%
Malware	1168 64% B	1688 60%	33 67%	75 72% B	41 80% A	55 65%	74 74% A	98 67%

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

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Q1120_1. Have you ever been affected by any of these types of abusive Internet behaviors?

1. Phishing

Base: Familiar With Abusive Internet Behavior

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	1756	2644	43*	91*	40*	60*	71*	114
Yes	645 37%	974 37% DF	21 49% D	18 20%	16 40% F	8 13%	34 48% A	51 45% DF
No	920 52%	1378 52% H	19 44%	61 67% CBH	22 55%	40 67% BH	31 44%	44 39%
Not sure	191 11%	292 11%	3 7%	12 13%	2 5%	12 20% EB	6 8%	19 17%
Sigma	1756 100%	2644 100%	43 100%	91 100%	40 100%	60 100%	71 100%	114 100%

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

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Q1120_2. Have you ever been affected by any of these types of abusive Internet behaviors?

2. Spamming

Base: Familiar With Abusive Internet Behavior

	2015 Total Registrants		Country					
			South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	1931	2926	50*	112	57*	86*	98*	149
Yes	1456 75%	2145 73%	38 76%	99 88% CB	47 82%	79 92% BH	83 85% A	120 81% B
No	373 19%	613 21% DFH	9 18%	11 10%	9 16% F	4 5%	14 14%	19 13% F
Not sure	102 5% G	168 6%	3 6%	2 2%	1 2%	3 3%	1 1%	10 7% G
Sigma	1931 100%	2926 100%	50 100%	112 100%	57 100%	86 100%	98 100%	149 100%

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

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Q1120_3. Have you ever been affected by any of these types of abusive Internet behaviors?

3. Cyber squatting

Base: Familiar With Abusive Internet Behavior

					Country			
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	1239	2155	24**	60*	27**	45*	52*	96*
Yes	322 26% B	491 23%	11 46%	10 17%	6 22%	6 13%	15 29%	22 23%
No	764 62%	1369 64%	10 42%	39 65%	17 63%	30 67%	29 56%	52 54%
Not sure	153 12%	295 14%	3 13%	11 18%	4 15%	9 20%	8 15%	22 23% B
Sigma	1239 100%	2155 100%	24 100%	60 100%	27 100%	45 100%	52 100%	96 100%

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

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Q1120_4. Have you ever been affected by any of these types of abusive Internet behaviors?

4. Stolen credentials

Base: Familiar With Abusive Internet Behavior

			Country					
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	1700	2708	42*	96*	41*	71*	79*	144
Yes	402 24%	616 23% DFH	18 43% DAG	11 11%	13 32% FG	9 13%	12 15%	19 13%
No	1097 65% C	1780 66%	17 40%	73 76% CB	24 59%	51 72%	59 75% C	104 72%
Not sure	201 12%	312 12%	7 17%	12 13%	4 10%	11 15%	8 10%	21 15%
Sigma	1700 100%	2708 100%	42 100%	96 100%	41 100%	71 100%	79 100%	144 100%

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

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

5. Malware

Base: Familiar With Abusive Internet Behavior

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	1831	2804	49*	104	51*	85*	100	147
Yes	1168 64% B	1688 60%	33 67%	75 72% B	41 80% A	55 65%	74 74% A	98 67%
No	505 28% EG	886 32% AFH	12 24%	25 24%	5 10%	16 19%	17 17%	31 21%
Not sure	158 9%	230 8%	4 8%	4 4%	5 10%	14 16% BD	9 9%	18 12% D
Sigma	1831 100%	2804 100%	49 100%	104 100%	51 100%	85 100%	100 100%	147 100%

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

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Q1125. How scared are you of each of the following?

SUMMARY TABLE OF TOP 2 BOX

Base: Familiar With Abusive Internet Behavior (Variable Bases)

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Phishing	1341 76% B	1943 73%	36 84%	81 89% BH	31 78%	48 80%	56 79%	84 74%
Spamming	1163 60% BE	1624 56% DF	30 60% DE	46 41%	23 40%	29 34%	54 55%	92 62% DF
Cyber squatting	844 68%	1423 66%	20 83%	49 82% B	16 59%	32 71%	42 81% A	76 79% B
Stolen credentials	1425 84%	2224 82%	39 93%	85 89%	33 80%	57 80%	70 89%	122 85%
Malware	1490 81% B	2201 78%	38 78%	83 80%	37 73%	60 71%	77 77%	120 82%

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

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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 Registrants		Country					
			South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Phishing	411 23%	701 27% AD	7 16%	10 11%	9 23%	12 20%	15 21%	30 26% D
Spamming	763 40%	1302 44% A	20 40%	66 59% CBH	34 60% AC	57 66% BH	44 45%	57 38%
Cyber squatting	392 32% G	732 34% DH	4 17%	11 18%	11 41%	13 29%	10 19%	20 21%
Stolen credentials	271 16%	484 18%	3 7%	11 11%	8 20%	14 20%	9 11%	22 15%
Malware	338 18%	603 22% A	11 22%	21 20%	14 27%	25 29%	23 23%	27 18%

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

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Table 364

Q1125_1. How scared are you of each of the following?

1. Phishing

Base: Familiar With Abusive Internet Behavior

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	1756	2644	43*	91*	40*	60*	71*	114
TOP 2 BOX (NET)	1341 76% B	1943 73%	36 84%	81 89% BH	31 78%	48 80%	56 79%	84 74%
Very scared	598 34%	931 35%	25 58% A	59 65% BFH	16 40%	29 48% B	32 45% A	45 39%
Somewhat scared	743 42% BC	1012 38% D	11 26%	22 24%	15 38%	19 32%	24 34%	39 34%
BOTTOM 2 BOX (NET)	411 23%	701 27% AD	7 16%	10 11%	9 23%	12 20%	15 21%	30 26% D
Not very scared	281 16%	521 20% AD	5 12%	5 5%	6 15%	9 15%	12 17%	25 22% D
Not at all scared	130 7%	180 7%	2 5%	5 5%	3 8%	3 5%	3 4%	5 4%
Not Sure	4 * B	- -	- -	- -	- -	- -	- -	- -
Sigma	1756 100%	2644 100%	43 100%	91 100%	40 100%	60 100%	71 100%	114 100%

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

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Q1125_2. How scared are you of each of the following?

2. Spamming

Base: Familiar With Abusive Internet Behavior

				Country				
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	1931	2926	50*	112	57*	86*	98*	149
TOP 2 BOX (NET)	1163 60% BE	1624 56% DF	30 60% DE	46 41%	23 40%	29 34%	54 55%	92 62% DF
Very scared	427 22% E	600 21% DF	17 34% DAE	11 10%	6 11%	9 10%	25 26% E	41 28% BDF
Somewhat scared	736 38% B	1024 35% F	13 26%	35 31%	17 30%	20 23%	29 30%	51 34%
BOTTOM 2 BOX (NET)	763 40%	1302 44% A	20 40%	66 59% CBH	34 60% AC	57 66% BH	44 45%	57 38%
Not very scared	532 28%	878 30%	15 30%	45 40% BH	22 39%	25 29%	25 26%	38 26%
Not at all scared	231 12%	424 14% A	5 10%	21 19%	12 21% A	32 37% EBDH	19 19% A	19 13%
Not Sure	5 * B	- -	- -	- -	- -	- -	- -	- -
Sigma	1931 100%	2926 100%	50 100%	112 100%	57 100%	86 100%	98 100%	149 100%

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

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Q1125_3. How scared are you of each of the following?

3. Cyber squatting

Base: Familiar With Abusive Internet Behavior

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	1239	2155	24**	60*	27**	45*	52*	96*
TOP 2 BOX (NET)	844 68%	1423 66%	20 83%	49 82% B	16 59%	32 71%	42 81% A	76 79% B
Very scared	364 29%	576 27%	18 75%	27 45% B	6 22%	13 29%	23 44% A	39 41% B
Somewhat scared	480 39%	847 39%	2 8%	22 37%	10 37%	19 42%	19 37%	37 39%
BOTTOM 2 BOX (NET)	392 32% G	732 34% DH	4 17%	11 18%	11 41%	13 29%	10 19%	20 21%
Not very scared	266 21%	517 24% DH	4 17%	7 12%	8 30%	11 24%	8 15%	14 15%
Not at all scared	126 10%	215 10%	- -	4 7%	3 11%	2 4%	2 4%	6 6%
Not Sure	3 * B	- -	- -	- -	- -	- -	- -	- -
Sigma	1239 100%	2155 100%	24 100%	60 100%	27 100%	45 100%	52 100%	96 100%

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

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Q1125_4. How scared are you of each of the following?

4. Stolen credentials

Base: Familiar With Abusive Internet Behavior

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	1700	2708	42*	96*	41*	71*	79*	144
TOP 2 BOX (NET)	1425 84%	2224 82%	39 93%	85 89%	33 80%	57 80%	70 89%	122 85%
Very scared	867 51% B	1282 47%	29 69% AE	62 65% B	15 37%	40 56% E	52 66% AE	86 60% B
Somewhat scared	558 33%	942 35% DH	10 24%	23 24%	18 44% FG	17 24%	18 23%	36 25%
BOTTOM 2 BOX (NET)	271 16%	484 18%	3 7%	11 11%	8 20%	14 20%	9 11%	22 15%
Not very scared	188 11%	367 14% AD	3 7%	6 6%	7 17%	11 15%	6 8%	18 13%
Not at all scared	83 5%	117 4%	-	5 5%	1 2%	3 4%	3 4%	4 3%
Not Sure	4 * B	- -	- -	- -	- -	- -	- -	- -
Sigma	1700 100%	2708 100%	42 100%	96 100%	41 100%	71 100%	79 100%	144 100%

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

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

5. Malware

Base: Familiar With Abusive Internet Behavior

		Country						
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	1831	2804	49*	104	51*	85*	100	147
TOP 2 BOX (NET)	1490 81% B	2201 78%	38 78%	83 80%	37 73%	60 71%	77 77%	120 82%
Very scared	741 40% B	1044 37%	25 51% DE	31 30%	15 29%	30 35%	38 38%	59 40%
Somewhat scared	749 41% C	1157 41%	13 27%	52 50% CF	22 43%	30 35%	39 39%	61 41%
BOTTOM 2 BOX (NET)	338 18%	603 22% A	11 22%	21 20%	14 27%	25 29%	23 23%	27 18%
Not very scared	235 13%	452 16% A	8 16%	15 14%	10 20%	18 21%	17 17%	21 14%
Not at all scared	103 6%	151 5%	3 6%	6 6%	4 8%	7 8%	6 6%	6 4%
Not Sure	3 * B	- -	- -	- -	- -	- -	- -	- -
Sigma	1831 100%	2804 100%	49 100%	104 100%	51 100%	85 100%	100 100%	147 100%

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

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

SUMMARY TABLE OF PURCHASED

Base: All Qualified Respondents

	2015 Total Registrants		Country					
			South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2444	3349	61*	125	65*	104	131	186
Malware	1687 69% BC	2229 67% H	30 49%	84 67% C	45 69% C	66 63%	87 66% C	110 59%
Stolen credentials	1417 58% BC	1828 55% F	21 34%	58 46%	31 48%	45 43%	80 61% C	96 52%
Phishing	1393 57% BC	1771 53%	24 39%	59 47%	31 48%	46 44%	71 54%	87 47%
Spamming	1362 56% B	1637 49%	28 46%	59 47%	30 46%	46 44%	78 60% H	85 46%
Cyber squatting	1228 50% BCE	1487 44%	17 28%	55 44% C	24 37%	37 36%	67 51% C	76 41%

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

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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

	2015 Total Registrants		Country						
					South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2444	3349	61*	125	65*	104	131	186
PURCHASED (NET)	1393 57% BC	1771 53%	24 39%	59 47%	31 48%	46 44%	71 54%	87 47%
Purchased antivirus software for my computer	1132 46% BC	1408 42% D	19 31%	37 30%	28 43%	37 36%	62 47% C	70 38%
Purchased an identity protection plan	423 17%	556 17%	9 15%	27 22% H	6 9%	13 13%	19 15%	24 13%
Changed my Internet habits	786 32% B	903 27%	30 49% AEG	44 35% B	18 28%	29 28%	43 33%	48 26%
Stopped making purchases online	307 13% BE	357 11% F	7 11%	12 10% F	3 5%	3 3%	12 9%	14 8%
Other	144 6%	192 6%	2 3%	3 2%	2 3%	2 2%	7 5%	10 5%
None	325 13%	643 19% A	7 11%	21 17%	18 28% AC	31 30% BD	21 16%	45 24%
Not Sure	4 * B	- -	- -	- -	- -	- -	- -	- -
Sigma	3121 128%	4059 121%	74 121%	144 115%	75 115%	115 111%	164 125%	211 113%

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

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

2. Spamming

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2444	3349	61*	125	65*	104	131	186
PURCHASED (NET)	1362 56% B	1637 49%	28 46%	59 47%	30 46%	46 44%	78 60% H	85 46%
Purchased antivirus software for my computer	1137 47% B	1333 40%	27 44%	49 39%	29 45%	40 38%	68 52% H	70 38%
Purchased an identity protection plan	368 15% E	472 14%	6 10%	15 12%	2 3%	8 8%	17 13% E	25 13%
Changed my Internet habits	765 31% B	928 28%	31 51% A	59 47% BFH	23 35%	31 30%	47 36%	55 30%
Stopped making purchases online	264 11% E	318 9% DF	3 5%	4 3%	2 3%	3 3%	9 7%	19 10% DF
Other	196 8% E	263 8% D	2 3%	3 2%	1 2%	5 5%	10 8%	10 5%
None	326 13%	658 20% A	6 10%	19 15%	13 20% G	27 26% D	11 8%	39 21% G
Not Sure	4 * B	- -	- -	- -	- -	- -	- -	- -
Sigma	3060 125%	3972 119%	75 123%	149 119%	70 108%	114 110%	162 124%	218 117%

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

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Q1130_3. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?

3. Cyber squatting

Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2444	3349	61*	125	65*	104	131	186
PURCHASED (NET)	1228 50% BCE	1487 44%	17 28%	55 44% C	24 37%	37 36%	67 51% C	76 41%
Purchased antivirus software for my computer	975 40% B	1128 34%	17 28%	41 33%	20 31%	34 33%	61 47% HCE	59 32%
Purchased an identity protection plan	401 16% C	543 16% F	3 5%	19 15% CF	7 11%	6 6%	14 11%	24 13%
Changed my Internet habits	628 26% B	723 22%	30 49% DAEG	42 34% BF	15 23%	16 15%	36 27%	47 25%
Stopped making purchases online	274 11% E	329 10%	6 10%	11 9%	2 3%	6 6%	11 8%	15 8%
Other	139 6%	165 5%	3 5%	3 2%	2 3%	1 1%	9 7%	9 5%
None	558 23%	1038 31% A	14 23%	33 26%	24 37% AG	48 46% BDH	26 20%	52 28%
Not Sure	9 * B	- -	- -	- -	- -	- -	1 1%	- -
Sigma	2984 122%	3926 117%	73 120%	149 119%	70 108%	111 107%	158 121%	206 111%

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

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Q1130_4. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?

4. Stolen credentials

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2444	3349	61*	125	65*	104	131	186
PURCHASED (NET)	1417 58% BC	1828 55% F	21 34%	58 46%	31 48%	45 43%	80 61% C	96 52%
Purchased antivirus software for my computer	1135 46% BC	1377 41% DF	15 25%	40 32%	28 43% C	33 32%	67 51% HC	71 38%
Purchased an identity protection plan	473 19%	676 20%	8 13%	25 20%	7 11%	14 13%	23 18%	38 20%
Changed my Internet habits	747 31% B	873 26%	23 38%	48 38% BFH	17 26%	25 24%	40 31%	49 26%
Stopped making purchases online	342 14% B	401 12% F	10 16%	16 13%	5 8%	6 6%	16 12%	17 9%
Other	141 6%	172 5% D	3 5% D	-	1 2%	2 2%	7 5%	8 4% D
None	334 14%	623 19% A	9 15%	22 18%	20 31% ACG	31 30% BDH	16 12%	34 18%
Not Sure	5 * B	- -	- -	- -	- -	- -	- -	- -
Sigma	3177 130%	4122 123%	68 111%	151 121%	78 120%	111 107%	169 129%	217 117%

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

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

5. Malware

Base: All Qualified Respondents

	2015 Total Registrants		Country						
				South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2444	3349	61*	125	65*	104	131	186
PURCHASED (NET)	1687 69% BC	2229 67% H	30 49%	84 67% C	45 69% C	66 63%	87 66% C	110 59%
Purchased antivirus software for my computer	1465 60% C	1931 58% H	28 46%	76 61% H	41 63%	62 60% H	72 55%	88 47%
Purchased an identity protection plan	400 16%	508 15% F	5 8%	13 10%	5 8%	7 7%	22 17%	31 17% F
Changed my Internet habits	671 27% B	752 22%	24 39% A	43 34% BF	18 28%	22 21%	43 33%	48 26%
Stopped making purchases online	265 11% E	314 9%	4 7% E	11 9%	-	5 5%	9 7% E	11 6%
Other	119 5%	166 5%	2 3%	3 2%	2 3%	2 2%	6 5%	10 5%
None	230 9%	434 13% AD	9 15% D	7 6%	8 12%	16 15% D	13 10%	30 16% D
Not Sure	4 * B	- -	- -	- -	- -	- -	- -	- -
Sigma	3154 129%	4105 123%	72 118%	153 122%	74 114%	114 110%	165 126%	218 117%

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

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Table 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?

Base: All Qualified Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
Consumer protection agency	- -	1145 34% A	- -	54 43% CB	- -	51 49% EB	- -	76 41% GB
Contact the website owner/operator	1568 61% B	985 29%	36 56% D	40 32%	35 51% F	31 30%	91 66% HE	45 24%
Local police	- -	951 28% A	- -	56 45% CBFH	- -	27 26% E	- -	44 24% G
NATIONAL LAW ENFORCEMENT/FBI (NET)	- -	822 25% AH	- -	42 34% CBH	- -	31 30% EH	- -	28 15% G
National law enforcement	- -	769 23% AH	- -	42 34% CBH	- -	31 30% EH	- -	28 15% G
FBI	- -	53 2% A	- -	- -	- -	- -	- -	- -
NATIONAL INTELLIGENCE AGENCY/CIA (NET)	- -	545 16% AF	- -	31 25% CBF	- -	7 7% E	- -	46 25% GBF
A national intelligence agency	- -	529 16% AF	- -	31 25% CBF	- -	7 7% E	- -	46 25% GBF
Intelligence agency like the CIA or NSA	- -	16 * A	- -	- -	- -	- -	- -	- -
ICANN	- -	532 16% ADFH	- -	11 9% C	- -	4 4%	- -	13 7% G
Federal police	- -	511 15% A	- -	18 14% C	- -	36 35% EBD	- -	73 39% GBD
Private security companies	- -	408 12% A	- -	22 18% CF	- -	8 8% E	- -	27 15% G
Interpol	- -	360 11% A	- -	16 13% C	- -	13 13% E	- -	21 11% G
Other	370 14% B	- -	19 30% DAEG	- -	9 13% F	- -	20 15% H	- -
No one	266 10% B	- -	4 6% D	- -	7 10% F	- -	8 6% H	- -

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

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Table 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?
Base: All Qualified Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
Not sure	469 18% B	- -	9 14% D	- -	20 29% FACG	- -	22 16% H	- -
Decline to Answer	2 *	- -	- -	- -	- -	- -	- -	- -
Don't know	- -	744 22% AH	- -	19 15% C	- -	26 25% E	- -	30 16% G
Sigma	2675 103%	7003 209%	68 106%	309 247%	71 104%	234 225%	141 103%	403 217%

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

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Table 376

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

Base: Registered For Business

					Country			
						South America		
	2015 Total Registrants							
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	1687	-**	79*	-**	51*	-**	82*
Yes	-	712 42% F	-	32 41% F	-	12 24%	-	43 52% F
No	-	975 58%	-	47 59%	-	39 76% BDH	-	39 48%
Sigma	-	1687 100%	-	79 100%	-	51 100%	-	82 100%

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

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Base: Registered For Business

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

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	1687	-**	79*	-**	51*	-**	82*
Manufacturing	-	203 12% D	-	4 5%	-	5 10%	-	8 10%
Education	-	100 6%	-	7 9%	-	2 4%	-	3 4%
Computer programming, consultancy and related activities	-	98 6%	-	4 5%	-	3 6%	-	3 4%
Retail trade, except of motor vehicles and motorcycles	-	90 5%	-	7 9%	-	3 6%	-	7 9%
Information service activities	-	74 4%	-	5 6% H	-	1 2%	-	- -
Arts, entertainment and recreation	-	67 4%	-	3 4%	-	5 10% BH	-	1 1%
Other service activities	-	55 3%	-	5 6%	-	1 2%	-	3 4%
Food and beverage service activities	-	47 3%	-	4 5%	-	-	-	2 2%
Human health activities	-	47 3%	-	1 1%	-	-	-	3 4%
Advertising and market research	-	43 3%	-	5 6% B	-	1 2%	-	1 1%
Construction of buildings	-	42 2%	-	-	-	1 2%	-	1 1%
Real estate activities	-	40 2%	-	-	-	-	-	4 5% D
Other professional, scientific and technical activities	-	39 2%	-	2 3%	-	2 4%	-	3 4%
Telecommunications	-	36 2%	-	3 4%	-	2 4%	-	4 5%
Agriculture, forestry and fishing	-	36 2%	-	2 3%	-	-	-	2 2%

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

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Table 377

Base: Registered For Business

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

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	1687	-**	79*	-**	51*	-**	82*
Office administrative, office support and other business support activities	- -	32 2%	- -	1 1%	- -	1 2%	- -	- -
Wholesale trade, except of motor vehicles and motorcycles	- -	29 2%	- -	- -	- -	2 4%	- -	- -
Legal and accounting activities	- -	26 2%	- -	1 1%	- -	1 2%	- -	3 4%
Electricity, gas, steam and air conditioning supply	- -	24 1%	- -	- -	- -	1 2%	- -	- -
Financial service activities, except insurance and pension funding	- -	23 1%	- -	1 1%	- -	1 2%	- -	- -
Activities auxiliary to financial service and insurance activities	- -	22 1%	- -	2 3%	- -	- -	- -	- -
Scientific research and development	- -	22 1%	- -	1 1%	- -	- -	- -	- -
Civil engineering	- -	22 1%	- -	3 4%	- -	- -	- -	1 1%
Travel agency, tour operator, reservation service and related activities	- -	19 1%	- -	- -	- -	1 2%	- -	1 1%
Wholesale and retail trade and repair of motor vehicles and motorcycles	- -	18 1%	- -	- -	- -	4 8% BD	- -	2 2%
Warehousing and support activities for transportation	- -	18 1%	- -	- -	- -	- -	- -	- -
Architectural and engineering activities; technical testing and analysis	- -	18 1%	- -	1 1%	- -	- -	- -	2 2%
Publishing activities	- -	17 1%	- -	1 1%	- -	- -	- -	- -
Accommodations	- -	17 1%	- -	2 3%	- -	3 6% B	- -	1 1%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - A/C/E/G - B/D/F/H
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Table 377

Base: Registered For Business

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

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	1687	-**	79*	-**	51*	-**	82*
Specialized construction activities	-	17 1%	-	-	-	1 2%	-	2 2%
Activities of head offices; management consultancy activities	-	14 1%	-	-	-	-	-	-
Insurance, reinsurance and pension funding, except compulsory social security	-	13 1%	-	1 1%	-	2 4% B	-	1 1%
Employment activities	-	13 1%	-	-	-	-	-	-
Land transport and transport via pipelines	-	11 1%	-	2 3% B	-	-	-	2 2%
Rental and leasing activities	-	11 1%	-	1 1%	-	1 2%	-	-
Motion picture, video and television program production, sound recording and music publishing activities	-	11 1%	-	-	-	-	-	-
Mining and quarrying	-	9 1%	-	1 1%	-	-	-	2 2% B
Social work activities without accommodation	-	7 *	-	1 1%	-	-	-	-
Activities of households as employers; undifferentiated goods- and services-producing activities of households for own use	-	7 *	-	-	-	-	-	-
Security and investigation activities	-	6 *	-	-	-	-	-	-
Services to buildings and landscape activities	-	6 *	-	-	-	1 2%	-	-
Veterinary activities	-	6 *	-	1 1%	-	-	-	1 1%
Public administration and defense; compulsory social security	-	6 *	-	-	-	-	-	1 1%

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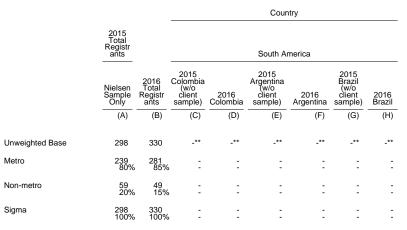Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Base: Registered For Business

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

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	1687	-**	79*	-**	51*	-**	82*
Programming and broadcasting activities	- -	6 *	- -	- -	- -	- -	- -	- -
Postal and courier activities	- -	5 *	- -	- -	- -	- -	- -	- -
Water transport	- -	5 *	- -	- -	- -	- -	- -	- -
Water supply; sewerage, waste management and remediation activities	- -	5 *	- -	- -	- -	1 2% B	- -	- -
Residential care activities	- -	4 *	- -	- -	- -	- -	- -	1 1%
Air transport	- -	1 *	- -	- -	- -	- -	- -	- -
Activities of extraterritorial organizations and bodies	- -	1 *	- -	- -	- -	- -	- -	- -
Other	- -	199 12%	- -	7 9%	- -	5 10%	- -	17 21% BD
Sigma	- -	1687 100%	- -	79 100%	- -	51 100%	- -	82 100%

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

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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 Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	812	1198	-**	-**	-**	-**	-**	-**
Alabama	- -	3 *	- -	- -	- -	- -	- -	- -
Arizona	2 *	7 1%	- -	- -	- -	- -	- -	- -
Arkansas	- -	1 *	- -	- -	- -	- -	- -	- -
California	5 1%	27 2% A	- -	- -	- -	- -	- -	- -
Colorado	1 *	6 1%	- -	- -	- -	- -	- -	- -
Connecticut	1 *	6 1%	- -	- -	- -	- -	- -	- -
Delaware	- -	1 *	- -	- -	- -	- -	- -	- -
District of Columbia	1 *	- -	- -	- -	- -	- -	- -	- -
Florida	6 1%	22 2% A	- -	- -	- -	- -	- -	- -
Georgia	1 *	11 1% A	- -	- -	- -	- -	- -	- -
Illinois	1 *	5 *	- -	- -	- -	- -	- -	- -
Indiana	- -	7 1% A	- -	- -	- -	- -	- -	- -
Kansas	- -	4 *	- -	- -	- -	- -	- -	- -
Louisiana	- -	3 *	- -	- -	- -	- -	- -	- -

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

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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 Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	812	1198	-**	-**	-**	-**	-**	-**
Maine	- -	2 *	- -	- -	- -	- -	- -	- -
Maryland	3 *	6 1%	- -	- -	- -	- -	- -	- -
Massachusetts	1 *	5 *	- -	- -	- -	- -	- -	- -
Michigan	4 *	5 *	- -	- -	- -	- -	- -	- -
Minnesota	3 *	7 1%	- -	- -	- -	- -	- -	- -
Missouri	- -	4 *	- -	- -	- -	- -	- -	- -
Nebraska	1 *	2 *	- -	- -	- -	- -	- -	- -
Nevada	- -	4 *	- -	- -	- -	- -	- -	- -
New Hampshire	- -	2 *	- -	- -	- -	- -	- -	- -
New Jersey	4 *	13 1%	- -	- -	- -	- -	- -	- -
New Mexico	- -	2 *	- -	- -	- -	- -	- -	- -
New York	6 1%	15 1%	- -	- -	- -	- -	- -	- -
North Carolina	3 *	9 1%	- -	- -	- -	- -	- -	- -
North Dakota	- -	1 *	- -	- -	- -	- -	- -	- -
Ohio	1 *	11 1% A	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - A/C/E/G - B/D/F/H
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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 Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	812	1198	-**	-**	-**	-**	-**	-**
Oklahoma	- -	4 *	- -	- -	- -	- -	- -	- -
Oregon	1 *	3 *	- -	- -	- -	- -	- -	- -
Pennsylvania	1 *	11 1% A	- -	- -	- -	- -	- -	- -
Rhode Island	- -	1 *	- -	- -	- -	- -	- -	- -
South Carolina	3 *	2 *	- -	- -	- -	- -	- -	- -
Tennessee	1 *	- -	- -	- -	- -	- -	- -	- -
Texas	7 1%	24 2% A	- -	- -	- -	- -	- -	- -
Utah	2 *	3 *	- -	- -	- -	- -	- -	- -
Vermont	- -	1 *	- -	- -	- -	- -	- -	- -
Virginia	1 *	8 1%	- -	- -	- -	- -	- -	- -
Washington	2 *	3 *	- -	- -	- -	- -	- -	- -
West Virginia	1 *	1 *	- -	- -	- -	- -	- -	- -
Wisconsin	1 *	3 *	- -	- -	- -	- -	- -	- -
Alberta	8 1%	15 1%	- -	- -	- -	- -	- -	- -
British Columbia	17 2%	18 2%	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - A/C/E/G - B/D/F/H
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Table 378

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

Base: Have Region Codes And Region Question To Be Asked

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	812	1198	-**	-**	-**	-**	-**	-**
Manitoba	2 *	6 1%	- -	- -	- -	- -	- -	- -
New Brunswick	3 *	4 *	- -	- -	- -	- -	- -	- -
Newfoundland	2 *	1 *	- -	- -	- -	- -	- -	- -
Northwest Territories	1 *	1 *	- -	- -	- -	- -	- -	- -
Nova Scotia	3 *	2 *	- -	- -	- -	- -	- -	- -
Nunavut	1 *	- -	- -	- -	- -	- -	- -	- -
Ontario	32 4%	40 3%	- -	- -	- -	- -	- -	- -
Prince Edward Island	2 *	- -	- -	- -	- -	- -	- -	- -
Quebec	7 1%	10 1%	- -	- -	- -	- -	- -	- -
Saskatchewan	2 *	6 1%	- -	- -	- -	- -	- -	- -
Yukon Territory	- -	2 *	- -	- -	- -	- -	- -	- -
Alsace	1 *	2 *	- -	- -	- -	- -	- -	- -
Aquitaine	- -	2 *	- -	- -	- -	- -	- -	- -
Auvergne	1 *	- -	- -	- -	- -	- -	- -	- -
Lower Normandy	2 *	3 *	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - A/C/E/G - B/D/F/H
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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 Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	812	1198	-**	-**	-**	-**	-**	-**
Burgundy	2 *	4 *	- -	- -	- -	- -	- -	- -
Brittany	6 1%	5 *	- -	- -	- -	- -	- -	- -
Centre	6 1%	5 *	- -	- -	- -	- -	- -	- -
Champagne-Ardenne	1 *	3 *	- -	- -	- -	- -	- -	- -
Corsica	- -	1 *	- -	- -	- -	- -	- -	- -
Upper Normandy	- -	2 *	- -	- -	- -	- -	- -	- -
Ile de France (Paris)	15 2%	28 2%	-	-	-	-	-	-
Languedoc-Roussillon	4 *	4 *	- -	- -	- -	- -	- -	- -
Limousin	- -	3 *	- -	- -	- -	- -	- -	- -
Lorraine	6 1%	3 *	- -	- -	- -	- -	- -	- -
Midi-Pyrenees	1 *	4 *	- -	- -	- -	- -	- -	- -
North Calais	5 1%	7 1%	- -	- -	- -	- -	- -	- -
Pays de la Loire	4 *	6 1%	- -	- -	- -	- -	- -	- -
Picardy	1 *	2 *	- -	- -	- -	- -	- -	- -
Poitou-Charentes	2 *	- -	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - A/C/E/G - B/D/F/H
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			Country					
					South America			
	2015 Total Registrants							
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	812	1198	-**	-**	-**	-**	-**	-**
Provence-Alpes-Cote-D'azur	6 1%	13 1%	- -	-	-	-	-	-
Rhone-Alps	12 1%	9 1%	- -	-	-	-	-	-
Baden-Wurttemberg	15 2%	12 1%	- -	-	-	-	-	-
Bavaria	17 2%	19 2%	- -	-	-	-	-	-
Berlin	7 1%	7 1%	- -	-	-	-	-	-
Brandenburg	2 *	1 *	- -	-	-	-	-	-
Bremen	- -	2 *	- -	-	-	-	-	-
Hamburg	4 *	2 *	- -	-	-	-	-	-
Hesse	7 1%	14 1%	- -	-	-	-	-	-
Mecklenburg-Western Pomerania	4 *	1 *	- -	-	-	-	-	-
Lower Saxony	11 1%	9 1%	- -	-	-	-	-	-
North Rhine-Westphalia	26 3%	35 3%	- -	-	-	-	-	-
Rhineland-Palatinate	4 *	4 *	- -	-	-	-	-	-
Saarland	2 *	1 *	- -	-	-	-	-	-
Saxony	1 *	7 1%	- -	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - A/C/E/G - B/D/F/H
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	2015 Total Registrants		Country					
			South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	812	1198	-**	-**	-**	-**	-**	-**
Saxony-Anhalt	4 *	4 *	- -	-	-	-	-	-
Schleswig-Holstein	1 *	3 *	- -	-	-	-	-	-
Thuringia	3 *	4 *	- -	-	-	-	-	-
Abruzzo	1 *	3 *	- -	-	-	-	-	-
Basilicata	1 *	- -	-	-	-	-	-	-
Calabria	- -	2 *	-	-	-	-	-	-
Campania	7 1%	5 *	-	-	-	-	-	-
Lazio	- -	5 *	-	-	-	-	-	-
Liguria	- -	2 *	-	-	-	-	-	-
Lombardy	3 *	9 1%	-	-	-	-	-	-
Marche	1 *	- -	-	-	-	-	-	-
Molise	- -	1 *	-	-	-	-	-	-
Piedmont	5 1%	3 *	-	-	-	-	-	-
Apulia	2 *	4 *	-	-	-	-	-	-
Sardinia	1 *	- -	-	-	-	-	-	-

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	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	812	1198	-**	-**	-**	-**	-**	-**
Sicily	- -	5 *	- -	- -	- -	- -	- -	- -
Tuscany	3 *	3 *	- -	- -	- -	- -	- -	- -
Umbria	- -	1 *	- -	- -	- -	- -	- -	- -
Veneto	2 *	7 1%	- -	- -	- -	- -	- -	- -
Andalusia	6 1%	11 1%	- -	- -	- -	- -	- -	- -
Asturias	- -	3 *	- -	- -	- -	- -	- -	- -
Balearic Islands	1 *	1	- -	- -	- -	- -	- -	- -
Canary Islands	3 *	3 *	- -	- -	- -	- -	- -	- -
Cantabria	1 *	2 *	- -	- -	- -	- -	- -	- -
Castilla-Leon	1 *	2 *	- -	- -	- -	- -	- -	- -
Castilla-La Mancha	2 *	3	- -	- -	- -	- -	- -	- -
Catalonia	7 1%	5 *	- -	- -	- -	- -	- -	- -
Extremadura	2 *	1 *	- -	- -	- -	- -	- -	- -
Galicia	1 *	4 *	- -	- -	- -	- -	- -	- -
La Rioja	2 *	1 *	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - A/C/E/G - B/D/F/H
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	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	812	1198	-**	-**	-**	-**	-**	-**
Madrid	1 *	6 1%	- -	- -	- -	- -	- -	- -
Murcia	3 *	1 *	- -	- -	- -	- -	- -	- -
Basque Country	2 *	1 *	- -	- -	- -	- -	- -	- -
Valencia	6 1%	5 *	- -	- -	- -	- -	- -	- -
East of England	4 *	4 *	- -	- -	- -	- -	- -	- -
East Midlands	3 *	8 1%	- -	- -	- -	- -	- -	- -
London	14 2%	22 2%	- -	- -	- -	- -	- -	- -
North East	2 *	1 *	- -	- -	- -	- -	- -	- -
North West	10 1%	12 1%	- -	- -	- -	- -	- -	- -
Northern Ireland	2 *	2 *	- -	- -	- -	- -	- -	- -
Scotland	6 1%	8 1%	- -	- -	- -	- -	- -	- -
South East	14 2%	16 1%	- -	- -	- -	- -	- -	- -
South West	5 1%	8 1%	- -	- -	- -	- -	- -	- -
Wales	4 *	4 *	- -	- -	- -	- -	- -	- -
West Midlands	6 1%	10 1%	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - A/C/E/G - B/D/F/H
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			Country					
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	812	1198	-**	-**	-**	-**	-**	-**
Yorkshire and the Humber	4 *	5 *	- -	-	-	-	-	-
Hokkaido	7 1%	14 1%	- -	-	-	-	-	-
Aomori	- -	1 *	- -	-	-	-	-	-
Iwate	1 *	1 *	- -	-	-	-	-	-
Miyagi	3 *	4 *	- -	-	-	-	-	-
Akita	- -	2 *	- -	-	-	-	-	-
Yamagata	- -	1 *	- -	-	-	-	-	-
Fukushima	4 *	1 *	- -	-	-	-	-	-
Tochigi	1 *	1 *	- -	-	-	-	-	-
Gunma	3 *	2 *	- -	-	-	-	-	-
Ibaraki	2 *	2 *	- -	-	-	-	-	-
Saitama	14 2%	12 1%	- -	-	-	-	-	-
Chiba	8 1%	11 1%	- -	-	-	-	-	-
Tokyo	33 4%	37 3%	- -	-	-	-	-	-
Kanagawa	17 2% B	12 1%	- -	-	-	-	-	-

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	812	1198	-**	-**	-**	-**	-**	-**
Yamanashi	- -	2 *	- -	- -	- -	- -	- -	- -
Nagano	4 *	4 *	- -	- -	- -	- -	- -	- -
Niigata	3 * B	- -	- -	- -	- -	- -	- -	- -
Toyama	- -	2 *	- -	- -	- -	- -	- -	- -
Ishikawa	- -	1 *	- -	- -	- -	- -	- -	- -
Shizuoka	2 *	5 *	- -	- -	- -	- -	- -	- -
Gifu	2 *	2 *	-	-	-	-	-	-
Aichi	11 1%	8 1%	- -	- -	- -	- -	- -	- -
Mie	2 *	1 *	- -	- -	- -	- -	- -	- -
Shiga	- -	1 *	- -	- -	- -	- -	- -	- -
Kyoto	6 1%	4 *	- -	- -	- -	- -	- -	- -
Osaka	17 2%	17 1%	- -	- -	- -	- -	- -	- -
Hyogo	10 1%	8 1%	- -	- -	- -	- -	- -	- -
Nara	- -	1 *	- -	- -	- -	- -	- -	- -
Tottori	- -	1 *	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - A/C/E/G - B/D/F/H
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			Country					
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	812	1198	-**	-**	-**	-**	-**	-**
Shimane	1 *	- -	- -	- -	- -	- -	- -	- -
Okayama	3 *	1 *	- -	- -	- -	- -	- -	- -
Hiroshima	3 *	4 *	- -	- -	- -	- -	- -	- -
Yamaguchi	- -	2 *	- -	- -	- -	- -	- -	- -
Tokushima	- -	1 *	- -	- -	- -	- -	- -	- -
Kagawa	2 *	- -	- -	- -	- -	- -	- -	- -
Ehime	4 *	2 *	- -	- -	- -	- -	- -	- -
Fukuoka	6 1%	4 *	- -	- -	- -	- -	- -	- -
Saga	1 *	- -	- -	- -	- -	- -	- -	- -
Nagasaki	- -	1 *	- -	- -	- -	- -	- -	- -
Kumamoto	- -	1 *	- -	- -	- -	- -	- -	- -
Oita	2 *	- -	- -	- -	- -	- -	- -	- -
Miyazaki	1 *	2 *	- -	- -	- -	- -	- -	- -
Kagoshima	2 *	- -	- -	- -	- -	- -	- -	- -
Okinawa	1 *	- -	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - A/C/E/G - B/D/F/H
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	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	812	1198	-**	-**	-**	-**	-**	-**
Lower Silesia	6 1%	4 *	- -	- -	- -	- -	- -	- -
Kuyavia-Pomerania	4 *	4 *	- -	- -	- -	- -	- -	- -
Lodz	3 *	9 1%	- -	- -	- -	- -	- -	- -
Lublin	4 *	3 *	- -	- -	- -	- -	- -	- -
Lubusz	- -	1 *	- -	- -	- -	- -	- -	- -
Lesser Poland	6 1%	5 *	- -	- -	- -	- -	- -	- -
Masovia	8 1%	8 1%	- -	- -	- -	- -	- -	- -
Subcarpathia	3 *	1 *	- -	- -	- -	- -	- -	- -
Pomerania	4 *	4 *	- -	- -	- -	- -	- -	- -
Silesia	5 1%	7 1%	- -	- -	- -	- -	- -	- -
Swietokrzyskie (Holy Cross)	3 * B	-	- -	- -	- -	- -	- -	- -
Warmia-Masuria	3 * B	-	- -	- -	- -	- -	- -	- -
Greater Poland	3 *	4 *	- -	- -	- -	- -	- -	- -
West Pomerania	1 *	3 *	- -	- -	- -	- -	- -	- -
Bashkortostan Republic	- -	1 *	- -	- -	- -	- -	- -	- -

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			South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	812	1198	-**	-**	-**	-**	-**	-**
Buryatiya Republic	- -	1 *	- -	- -	- -	- -	- -	- -
Kalmykiya Republic	1 *	- -	- -	- -	- -	- -	- -	- -
Sakha (Yakutiya) Republic	- -	1 *	- -	- -	- -	- -	- -	- -
Tatarstan Republic	1 *	6 1%	- -	- -	- -	- -	- -	- -
Chechnya Republic	- -	1 *	- -	- -	- -	- -	- -	- -
Chuvashiya Republic	- -	1 *	- -	- -	- -	- -	- -	- -
Krasnodar Kray	3 * B	- -	- -	- -	- -	- -	- -	- -
Krasnoyarsk Kray	1 *	2 *	- -	- -	- -	- -	- -	- -
Primorskiy Kray	- -	1 *	- -	- -	- -	- -	- -	- -
Amur Oblast	1 *	- -	- -	- -	- -	- -	- -	- -
Astrakhan Oblast	1 *	- -	- -	- -	- -	- -	- -	- -
Bryansk Oblast	3 *	2 *	- -	- -	- -	- -	- -	- -
Volgograd Oblast	- -	3 *	- -	- -	- -	- -	- -	- -
Vologda Oblast	1 *	2 *	- -	- -	- -	- -	- -	- -
Voronezh Oblast	- -	2 *	- -	- -	- -	- -	- -	- -

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	812	1198	-**	-**	-**	-**	-**	-**
Ivanovo Oblast	1 *	- -	- -	- -	- -	- -	- -	- -
Irkutsk Oblast	1 *	1 *	- -	- -	- -	- -	- -	- -
Kaliningrad Oblast	1 *	- -	- -	- -	- -	- -	- -	- -
Kaluga Oblast	1 *	- -	- -	- -	- -	- -	- -	- -
Kemerovo Oblast	- -	1 *	- -	- -	- -	- -	- -	- -
Kirov Oblast	- -	3 *	- -	- -	- -	- -	- -	- -
Kostroma Oblast	- -	1 *	- -	- -	- -	- -	- -	- -
Kurgan Oblast	- -	2 *	- -	- -	- -	- -	- -	- -
Kursk Oblast	1 *	1 *	- -	- -	- -	- -	- -	- -
Leningrad Oblast	4 *	2 *	- -	- -	- -	- -	- -	- -
Lipetsk Oblast	- -	1 *	- -	- -	- -	- -	- -	- -
Moscow Oblast	11 1%	12 1%	- -	- -	- -	- -	- -	- -
Nizhny Novgorod Oblast	1 *	2 *	- -	- -	- -	- -	- -	- -
Novgorod Oblast	1 *	1 *	- -	- -	- -	- -	- -	- -
Novosibirsk Oblast	2 *	2 *	- -	- -	- -	- -	- -	- -

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	812	1198	-**	-**	-**	-**	-**	-**
Omsk Oblast	2 *	4 *	- -	-	-	-	-	-
Orenburg Oblast	1 *	2 *	- -	-	-	-	-	-
Orel Oblast	1 *	-	-	-	-	-	-	-
Penza Oblast	-	1 *	-	-	-	-	-	-
Perm Kray	1 *	4 *	-	-	-	-	-	-
Rostov Oblast	1 *	6 1%	-	-	-	-	-	-
Ryazan Oblast	-	1 *	-	-	-	-	-	-
Samara Oblast	5 1%	4 *	-	-	-	-	-	-
Saratov Oblast	-	2 *	-	-	-	-	-	-
Sverdlovsk Oblast	3 *	6 1%	-	-	-	-	-	-
Smolensk Oblast	-	1 *	-	-	-	-	-	-
Tver Oblast	1 *	1 *	-	-	-	-	-	-
Tomsk Oblast	-	1 *	-	-	-	-	-	-
Tula Oblast	-	1 *	-	-	-	-	-	-
Tyumen Oblast	-	3 *	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - A/C/E/G - B/D/F/H
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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	812	1198	-**	-**	-**	-**	-**	-**
Chelyabinsk Oblast	3 * B	- -	-	-	-	-	-	-
Zabaykalsk (Chita) Kray	- -	1 *	-	-	-	-	-	-
Yaroslavl Oblast	1 *	2 *	-	-	-	-	-	-
Moscow	16 2%	21 2%	-	-	-	-	-	-
Saint Petersburg	2 *	14 1% A	-	-	-	-	-	-
Yevrey Jewish Autonomous Oblast	- -	1 *	-	-	-	-	-	-
Adana Province	- -	2 *	-	-	-	-	-	-
Adiyaman Province	- -	1 *	-	-	-	-	-	-
Ankara Province	9 1%	6 1%	-	-	-	-	-	-
Antalya Province	- -	3 *	-	-	-	-	-	-
Aydin Province	- -	1 *	-	-	-	-	-	-
Bolu Province	1 *	- -	-	-	-	-	-	-
Bursa Province	2 *	3 *	-	-	-	-	-	-
Canakkale Province	1 *	- -	-	-	-	-	-	-
Denizli Province	1 *	- -	-	-	-	-	-	-

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

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Table 378

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

Base: Have Region Codes And Region Question To Be Asked

			Country					
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	812	1198	-**	-**	-**	-**	-**	-**
Eskisehir Province	- -	1 *	- -	- -	- -	- -	- -	- -
Gaziantep Province	- -	1 *	- -	- -	- -	- -	- -	- -
Giresun Province	- -	1 *	- -	- -	- -	- -	- -	- -
Isparta Province	- -	1 *	- -	- -	- -	- -	- -	- -
Istanbul Province	21 3%	18 2%	- -	- -	- -	- -	- -	- -
Izmir Province	6 1%	8 1%	- -	- -	- -	- -	- -	- -
Kayseri Province	1 *	1 *	- -	- -	- -	- -	- -	- -
Kocaeli Province	- -	1 *	- -	- -	- -	- -	- -	- -
Samsun Province	1 *	- -	- -	- -	- -	- -	- -	- -
Sivas Province	1 *	- -	- -	- -	- -	- -	- -	- -
Van Province	- -	1 *	- -	- -	- -	- -	- -	- -
Zonguldak Province	1 *	- -	- -	- -	- -	- -	- -	- -
Sirnak Province	- -	1 *	- -	- -	- -	- -	- -	- -
Other place	- -	1 *	- -	- -	- -	- -	- -	- -
Sigma	812 100%	1198 100%	- -	- -	- -	- -	- -	- -

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

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

Base: All U.S. Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	64*	255	-**	-**	-**	-**	-**	-**
East	18 28%	64 25%	- -	- -	- -	- -	- -	- -
Midwest	11 17%	49 19%	- -	- -	- -	- -	- -	- -
South	22 34%	87 34%	- -	- -	- -	- -	- -	- -
West	13 20%	55 22%	- -	- -	- -	- -	- -	- -
Sigma	64 100%	255 100%	- -	- -	- -	- -	- -	- -

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

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Q437. What is the highest level of education you have completed or the highest degree you have received?

Base: All U.S. Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	64*	255	-**	-**	-**	-**	-**	-**
HIGH SCHOOL OR LESS (NET)	3 5%	20 8%	- -	- -	- -	- -	- -	- -
Less than high school	- -	1 *	- -	- -	- -	- -	- -	- -
Completed some high school	- -	3 1%	- -	- -	- -	- -	- -	- -
Completed high school	3 5%	16 6%	- -	- -	- -	- -	- -	- -
ATTENDED COLLEGE OR COLLEGE DEGREE (NET)	43 67% B	130 51%	- -	- -	- -	- -	- -	- -
Some college, but no degree	12 19%	41 16%	- -	- -	- -	- -	- -	- -
Associate Degree	10 16%	22 9%	- -	- -	- -	- -	- -	- -
College (such as B.A., B.S.)	21 33%	67 26%	- -	- -	- -	- -	- -	- -
ATTENDED GRADUATE SCHOOL OR GRADUATE DEGREE (NET)	17 27%	96 38%	- -	- -	- -	- -	- -	- -
Some graduate school, but no degree	4 6%	22 9%	- -	- -	- -	- -	- -	- -
Graduate degree (such as MBA, MS, M.D., Ph.D.)	13 20%	74 29%	- -	- -	- -	- -	- -	- -
Job-specific training program(s) after high school	1 2%	9 4%	- -	- -	- -	- -	- -	- -
Sigma	64 100%	255 100%	- -	- -	- -	- -	- -	- -

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

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Table 381

Q437. What is the highest level of education you have completed or the highest degree you have received?

Base: All Non-U.S. Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	483	637	-**	-**	-**	-**	-**	-**
Weighted Base	483	637	-**	-**	-**	-**	-**	-**
Middle School	1 *	4 1%	- -	- -	- -	- -	- -	- -
HS Diploma	10 2%	14 2%	- -	- -	- -	- -	- -	- -
No formal education	1 *	- -	- -	- -	- -	- -	- -	- -
Some high school	2 *	6 1%	- -	- -	- -	- -	- -	- -
High school completed	14 3%	24 4%	- -	- -	- -	- -	- -	- -
Some University/Technikon college	28 6% B	17 3%	- -	- -	- -	- -	- -	- -
University/Technikon college completed	33 7%	49 8%	- -	- -	- -	- -	- -	- -
Other post-matric qualification	4 1%	5 1%	- -	- -	- -	- -	- -	- -
Less Than Secondary School (high school)	5 1%	2 *	- -	- -	- -	- -	- -	- -
Completed some Secondary School (high school)	4 1%	4 1%	- -	- -	- -	- -	- -	- -
Graduated from Secondary School (high school)	11 2%	6 1%	- -	- -	- -	- -	- -	- -
Trade Certificate or diploma	1 *	5 1%	- -	- -	- -	- -	- -	- -
Certificate or Diploma from Community College, Institution, CEGEP	8 2%	15 2%	- -	- -	- -	- -	- -	- -
Teaching Certificate from Provincial Department of Education	1 *	2 *	- -	- -	- -	- -	- -	- -

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

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Q437. What is the highest level of education you have completed or the highest degree you have received?

Base: All Non-U.S. Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Weighted Base	483	637	-**	-**	-**	-**	-**	-**
Completed some university study, but no degree	13 3%	18 3%	- -	- -	- -	- -	- -	- -
University Certificate or Diploma below Bachelor Level	12 2%	11 2%	- -	- -	- -	- -	- -	- -
Bachelor or first professional degree	17 4%	23 4%	- -	- -	- -	- -	- -	- -
Graduate or Professional Degree above Bachelor Level	8 2%	19 3%	- -	- -	- -	- -	- -	- -
CAP / BEP (Vocational training certificate/Technical education certificate)	12 2%	8 1%	- -	- -	- -	- -	- -	- -
High school diploma	8 2%	15 2%	- -	- -	- -	- -	- -	- -
2-year college degree/Associate's degree	14 3%	23 4%	- -	- -	- -	- -	- -	- -
3-year college degree/Bachelor's degree	15 3%	15 2%	- -	- -	- -	- -	- -	- -
4-year college degree/Master's degree	8 2%	12 2%	- -	- -	- -	- -	- -	- -
DESS/DEA /Master (5-year college degree)	13 3%	19 3%	- -	- -	- -	- -	- -	- -
Doctorate	4 1%	9 1%	- -	- -	- -	- -	- -	- -
Still studying	1 *	1 *	- -	- -	- -	- -	- -	- -
Did not graduate	- -	4 1%	- -	- -	- -	- -	- -	- -
Lower Secondary Education (5th - 9 or 10th)	3 1%	1 *	- -	- -	- -	- -	- -	- -
HS Diploma	17 4%	13 2%	- -	- -	- -	- -	- -	- -

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

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Q437. What is the highest level of education you have completed or the highest degree you have received?

Base: All Non-U.S. Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Weighted Base	483	637	-**	-**	-**	-**	-**	-**
University Entrance Exam	19 4%	28 4%	- -	- -	- -	- -	- -	- -
University of Applied Sciences	14 3%	14 2%	- -	- -	- -	- -	- -	- -
Finished University	21 4%	27 4%	- -	- -	- -	- -	- -	- -
Doctorate	1 *	4 1%	- -	- -	- -	- -	- -	- -
Completed Apprenticeship	26 5%	21 3%	- -	- -	- -	- -	- -	- -
Master Craftsman Diploma	3 1%	7 1%	- -	- -	- -	- -	- -	- -
Other Qualification	2 *	1 *	- -	- -	- -	- -	- -	- -
Student	2 *	8 1%	- -	- -	- -	- -	- -	- -
Some College	5 1%	3 *	- -	- -	- -	- -	- -	- -
Short Bachelor, 2-3 Year	1 *	10 2% A	- -	- -	- -	- -	- -	- -
Bachelor, 4-5 Year	6 1%	16 3%	- -	- -	- -	- -	- -	- -
post-bachelor	3 1%	1 *	- -	- -	- -	- -	- -	- -
Doctorate	- -	1 *	- -	- -	- -	- -	- -	- -
No formal education	- -	1 *	- -	- -	- -	- -	- -	- -
Secondary	1 *	3 *	- -	- -	- -	- -	- -	- -

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

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Table 381

Q437. What is the highest level of education you have completed or the highest degree you have received?

Base: All Non-U.S. Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Weighted Base	483	637	-**	-**	-**	-**	-**	-**
Baccalaureate	14 3%	10 2%	- -	- -	- -	- -	- -	- -
Not finalized University studies	3 1%	4 1%	- -	- -	- -	- -	- -	- -
Diploma	5 1%	11 2%	- -	- -	- -	- -	- -	- -
Degree	11 2%	15 2%	- -	- -	- -	- -	- -	- -
Masters/Postgraduate/Doctorate/PHD	4 1%	6 1%	- -	- -	- -	- -	- -	- -
Still studying	- -	1 *	- -	- -	- -	- -	- -	- -
GCSE/O-Level/CSE	10 2%	18 3%	-	-	-	-	-	-
Vocational qualifications	3 1%	5 1%	-	-	-	-	-	-
A-Level/Scottish Higher or equivalent	18 4%	21 3%	-	-	-	-	-	-
Bachelor Degree or equivalent	26 5%	37 6%	-	-	-	-	-	-
Masters/PhD or equivalent	12 2%	17 3%	-	-	-	-	-	-
No formal qualifications	1 *	2 *	-	-	-	-	-	-
Apprentice/Trainee	- -	1 *	-	-	-	-	-	-
Other	4 1% B	- -	-	-	-	-	-	-
Sigma	483 100%	637 100%	-	-	-	-	-	-

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

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Table 382

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)

	2015 Total Registrants			Country				
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2512	3349	64*	125	68*	104	137	186
Employed full time	1570 63% CE	2070 62% DFH	22 34%	55 44%	26 38%	45 43%	79 58% CE	101 54%
Employed part time	221 9%	292 9%	11 17% A	17 14%	11 16% A	14 13%	14 10%	15 8%
Self-employed full time	355 14% B	369 11%	22 34% DAG	25 20% B	19 28% A	19 18% B	24 18%	34 18% B
Not employed, but looking for work	40 2%	77 2%	1 2%	2 2%	2 3%	2 2%	2 1%	9 5% B
Not employed and not looking for work	16 1%	19 1%	1 2%	1 1%	- -	1 1%	1 1%	- -
Retired	87 3%	151 5% AD	2 3%	1 1%	4 6%	3 3%	3 2%	4 2%
Not employed, unable to work due to a disability or illness	21 1%	23 1%	- -	- -	1 1%	- -	- -	- -
Student	143 6% B	144 4%	3 5%	11 9% B	5 7%	6 6%	11 8%	11 6%
Stay-at-home spouse or partner	59 2%	77 2%	2 3%	2 2%	- -	5 5%	3 2%	3 2%
Self-employed part time	- -	127 4% A	- -	11 9% CB	- -	9 9% EB	- -	9 5% G
Sigma	2512 100%	3349 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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

	2015 Total Registrants				Country			
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	1485	1929	-**	-**	-**	-**	137	186
Less than $15,000	6 *	8 *	- -	- -	- -	-	-	-
$15,000 to $24,999	2 *	23 1% A	- -	- -	- -	-	-	-
$25,000 to $34,999	7 *	23 1% A	- -	- -	- -	-	-	-
$35,000 to $49,999	8 1%	32 2% A	- -	- -	- -	-	-	-
$50,000 to $74,999	15 1%	54 3% AH	- -	- -	- -	-	-	-
$75,000 to $99,999	10 1%	50 3% AH	- -	- -	- -	-	-	-
$100,000 to $124,999	9 1%	17 1%	- -	- -	- -	-	-	-
$125,000 to $149,999	1 *	11 1% A	- -	- -	- -	-	-	-
$150,000 to $199,999	1 *	19 1% A	- -	- -	- -	-	-	-
$200,000 to $249,999	- -	3 *	- -	- -	- -	-	-	-
$250,000 or more	1 *	4 *	- -	- -	- -	-	-	-
Less than $15,000 (in Canadian dollars)	8 1%	6 *	- -	- -	- -	-	-	-
$15,000 to $24,999 (in Canadian dollars)	5 *	7 *	- -	- -	- -	-	-	-
$25,000 to $34,999 (in Canadian dollars)	5 *	14 1%	- -	- -	- -	-	-	-

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

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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

			Country					
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	1485	1929	-**	-**	-**	-**	137	186
$35,000 to $49,999 (in Canadian dollars)	9 1%	8 *	- -	- -	- -	- -	- -	- -
$50,000 to $74,999 (in Canadian dollars)	7 *	20 1%	- -	- -	- -	- -	- -	- -
$75,000 to $99,999 (in Canadian dollars)	11 1%	9 *	- -	- -	- -	- -	- -	- -
$100,000 to $124,999 (in Canadian dollars)	11 1%	10 1%	- -	- -	- -	- -	- -	- -
$125,000 to $149,999 (in Canadian dollars)	5 *	7 *	- -	- -	- -	- -	- -	- -
$150,000 to $199,999 (in Canadian dollars)	6 *	9 *	- -	- -	- -	- -	- -	- -
$200,000 to $249,999 (in Canadian dollars)	1 *	4 *	- -	- -	- -	- -	- -	- -
$250,000 or more (in Canadian dollars)	1 *	3 *	- -	- -	- -	- -	- -	- -
Less than 10,000 yuan	4 *	8 *	- -	- -	- -	- -	- -	- -
10,000 to 19,999 yuan	6 *	6 *	- -	- -	- -	- -	- -	- -
20,000 to 29,999 yuan	8 1%	8 *	- -	- -	- -	- -	- -	- -
30,000 to 39,999 yuan	10 1%	9 *	- -	- -	- -	- -	- -	- -
40,000 to 49,999 yuan	8 1%	7 *	- -	- -	- -	- -	- -	- -
50,000 to 59,999 yuan	22 1% B	13 1%	- -	- -	- -	- -	- -	- -
60,000 to 79,999 yuan	36 2%	38 2%	- -	- -	- -	- -	- -	- -

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

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Table 383
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

| | 2015 Total Registrants | | Country | | | | | |
| | | | | South America | | | | |
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	1485	1929	-**	-**	-**	-**	137	186
80,000 to 99,999 yuan	68 5% BG	48 2% H	- -	- -	- -	- -	- -	- -
100,000 to 124,999 yuan	133 9% BG	122 6% H	- -	- -	- -	- -	- -	- -
125,000 to 149,999 yuan	96 6% G	117 6% H	- -	- -	- -	- -	- -	- -
150,000 or more yuan	145 10% G	171 9% H	- -	- -	- -	- -	- -	- -
Less than 1,000,000 yen	5 *	8 *	- -	- -	- -	- -	- -	- -
1,000,000 to 1,499,999 yen	3 *	2 *	- -	- -	- -	- -	- -	- -
1,500,000 to 1,999,999 yen	7 *	3 *	- -	- -	- -	- -	- -	- -
2,000,000 to 2,999,999 yen	13 1%	14 1%	- -	- -	- -	- -	- -	- -
3,000,000 to 3,999,999 yen	19 1%	13 1%	- -	- -	- -	- -	- -	- -
4,000,000 to 4,999,999 yen	16 1%	19 1%	- -	- -	- -	- -	- -	- -
5,000,000 to 5,999,999 yen	27 2%	23 1%	- -	- -	- -	- -	- -	- -
6,000,000 to 6,999,999 yen	21 1%	17 1%	- -	- -	- -	- -	- -	- -
7,000,000 to 7,999,999 yen	13 1%	17 1%	- -	- -	- -	- -	- -	- -
8,000,000 to 9,999,999 yen	24 2%	20 1%	- -	- -	- -	- -	- -	- -
10,000,000 or more yen	24 2%	34 2%	- -	- -	- -	- -	- -	- -

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

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Table 383

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

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	1485	1929	-**	-**	-**	-**	137	186
Less than 4,000 real	24 2%	35 2%	- -	- -	- -	- -	24 18% A	35 19% B
4,000 to 7,999 real	17 1%	27 1%	- -	- -	- -	- -	17 12% A	27 15% B
8,000 to 11,999 real	4 *	16 1% A	- -	- -	- -	- -	4 3% A	16 9% GB
12,000 to 15,999 real	8 1%	4 *	- -	- -	- -	- -	8 6% A	4 2% B
16,000 to 19,999 real	4 *	8 *	- -	- -	- -	- -	4 3% A	8 4% B
20,000 to 29,999 real	17 1%	18 1%	- -	- -	- -	- -	17 12% A	18 10% B
30,000 to 39,999 real	10 1%	12 1%	- -	- -	- -	- -	10 7% A	12 6% B
40,000 to 49,999 real	10 1%	11 1%	- -	- -	- -	- -	10 7% A	11 6% B
50,000 to 74,999 real	14 1%	14 1%	- -	- -	- -	- -	14 10% A	14 8% B
75,000 to 99,999 real	5 *	19 1% A	- -	- -	- -	- -	5 4% A	19 10% GB
100,000 or more real	19 1%	14 1%	- -	- -	- -	- -	19 14% A	14 8% B
Less than 50,000 Mexican pesos	7 *	6 *	- -	- -	- -	- -	- -	- -
50,000 to 74,999 Mexican pesos	4 *	7 *	- -	- -	- -	- -	- -	- -
75,000 to 99,999 Mexican pesos	5 *	6 *	- -	- -	- -	- -	- -	- -
100,000 to 149,999 Mexican pesos	7 *	13 1%	- -	- -	- -	- -	- -	- -

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

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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

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	1485	1929	-**	-**	-**	-**	137	186
150,000 to 199,999 Mexican pesos	7 *	11 1%	- -	- -	- -	- -	- -	- -
200,000 to 249,999 Mexican pesos	5 *	11 1%	- -	- -	- -	- -	- -	- -
250,000 to 299,999 Mexican pesos	5 *	9 *	- -	- -	- -	- -	- -	- -
300,000 to 399,999 Mexican pesos	3 *	7 *	- -	- -	- -	- -	- -	- -
400,000 to 499,999 Mexican pesos	5 *	8 *	- -	- -	- -	- -	- -	- -
500,000 to 999,999 Mexican pesos	6 *	6 *	- -	- -	- -	- -	- -	- -
1,000,000 Mexican pesos or more	2 *	4 *	- -	- -	- -	- -	- -	- -
Less than 5.000 Euros	8 1%	6 *	- -	- -	- -	- -	- -	- -
5.000 Euros - 9.999 Euros	9 1%	6 *	- -	- -	- -	- -	- -	- -
10.000 Euros - 19.999 Euros	28 2%	34 2%	- -	- -	- -	- -	- -	- -
20.000 Euros - 29.999 Euros	26 2%	40 2% H	- -	- -	- -	- -	- -	- -
30.000 Euros - 39.999 Euros	28 2%	40 2% H	- -	- -	- -	- -	- -	- -
40.000 Euros - 49.999 Euros	21 1%	27 1%	- -	- -	- -	- -	- -	- -
50.000 Euros - 74.999 Euros	20 1%	29 2%	- -	- -	- -	- -	- -	- -
75.000 Euros - 99.999 Euros	11 1%	18 1%	- -	- -	- -	- -	- -	- -

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

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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

| | 2015 Total Registrants | | Country | | | | | |
| | | | South America | | | | | |
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	1485	1929	-**	-**	-**	-**	137	186
100.000 Euros - 149.999 Euros	2 *	6 *	- -	-	-	-	-	-
150.000 Euros - 199.999 Euros	1 *	4 *	- -	-	-	-	-	-
Less than 10,000 ZL	5 * B	1 *	- -	-	-	-	-	-
10,000 ZL - 19,999 ZL	- -	1 *	- -	-	-	-	-	-
20,000 ZL - 29,999 ZL	4 *	2 *	- -	-	-	-	-	-
30,000 ZL - 39,999 ZL	4 *	4 *	- -	-	-	-	-	-
40,000 ZL - 49,999 ZL	5 *	5 *	- -	-	-	-	-	-
50,000 ZL - 59,999 ZL	4 *	6 *	- -	-	-	-	-	-
60,000 ZL - 79,999 ZL	11 1%	9 *	- -	-	-	-	-	-
80,000 ZL - 99,999 ZL	3 *	5 *	- -	-	-	-	-	-
100,000 ZL - 149,999 ZL	8 1%	8 *	- -	-	-	-	-	-
150,000 ZL - 199,999 ZL	2 *	1 *	- -	-	-	-	-	-
200,000 ZL - 249,999 ZL	- -	1 *	- -	-	-	-	-	-
Less than 5,000 TRY	4 *	6 *	- -	-	-	-	-	-
5,000 TRY - 9,999 TRY	4 *	4 *	- -	-	-	-	-	-

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

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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

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	1485	1929	-**	-**	-**	-**	137	186
10,000 TRY - 19,999 TRY	2 * -	2 * -	- -	- -	- -	- -	- -	- -
20,000 TRY - 29,999 TRY	7 *	6 *	- -	- -	- -	- -	- -	- -
30,000 TRY - 39,999 TRY	3 *	6 *	- -	- -	- -	- -	- -	- -
40,000 TRY - 49,999 TRY	7 *	3 *	- -	- -	- -	- -	- -	- -
50,000 TRY - 74,999 TRY	7 *	9 *	- -	- -	- -	- -	- -	- -
75,000 TRY - 99,999 TRY	5 *	6 *	- -	- -	- -	- -	- -	- -
100,000 TRY - 149,999 TRY	4 *	3 *	- -	- -	- -	- -	- -	- -
200,000 TRY - 249,999 TRY	- -	1 *	- -	- -	- -	- -	- -	- -
250,000 TRY or more	2 *	2 *	- -	- -	- -	- -	- -	- -
Less than 2000 RUB	- -	1 *	- -	- -	- -	- -	- -	- -
2000 RUB - 4000 RUB	- -	2 *	- -	- -	- -	- -	- -	- -
6001 RUB - 8000 RUB	- -	1 *	- -	- -	- -	- -	- -	- -
8001 RUB - 10000 RUB	1 *	3 *	- -	- -	- -	- -	- -	- -
10001 RUB - 15000 RUB	3 *	4 *	- -	- -	- -	- -	- -	- -
15001 RUB - 25000 RUB	8 1%	6 *	- -	- -	- -	- -	- -	- -

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

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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

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	1485	1929	-**	-**	-**	-**	137	186
More than 25000 RUB	58 4% G	107 6% AH	- -	- -	- -	- -	- -	- -
Up to 4,499 GBP	- -	4 *	- -	- -	- -	- -	- -	- -
4,500 to 6,499 GBP	1 *	- -	- -	- -	- -	- -	- -	- -
6,500 to 7,499 GBP	1 *	1 *	- -	- -	- -	- -	- -	- -
7,500 to 9,499 GBP	4 * B	- -	- -	- -	- -	- -	- -	- -
9,500 to 11,499 GBP	4 *	5 *	- -	- -	- -	- -	- -	- -
11,500 to 13,499 GBP	2 *	2 *	- -	- -	- -	- -	- -	- -
13,500 to 15,499 GBP	3 *	4 *	- -	- -	- -	- -	- -	- -
15,500 to 17,499 GBP	4 *	4 *	- -	- -	- -	- -	- -	- -
17,500 to 24,999 GBP	11 1%	12 1%	- -	- -	- -	- -	- -	- -
25,000 to 29,999 GBP	5 *	6 *	- -	- -	- -	- -	- -	- -
30,000 to 39,999 GBP	7 *	14 1%	- -	- -	- -	- -	- -	- -
40,000 to 49,999 GBP	6 *	8 *	- -	- -	- -	- -	- -	- -
50,000 to 74,999 GBP	11 1%	18 1%	- -	- -	- -	- -	- -	- -
75,000 to 99,999 GBP	4 *	9 *	- -	- -	- -	- -	- -	- -

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

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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

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	1485	1929	-**	-**	-**	-**	137	186
100,000 or more GBP	3 *	4 *	- -	- -	- -	- -	- -	- -
Decline to answer	79 5%	89 5%	- -	- -	- -	-	5 4%	8 4%
Sigma	1485 100%	1929 100%	- -	- -	- -	-	137 100%	186 100%

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

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Table 384

Q485. Racial Background.

Base: All Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
White	106 4% G	289 9% ADFH	- -	- -	- -	- -	- -	- -
Hispanic	2 *	10 *	- -	- -	- -	- -	- -	- -
BLACK/AFRICAN AMERICAN (NET)	7 *	9 *	- -	- -	- -	- -	- -	- -
Black	7 *	9 *	- -	- -	- -	- -	- -	- -
Asian or Pacific Islander	2 *	-	- -	- -	- -	- -	- -	- -
Native American or Alaskan Native	1 *	4 *	- -	- -	- -	- -	- -	- -
Mixed Race	4 *	3 *	- -	- -	- -	- -	- -	- -
First Nation/Native Canadian	2 *	-	- -	- -	- -	- -	- -	- -
South Asian	7 * B	1 *	- -	- -	- -	- -	- -	- -
Chinese	4 * B	-	- -	- -	- -	- -	- -	- -
Korean	1 *	2 *	- -	- -	- -	- -	- -	- -
Japanese	2 *	1 *	- -	- -	- -	- -	- -	- -
Other Southeast Asian	1 *	3 *	- -	- -	- -	- -	- -	- -
Filipino	1 *	2 *	- -	- -	- -	- -	- -	- -

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

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Table 384

Q485. Racial Background.

Base: All Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2588	3349	64*	125	68*	104	137	186
Arab/West Asian	1 * -	1 *	- -	- -	- -	- -	- -	- -
Some other race	- -	1 *	- -	- -	- -	- -	- -	- -
Decline to Answer	3 *	3 *	- -	- -	- -	- -	- -	- -
Unknown	2444 94% B	3019 90%	64 100%	125 100% B	68 100% A	104 100% B	137 100% A	186 100% B
Sigma	2588 100%	3348 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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Table 385

Q364. What is your marital status?

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

	2015 Total Registrants		Country						
				South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	2398	3149	64*	125	68*	104	137	186
Never married	716 30%	944 30%	15 23%	42 34%	27 40% C	31 30%	45 33%	82 44% GBF
Married or civil union	1377 57% CE	1812 58% DFH	29 45%	55 44%	22 32%	36 35%	72 53% E	85 46%
Divorced	91 4%	117 4%	3 5%	1 1%	4 6%	7 7% D	5 4%	4 2%
Separated	36 2%	48 2%	7 11% AG	6 5% BH	2 3%	6 6% BH	3 2%	1 1%
Widow/Widower	22 1%	36 1%	1 2%	1 1%	2 3%	- -	1 1%	- -
Living with partner	156 7%	192 6%	9 14% A	20 16% BH	11 16% A	24 23% BH	11 8%	14 8%
Sigma	2398 100%	3149 100%	64 100%	125 100%	68 100%	104 100%	137 100%	186 100%

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

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QARREG. In which region do you currently reside?

Base: All Argentina Respondents

			Country					
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	68*	104	-**	-**	68*	104	-**	-**
Buenos Aires	28 41%	34 33%	- -	- -	28 41%	34 33%	- -	- -
Buenos Aires Province (including Gran Buenos Aires)	12 18%	23 22%	- -	- -	12 18%	23 22%	- -	- -
Santa Fe	4 6%	8 8%	- -	- -	4 6%	8 8%	- -	- -
Cordoba	5 7%	11 11%	- -	- -	5 7%	11 11%	- -	- -
Patagonia	3 4%	8 8%	- -	- -	3 4%	8 8%	- -	- -
Other	16 24%	20 19%	- -	- -	16 24%	20 19%	- -	- -
Sigma	68 100%	104 100%	- -	- -	68 100%	104 100%	- -	- -

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

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

Base: All South Korea Respondents

			Country					
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	69*	101	-**	-**	-**	-**	-**	-**
Less than 10,000,000 Won	2 3%	2 2%	- -	- -	- -	- -	- -	- -
10,000,000 to 20,999,999 Won	4 6%	3 3%	- -	- -	- -	- -	- -	- -
21,000,000 to 29,999,999 Won	10 14%	11 11%	- -	- -	- -	- -	- -	- -
30,000,000 to 44,999,999 Won	13 19%	22 22%	- -	- -	- -	- -	- -	- -
45,000,000 to 74,999,999 Won	28 41%	41 41%	- -	- -	- -	- -	- -	- -
75,000,000 or more Won	11 16%	18 18%	- -	- -	- -	- -	- -	- -
Decline to answer	1 1%	4 4%	- -	- -	- -	- -	- -	- -
Sigma	69 100%	101 100%	- -	- -	- -	- -	- -	- -

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

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

Base: All South Korea Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	69*	101	-**	-**	-**	-**	-**	-**
Yes	68 99%	97 96%	- -	- -	- -	- -	- -	- -
No	1 1%	4 4%	- -	- -	- -	- -	- -	- -
Sigma	69 100%	101 100%	- -	- -	- -	- -	- -	- -

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

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Table 389

QKRREG1. In which region do you currently reside?

Base: All South Korea Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	101	-**	-**	-**	-**	-**	-**
Seoul	- -	49 49%	- -	- -	- -	- -	- -	- -
Busan	- -	7 7%	- -	- -	- -	- -	- -	- -
Gyeonggi-do	- -	17 17%	- -	- -	- -	- -	- -	- -
Ulsan	- -	- -	- -	- -	- -	- -	- -	- -
Daejeon	-	3 3%	- -	- -	- -	- -	- -	- -
Gwangjiu	-	1 1%	- -	- -	- -	- -	- -	- -
Incheon	-	3 3%	- -	- -	- -	- -	- -	- -
Daegu	-	6 6%	- -	- -	- -	- -	- -	-
Jeju-do	-	1 1%	- -	- -	- -	- -	- -	- -
Chungcheongbuk-do	- -	- -	- -	- -	- -	- -	- -	- -
Gangwon-do	-	4 4%	- -	- -	- -	- -	- -	- -
Chungcheongnam-do	-	2 2%	- -	- -	- -	- -	- -	- -
Jeollabuk-do	- -	- -	- -	- -	- -	- -	- -	- -
Jeollanam-do	-	3 3%	- -	- -	- -	- -	- -	- -
Gyeongsangnam-do	-	2 2%	- -	- -	- -	- -	- -	- -

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

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QKRREG1. In which region do you currently reside?

Base: All South Korea Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	101	-**	-**	-**	-**	-**	-**
Gyeongsangbuk-do	-	3	-	-	-	-	-	-
	-	3%	-	-	-	-	-	-
Sigma	-	101	-	-	-	-	-	-
	-	100%	-	-	-	-	-	-

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

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QKRREG2. REGION CLASSIFICATION

Base: All South Korea Respondents

	2015 Total Registrants		Country					
			South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	101	-**	-**	-**	-**	-**	-**
Seoul	- -	49 49%	- -	- -	- -	- -	- -	- -
Busan	- -	7 7%	- -	- -	- -	- -	- -	- -
Gyeonggi-do	- -	17 17%	- -	- -	- -	- -	- -	- -
All other metropolitan cities	- -	13 13%	- -	- -	- -	- -	- -	- -
All other provinces (do)	- -	15 15%	- -	- -	- -	- -	- -	- -
Sigma	- -	101 100%	- -	- -	- -	- -	- -	- -

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

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Table 391

QINED. What is the highest level of education/literacy you have completed/obtained or the highest degree you have received?

Base: All India Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	298	330	-**	-**	-**	-**	-**	-**
No education	- -	2 1%	-	-	-	-	-	-
Less than primary	5 2%	5 2%	- -	- -	- -	- -	- -	- -
Primary but less than middle	7 2%	9 3%	- -	- -	- -	- -	- -	- -
Middle but less than matric	6 2%	10 3%	- -	- -	- -	- -	- -	- -
Matric but less than graduate	24 8%	25 8%	- -	- -	- -	- -	- -	- -
Graduate or above	256 86%	279 85%	- -	- -	- -	- -	- -	- -
Sigma	298 100%	330 100%	- -	- -	- -	- -	- -	- -

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

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QININC2. Which of the following income categories best describes your total 2015 household income before taxes?

Base: All India Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	298	330	-**	-**	-**	-**	-**	-**
Less than 120,000 rupees	38 13%	53 16%	- -	- -	- -	- -	- -	- -
120,000 rupees or more	250 84%	257 78%	- -	- -	- -	- -	- -	- -
Decline to answer	10 3%	20 6%	- -	- -	- -	- -	- -	- -
Sigma	298 100%	330 100%	- -	- -	- -	- -	- -	- -

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

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

Base: All India Respondents

			Country					
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	298	330	-**	-**	-**	-**	-**	-**
Metro	239 80%	281 85%	- -	- -	- -	- -	- -	- -
Non-metro	59 20%	49 15%	- -	- -	- -	- -	- -	- -
Sigma	298 100%	330 100%	- -	- -	- -	- -	- -	- -

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

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QINBUY. In the past month, did you purchase any products or services over the Internet?

Base: All India Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	298	330	-**	-**	-**	-**	-**	-**
Yes	285 96%	311 94%	- -	- -	- -	- -	- -	- -
No	13 4%	19 6%	- -	- -	- -	- -	- -	- -
Sigma	298 100%	330 100%	- -	- -	- -	- -	- -	- -

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

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QINREG1. In which division do you currently reside?

Base: All India Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	330	-**	-**	-**	-**	-**	-**
Uttar Pradesh	- -	10 3%	- -	- -	- -	- -	- -	- -
Maharashtra	- -	61 18%	- -	- -	- -	- -	- -	- -
Bihar	- -	1 *	- -	- -	- -	- -	- -	- -
West Bengal	- -	29 9%	- -	- -	- -	- -	- -	- -
Andhra Pradesh	- -	34 10%	- -	- -	- -	- -	- -	- -
Tamil Nadu	- -	46 14%	- -	- -	- -	- -	- -	- -
Madhya Pradesh	- -	3 1%	- -	- -	- -	- -	- -	- -
Rajasthan	- -	3 1%	- -	- -	- -	- -	- -	- -
Karnataka	- -	29 9%	- -	- -	- -	- -	- -	- -
Gujarat	- -	21 6%	- -	- -	- -	- -	- -	- -
Orissa	- -	4 1%	- -	- -	- -	- -	- -	- -
Kerala	- -	4 1%	- -	- -	- -	- -	- -	- -
Assam	- -	1 *	- -	- -	- -	- -	- -	- -
Punjab	- -	4 1%	- -	- -	- -	- -	- -	- -
Haryana	- -	8 2%	- -	- -	- -	- -	- -	- -

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

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QINREG1. In which division do you currently reside?

Base: All India Respondents

	2015 Total Registrants		Country					
			South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	330	-**	-**	-**	-**	-**	-**
Jharkhand	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Chhattisgarh	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Jammu and Kashmir	-	1	-	-	-	-	-	-
	-	*	-	-	-	-	-	-
Uttaranchal	-	4	-	-	-	-	-	-
	-	1%	-	-	-	-	-	-
Himachal Pradesh	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Tripura	-	1	-	-	-	-	-	-
	-	*	-	-	-	-	-	-
Manipur	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Meghalaya	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Nagaland	-	1	-	-	-	-	-	-
	-	*	-	-	-	-	-	-
Goa	-	1	-	-	-	-	-	-
	-	*	-	-	-	-	-	-
Arunachal Pradesh	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Mizoram	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Sikkim	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Delhi	-	61	-	-	-	-	-	-
	-	18%	-	-	-	-	-	-
Pondicherry	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-

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

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QINREG1. In which division do you currently reside?

Base: All India Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	330	-**	-**	-**	-**	-**	-**
Chandigarh	-	3	-	-	-	-	-	-
	-	1%	-	-	-	-	-	-
Andaman and Nicobar Islands	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Dadra and Nagar Haveli	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Daman and Diu	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Lakshadweep	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Sigma	-	330	-	-	-	-	-	-
	-	100%	-	-	-	-	-	-

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

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QINREG2. STATE SIZE CLASSIFICATION

Base: All India Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	330	-**	-**	-**	-**	-**	-**
Bigger State	- -	258 78%	- -	- -	- -	- -	- -	- -
Smaller State	- -	8 2%	- -	- -	- -	- -	- -	- -
Union Territories	- -	64 19%	- -	- -	- -	- -	- -	- -
Sigma	- -	330 100%	- -	- -	- -	- -	- -	- -

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

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Q1500. In which province do you currently reside?

Base: All Indonesia Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	49*	100	-**	-**	-**	-**	-**	-**
Irian Jaya Barat	- -	- -	- -	- -	- -	- -	- -	- -
Papua	- -	- -	- -	- -	- -	- -	- -	- -
Banten	1 2%	9 9%	- -	- -	- -	- -	- -	- -
Jakarta Raya	17 35%	21 21%	- -	- -	- -	- -	- -	- -
Jawa Barat	5 10%	11 11%	- -	- -	- -	- -	- -	- -
Jawa Tengah	5 10%	15 15%	- -	- -	- -	- -	- -	- -
Jawa Timur	9 18%	16 16%	- -	- -	- -	- -	- -	- -
Yogyakarta	3 6%	6 6%	- -	- -	- -	- -	- -	- -
Kalimantan Barat	- -	1 1%	- -	- -	- -	- -	- -	- -
Kalimantan Selatan	- -	1 1%	- -	- -	- -	- -	- -	- -
Kalimantan Tengah	- -	- -	- -	- -	- -	- -	- -	- -
Kalimantan Timur	- -	- -	- -	- -	- -	- -	- -	- -
Maluku	- -	1 1%	- -	- -	- -	- -	- -	- -
Maluku Utara	- -	- -	- -	- -	- -	- -	- -	- -
Bali	- -	3 3%	- -	- -	- -	- -	- -	- -

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

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Q1500. In which province do you currently reside?

Base: All Indonesia Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	49*	100	-**	-**	-**	-**	-**	-**
Nusa Tenggara Barat	- -	- -	- -	- -	- -	- -	- -	- -
Nusa Tenggara Timur	- -	1 1%	- -	- -	- -	- -	- -	- -
Gorontalo	- -	1 1%	- -	- -	- -	- -	- -	- -
Sulawesi Barat	- -	- -	- -	- -	- -	- -	- -	- -
Sulawesi Selatan	- -	2 2%	- -	- -	- -	- -	- -	- -
Sulawesi Tengah	- -	- -	- -	- -	- -	- -	- -	- -
Sulawesi Tenggara	- -	- -	- -	- -	- -	- -	- -	- -
Sulawesi Utara	1 2%	- -	- -	- -	- -	- -	- -	- -
Aceh	- -	1 1%	- -	- -	- -	- -	- -	- -
Bangka-Belitung	- -	1 1%	- -	- -	- -	- -	- -	- -
Bengkulu	- -	- -	- -	- -	- -	- -	- -	- -
Jambi	- -	- -	- -	- -	- -	- -	- -	- -
Kepulauan Riau	- -	- -	- -	- -	- -	- -	- -	- -
Lampung	2 4%	1 1%	- -	- -	- -	- -	- -	- -
Riau	1 2%	1 1%	- -	- -	- -	- -	- -	- -

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

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Table 397

Q1500. In which province do you currently reside?

Base: All Indonesia Respondents

	2015 Total Registrants		Country					
			South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	49*	100	-**	-**	-**	-**	-**	-**
Sumatera Barat	2 4% B	- -	-	-	-	-	-	-
Sumatera Selatan	- -	3 3%	-	-	-	-	-	-
Sumatera Utara	3 6%	5 5%	-	-	-	-	-	-
Sigma	49 100%	100 100%	-	-	-	-	-	-

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

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Q1502. REGION CLASSIFICATION

Base: All Indonesia Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	49*	100	-**	-**	-**	-**	-**	-**
Irian Jaya	- -	- -	- -	- -	- -	- -	- -	- -
Jawa	40 82%	78 78%	- -	- -	- -	- -	- -	- -
Kalimantan	- -	2 2%	- -	- -	- -	- -	- -	- -
Maluku	- -	1 1%	- -	- -	- -	- -	- -	- -
Nusa Tenggara	- -	4 4%	- -	- -	- -	- -	- -	- -
Sulawesi	1 2%	3 3%	- -	- -	- -	- -	- -	- -
Sumatera	8 16%	12 12%	- -	- -	- -	- -	- -	- -
Sigma	49 100%	100 100%	- -	- -	- -	- -	- -	- -

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

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Q1580. What is your marital status?

Base: All Nigeria Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	190	200	-**	-**	-**	-**	-**	-**
Single, never married	87 46%	100 50%	-	-	-	-	-	-
Married (monogamous or polygamous)	96 51%	95 48%	-	-	-	-	-	-
Divorced	1 1%	2 1%	-	-	-	-	-	-
Separated	3 2%	- -	-	-	-	-	-	-
Widowed	2 1%	1 1%	-	-	-	-	-	-
Loosely coupled	1 1%	2 1%	-	-	-	-	-	-
Sigma	190 100%	200 100%	-	-	-	-	-	-

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

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Q1503. In which state do you currently reside?

Base: All Nigeria Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	190	200	-**	-**	-**	-**	-**	-**
Lagos State	104 55%	112 56%	-	-	-	-	-	-
Ogun State	9 5%	4 2%	-	-	-	-	-	-
Oyo State	8 4%	7 4%	-	-	-	-	-	-
Osun State	- -	3 2%	-	-	-	-	-	-
Kogi State	- -	1 1%	-	-	-	-	-	-
Kwara State	5 3%	3 2%	-	-	-	-	-	-
Delta State	3 2%	2 1%	-	-	-	-	-	-
Ondo State	7 4%	2 1%	-	-	-	-	-	-
Edo State	7 4% B	1 1%	-	-	-	-	-	-
Ekiti State	- -	1 1%	-	-	-	-	-	-
Anambra State	1 1%	2 1%	-	-	-	-	-	-
Abia State	- -	1 1%	-	-	-	-	-	-
Enugu State	2 1%	3 2%	-	-	-	-	-	-
Ebonyi State	- -	- -	-	-	-	-	-	-
Rivers State	11 6%	13 7%	-	-	-	-	-	-

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

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Q1503. In which state do you currently reside?

Base: All Nigeria Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	190	200	-**	-**	-**	-**	-**	-**
Akwa Ibom State	1 1%	3 2%	- -	- -	- -	- -	- -	- -
Imo State	2 1%	3 2%	- -	- -	- -	- -	- -	- -
Cross River State	- -	5 3% A	- -	- -	- -	- -	- -	- -
Bayelsa State	- -	- -	- -	- -	- -	- -	- -	- -
Borno State	- -	- -	- -	- -	- -	- -	- -	- -
Adamawa State	- -	- -	- -	- -	- -	- -	- -	- -
Taraba State	- -	- -	- -	- -	- -	- -	- -	- -
Yobe State	- -	- -	- -	- -	- -	- -	- -	- -
Kano State	- -	2 1%	- -	- -	- -	- -	- -	- -
Jigawa State	- -	- -	- -	- -	- -	- -	- -	- -
Bauchi State	1 1%	2 1%	- -	- -	- -	- -	- -	- -
Gombe State	1 1%	- -	- -	- -	- -	- -	- -	- -
Kaduna State	1 1%	2 1%	- -	- -	- -	- -	- -	- -
Katsina State	- -	- -	- -	- -	- -	- -	- -	- -
Sokoto State	1 1%	1 1%	- -	- -	- -	- -	- -	- -

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

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Q1503. In which state do you currently reside?

Base: All Nigeria Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	190	200	-**	-**	-**	-**	-**	-**
Kebbi State	- -	- -	- -	- -	- -	- -	- -	- -
Zamfara State	- -	- -	- -	- -	- -	- -	- -	- -
Benue State	- -	3 2%	- -	- -	- -	- -	- -	- -
Niger State	1 1%	- -	- -	- -	- -	- -	- -	- -
Plateau State	3 2%	4 2%	- -	- -	- -	- -	- -	- -
Nassarawa State	1 1%	- -	- -	- -	- -	- -	- -	- -
Abuja Federal Capital Territory	21 11%	20 10%	- -	- -	- -	- -	- -	- -
Sigma	190 100%	200 100%	- -	- -	- -	- -	- -	- -

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

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Q1504. STATE CLASSIFICATION

Base: All Nigeria Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	190	200	-**	-**	-**	-**	-**	-**
Postal Code Region 1	113 59%	116 58%	-	-	-	-	-	-
Postal Code Region 2	13 7%	14 7%	-	-	-	-	-	-
Postal Code Region 3	17 9% B	6 3%	-	-	-	-	-	-
Postal Code Region 4	3 2%	6 3%	-	-	-	-	-	-
Postal Code Region 5	14 7%	24 12%	-	-	-	-	-	-
Postal Code Region 6	- -	- -	-	-	-	-	-	-
Postal Code Region 7	2 1%	4 2%	-	-	-	-	-	-
Postal Code Region 8	2 1%	3 2%	-	-	-	-	-	-
Postal Code Region 9	26 14%	27 14%	-	-	-	-	-	-
Sigma	190 100%	200 100%	-	-	-	-	-	-

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

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Q1585. Do you consider yourself...?

Base: All Nigeria Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	190	200	-**	-**	-**	-**	-**	-**
Hausa	2 1%	5 3%	- -	- -	- -	- -	- -	- -
Yoruba	100 53%	92 46%	- -	- -	- -	- -	- -	- -
Igbo/Ibo	52 27%	50 25%	- -	- -	- -	- -	- -	- -
Fulanji	1 1%	- -	- -	- -	- -	- -	- -	- -
Other	32 17%	48 24%	- -	- -	- -	- -	- -	- -
Decline to answer	3 2%	5 3%	- -	- -	- -	- -	- -	- -
Sigma	190 100%	200 100%	- -	- -	- -	- -	- -	- -

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

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Q1505. In which governorate do you currently reside?

Base: All Egypt Respondents

					Country			
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	80*	100	-**	-**	-**	-**	-**	-**
Ad Daqahliyah	3 4%	6 6%	- -	- -	- -	- -	- -	- -
Al Buhayrah	4 5%	2 2%	- -	- -	- -	- -	- -	- -
Al Gharbiyah	7 9%	4 4%	- -	- -	- -	- -	- -	- -
Al Isma'iliyah	- -	- -	- -	- -	- -	- -	- -	- -
Kafr ash Shaykh	5 6%	1 1%	- -	- -	- -	- -	- -	- -
Dumyat	- -	4 4%	- -	- -	- -	- -	- -	- -
Al Qalyubiyah	3 4%	3 3%	- -	- -	- -	- -	- -	- -
Ash Sharqiyah	5 6%	5 5%	- -	- -	- -	- -	- -	- -
Al Minufiyah	2 3%	4 4%	- -	- -	- -	- -	- -	- -
Al Qahirah	21 26%	25 25%	- -	- -	- -	- -	- -	- -
Al Iskandariyah	14 18%	15 15%	- -	- -	- -	- -	- -	- -
Bur Sa'id	1 1%	1 1%	- -	- -	- -	- -	- -	- -
Al Uqsur	- -	1 1%	- -	- -	- -	- -	- -	- -
As Suways	1 1%	- -	- -	- -	- -	- -	- -	- -
Aswan	- -	1 1%	- -	- -	- -	- -	- -	- -

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

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Table 403

Q1505. In which governorate do you currently reside?

Base: All Egypt Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	80*	100	-**	-**	-**	-**	-**	-**
Asyut	1 1%	5 5%	- -	- -	- -	- -	- -	- -
Al Minya	3 4%	2 2%	- -	- -	- -	- -	- -	- -
Suhaj	- -	3 3%	- -	- -	- -	- -	- -	- -
Qina	- -	2 2%	- -	- -	- -	- -	- -	- -
Al Fayyum	- -	- -	- -	- -	- -	- -	- -	- -
Al Jizah	10 13%	9 9%	- -	- -	- -	- -	- -	- -
Bani Suwayf	- -	3 3%	- -	- -	- -	- -	- -	- -
Janub Sina'	- -	- -	- -	- -	- -	- -	- -	- -
Matruh	- -	- -	- -	- -	- -	- -	- -	- -
Shamal Sina'	- -	2 2%	- -	- -	- -	- -	- -	- -
Al Wadi al Jadid	- -	- -	- -	- -	- -	- -	- -	- -
Al Bahr al Ahmar	- -	2 2%	- -	- -	- -	- -	- -	- -
Sigma	80 100%	100 100%	- -	- -	- -	- -	- -	- -

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

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Q1506. REGION CLASSIFICATION

Base: All Egypt Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	80*	100	-**	-**	-**	-**	-**	-**
Lower	29 36%	29 29%	- -	- -	- -	- -	- -	- -
City	37 46%	42 42%	- -	- -	- -	- -	- -	- -
Upper	14 18%	25 25%	- -	- -	- -	- -	- -	- -
Desert	- -	4 4%	- -	- -	- -	- -	- -	- -
Sigma	80 100%	100 100%	- -	- -	- -	- -	- -	- -

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

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

Base: All Colombia Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	64*	125	64*	125	-**	-**	-**	-**
Menos de $ 6,000.000 pesos colombianos	8 13%	14 11%	8 13%	14 11%	-	-	-	-
$ 6.001.000 a $ 12,000.000 pesos colombianos	7 11%	16 13%	7 11%	16 13%	-	-	-	-
$ 12.001.000 a $ 18.000.000 pesos colombianos	5 8%	10 8%	5 8%	10 8%	-	-	-	-
$ 18.001.000 a $ 24.000.000 pesos colombianos	4 6%	8 6%	4 6%	8 6%	-	-	-	-
$ 24.001.000 a $ 30.000.000 pesos colombianos	2 3%	14 11%	2 3%	14 11%	-	-	-	-
$ 30.001.000 a $ 36,000.000 pesos colombianos	3 5%	8 6%	3 5%	8 6%	-	-	-	-
$ 36.001.000 a $ 60.000.000 pesos colombianos	11 17%	13 10%	11 17%	13 10%	-	-	-	-
$ 60.001.000 a $ 84.000.000 pesos colombianos	4 6%	10 8%	4 6%	10 8%	-	-	-	-
$ 84.001.000 o mas pesos colombianos	8 13%	15 12%	8 13%	15 12%	-	-	-	-
Decline to answer	12 19%	17 14%	12 19%	17 14%	-	-	-	-
Sigma	64 100%	125 100%	64 100%	125 100%	-	-	-	-

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

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QCOREG2. In which region do you live?

Base: All Colombian Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
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/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - A/C/E/G - B/D/F/H
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Q4010. What is your current education level?

Base: All Vietnam Respondents

			Country					
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	52*	52*	-**	-**	-**	-**	-**	-**
No schooling	- -	- -	- -	- -	- -	- -	- -	- -
Some Kindergarten school	- -	- -	- -	- -	- -	- -	- -	- -
Complete Kindergarten school	- -	- -	- -	- -	- -	- -	- -	- -
Some Primary school (Grades 1-5)	- -	- -	- -	- -	- -	- -	- -	- -
Complete Primary school (Grades 1-5)	- -	- -	- -	- -	- -	- -	- -	- -
Some Lower Secondary school (Grades 6-9)	- -	1 2%	- -	- -	- -	- -	- -	- -
Complete Lower Secondary school (Grades 6-9)	- -	- -	- -	- -	- -	- -	- -	- -
Some Upper Secondary school (Grades 10-12)	2 4%	- -	- -	- -	- -	- -	- -	- -
Complete Upper Secondary school (Grades 10-12)	3 6%	- -	- -	- -	- -	- -	- -	- -
Some Professional Secondary school - Primary level	1 2%	- -	- -	- -	- -	- -	- -	- -
Complete Professional Secondary school - Primary level	- -	1 2%	- -	- -	- -	- -	- -	- -
Some Professional Secondary school - Intermediate level	- -	- -	- -	- -	- -	- -	- -	- -
Complete Professional Secondary school - Intermediate level	1 2%	1 2%	- -	- -	- -	- -	- -	- -
Some College	1 2%	- -	- -	- -	- -	- -	- -	- -
Complete College	5 10%	8 15%	- -	- -	- -	- -	- -	- -

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

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Q4010. What is your current education level?

Base: All Vietnam Respondents

			Country					
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	52*	52*	-**	-**	-**	-**	-**	-**
Some University	11 21%	8 15%	- -	- -	- -	- -	- -	- -
Complete University	25 48%	27 52%	- -	- -	- -	- -	- -	- -
Some Post graduate degree	1 2%	1 2%	- -	- -	- -	- -	- -	- -
Complete Post graduate degree	2 4%	5 10%	- -	- -	- -	- -	- -	- -
Don't Know/ REFUSED	- -	- -	- -	- -	- -	- -	- -	- -
Sigma	52 100%	52 100%	- -	- -	- -	- -	- -	- -

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

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Q4015. What is your current occupation?

		Country						
	2015 Total Registrants		South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	52*	52*	-**	-**	-**	-**	-**	-**
GOVERNMENT EMPLOYEE (THE GOVERNMENT'S ORGINIZATIONS OR STATE-OWN COMPANIES)	- -	4 8% A	- -	- -	- -	- -	- -	- -
Senior government official	- -	- -	- -	- -	- -	- -	- -	- -
Middle government official	- -	- -	- -	- -	- -	- -	- -	- -
Low government official	1 2%	3 6%	- -	- -	- -	- -	- -	- -
Production Worker	3 6%	1 2%	- -	- -	- -	- -	- -	- -
NON-STATE SECTOR EMPLOYEE	2 4%	5 10%	- -	- -	- -	- -	- -	- -
Top level management	- -	- -	- -	- -	- -	- -	- -	- -
Middle management	8 15%	8 15%	- -	- -	- -	- -	- -	- -
Low manager	5 10%	2 4%	- -	- -	- -	- -	- -	- -
Executive/Officer	1 2%	3 6%	- -	- -	- -	- -	- -	- -
EMPLOYER (owners of companies/business establishments having 'employees' on a continuous basis)	3 6%	1 2%	- -	- -	- -	- -	- -	- -
Owner of a company/agency/farm (10 workers or higher)	- -	1 2%	- -	- -	- -	- -	- -	- -
Owner of a company/agency/farm (1-9 workers)	1 2%	- -	- -	- -	- -	- -	- -	- -

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

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Q4015. What is your current occupation?

Base: All Vietnam Respondents

			Country					
					South America			
	2015 Total Registrants Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	52*	52*	-**	-**	-**	-**	-**	-**
OWN-ACCOUNT WORKER	7 13%	5 10%	- -	- -	- -	- -	- -	- -
Investor (real estate, stock,...)	- -	- -	- -	- -	- -	- -	- -	- -
Store owner/ individual establishment owner (not having "employees" on a continuous basis)	1 2%	1 2%	- -	- -	- -	- -	- -	- -
Farmer, logger, fisherman (agriculture, forestry and fishing)	- -	- -	- -	- -	- -	- -	- -	- -
Other self-employment (professional, freelancer, own-account driver, vendor, hawker,...)	1 2%	1 2%	- -	- -	- -	- -	- -	- -
PART-TIME/UNPAID FAMILY WORKER/ UNEMPLOYED	2 4%	- -	- -	- -	- -	- -	- -	- -
Student/ Apprentice	12 23%	11 21%	- -	- -	- -	- -	- -	- -
Housewife/househusband	- -	- -	- -	- -	- -	- -	- -	- -
Retired	- -	1 2%	- -	- -	- -	- -	- -	- -
Family workers	2 4%	- -	- -	- -	- -	- -	- -	- -
Unemployed	1 2%	- -	- -	- -	- -	- -	- -	- -
OTHERS (UNCLASIFIABLE BY STATUS)	2 4%	4 8%	- -	- -	- -	- -	- -	- -
Don't Know/ REFUSED	- -	1 2%	- -	- -	- -	- -	- -	- -
Sigma	52 100%	52 100%	- -	- -	- -	- -	- -	- -

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

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Q4020. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale?

1. Household Income

Base: All Vietnam Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	52*	52*	-**	-**	-**	-**	-**	-**
150,000,000 VND or higher	5 10%	6 12%	- -	- -	- -	- -	- -	- -
75,000,000- 149,999,999 VND	3 6%	5 10%	- -	- -	- -	- -	- -	- -
45,000,000- 74,999,999 VND	2 4%	5 10%	- -	- -	- -	- -	- -	- -
30,000,000- 44,999,999 VND	4 8%	6 12%	- -	- -	- -	- -	- -	- -
15,000,000- 29,999,999 VND	14 27%	13 25%	- -	- -	- -	- -	- -	- -
7,500,000- 14,999,999 VND	18 35%	11 21%	- -	- -	- -	- -	- -	- -
4,500,000- 7,499,999 VND	3 6%	- -	- -	- -	- -	- -	- -	- -
3,000,000- 4,499,999 VND	- -	2 4%	- -	- -	- -	- -	- -	- -
1,500,000- 2,999,999 VND	1 2%	- -	- -	- -	- -	- -	- -	- -
1- 1,499,999 VND	- -	1 2%	- -	- -	- -	- -	- -	- -
No income/ expenditure	- -	- -	- -	- -	- -	- -	- -	- -
Don't Know/NA	2 4%	3 6%	- -	- -	- -	- -	- -	- -
Sigma	52 100%	52 100%	- -	- -	- -	- -	- -	- -

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

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Table 410

Q4020. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale?

2. Household Expenditure

Base: All Vietnam Respondents

	2015 Total Registrants		Country					
			South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	52*	52*	-**	-**	-**	-**	-**	-**
150,000,000 VND or higher	2 4%	1 2%	- -	-	-	-	-	-
75,000,000- 149,999,999 VND	4 8%	5 10%	- -	-	-	-	-	-
45,000,000- 74,999,999 VND	2 4%	4 8%	- -	-	-	-	-	-
30,000,000- 44,999,999 VND	1 2%	2 4%	- -	-	-	-	-	-
15,000,000- 29,999,999 VND	5 10%	10 19%	- -	-	-	-	-	-
7,500,000- 14,999,999 VND	11 21%	12 23%	- -	-	-	-	-	-
4,500,000- 7,499,999 VND	14 27%	10 19%	- -	-	-	-	-	-
3,000,000- 4,499,999 VND	9 17% B	2 4%	- -	-	-	-	-	-
1,500,000- 2,999,999 VND	1 2%	3 6%	- -	-	-	-	-	-
1- 1,499,999 VND	- -	1 2%	- -	-	-	-	-	-
No income/ expenditure	1 2%	-	- -	-	-	-	-	-
Don't Know/NA	2 4%	2 4%	- -	-	-	-	-	-
Sigma	52 100%	52 100%	- -	-	-	-	-	-

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

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Q4020. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale?

3. Personal Income

Base: All Vietnam Respondents

					Country			
					South America			
	2015 Total Registrants		2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	Nielsen Sample Only	2016 Total Registrants						
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	52*	52*	-**	-**	-**	-**	-**	-**
150,000,000 VND or higher	3 6%	1 2%	- -	- -	- -	- -	- -	- -
75,000,000- 149,999,999 VND	- -	- -	- -	- -	- -	- -	- -	- -
45,000,000- 74,999,999 VND	3 6%	3 6%	- -	- -	- -	- -	- -	- -
30,000,000- 44,999,999 VND	2 4%	1 2%	- -	- -	- -	- -	- -	- -
15,000,000- 29,999,999 VND	4 8%	6 12%	- -	- -	- -	- -	- -	- -
7,500,000- 14,999,999 VND	13 25%	11 21%	- -	- -	- -	- -	- -	- -
4,500,000- 7,499,999 VND	10 19%	11 21%	- -	- -	- -	- -	- -	- -
3,000,000- 4,499,999 VND	5 10%	8 15%	- -	- -	- -	- -	- -	- -
1,500,000- 2,999,999 VND	5 10%	4 8%	- -	- -	- -	- -	- -	- -
1- 1,499,999 VND	3 6%	2 4%	- -	- -	- -	- -	- -	- -
No income/ expenditure	1 2%	2 4%	- -	- -	- -	- -	- -	- -
Don't Know/NA	3 6%	3 6%	- -	- -	- -	- -	- -	- -
Sigma	52 100%	52 100%	- -	- -	- -	- -	- -	- -

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

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Q4020. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale?

4. Personal Expenditure

Base: All Vietnam Respondents

			Country					
	2015 Total Registrants		South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	52*	52*	-**	-**	-**	-**	-**	-**
150,000,000 VND or higher	3 6%	- -	- -	- -	- -	- -	- -	- -
75,000,000- 149,999,999 VND	- -	- -	- -	- -	- -	- -	- -	- -
45,000,000- 74,999,999 VND	2 4%	- -	- -	- -	- -	- -	- -	- -
30,000,000- 44,999,999 VND	2 4%	2 4%	- -	- -	- -	- -	- -	- -
15,000,000- 29,999,999 VND	3 6%	- -	- -	- -	- -	- -	- -	- -
7,500,000- 14,999,999 VND	2 4%	2 4%	- -	- -	- -	- -	- -	- -
4,500,000- 7,499,999 VND	5 10%	6 12%	- -	- -	- -	- -	- -	- -
3,000,000- 4,499,999 VND	10 19%	9 17%	- -	- -	- -	- -	- -	- -
1,500,000- 2,999,999 VND	11 21%	17 33%	- -	- -	- -	- -	- -	- -
1- 1,499,999 VND	11 21%	12 23%	- -	- -	- -	- -	- -	- -
No income/ expenditure	- -	- -	- -	- -	- -	- -	- -	- -
Don't Know/NA	3 6%	4 8%	- -	- -	- -	- -	- -	- -
Sigma	52 100%	52 100%	- -	- -	- -	- -	- -	- -

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

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Base: All Vietnam Respondents

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Q4025. BTS

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	50*	49*	-**	-**	-**	-**	-**	-**
Class A5 (150,000,000+)	5 10%	6 12%	-	-	-	-	-	-
Class A4 (75,000,000 - 149,999,999)	3 6%	5 10%	-	-	-	-	-	-
Class A3 (45,000,000 - 74,999,999)	2 4%	5 10%	-	-	-	-	-	-
Class A2 (30,000,000 - 44,999,999)	4 8%	6 12%	-	-	-	-	-	-
Class A1 (15,000,000 - 29,999,999)	14 28%	13 27%	-	-	-	-	-	-
Class B (7,500,000 - 14,999,999)	18 36%	11 22%	-	-	-	-	-	-
Class C (4,500,000 - 7,499,999)	3 6%	-	-	-	-	-	-	-
Class D (3,000,000 - 4,499,000)	-	2 4%	-	-	-	-	-	-
Class E (1,500,000 - 2,999,999)	1 2%	-	-	-	-	-	-	-
Class F (1 - 1,499,999)	-	1 2%	-	-	-	-	-	-
Sigma	50 100%	49 100%	-	-	-	-	-	-

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

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Base: All Vietnam Respondents

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Q4027. In what region do you live?

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	52*	52*	-**	-**	-**	-**	-**	-**
North East	6 12%	10 19%	- -	- -	- -	- -	- -	- -
Red River Delta	15 29%	12 23%	- -	- -	- -	- -	- -	- -
North Central Coast	3 6%	3 6%	- -	- -	- -	- -	- -	- -
South Central Coast	3 6%	3 6%	- -	- -	- -	- -	- -	- -
Central Highlands	2 4%	-	- -	- -	- -	- -	- -	- -
South East	14 27%	15 29%	- -	- -	- -	- -	- -	- -
Mekong River Delta	8 15%	7 13%	- -	- -	- -	- -	- -	- -
North West	1 2%	2 4%	- -	- -	- -	- -	- -	- -
Sigma	52 100%	52 100%	- -	- -	- -	- -	- -	- -

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

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Q4030. What is your highest educational attainment?

Base: All Philippines Respondents

		2015 Total Registrants		Country					
						South America			
		Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base		76*	101	-**	-**	-**	-**	-**	-**
No schooling		- -	- -	- -	- -	- -	- -	- -	- -
Some elementary		- -	1 1%	- -	- -	- -	- -	- -	- -
Complete elementary		- -	2 2%	- -	- -	- -	- -	- -	- -
Some high school		1 1%	1 1%	- -	- -	- -	- -	- -	- -
Completed high school		4 5%	2 2%	- -	- -	- -	- -	- -	- -
Some vocational		- -	3 3%	- -	- -	- -	- -	- -	- -
Completed Vocational		4 5%	6 6%	- -	- -	- -	- -	- -	- -
Some college		8 11%	17 17%	- -	- -	- -	- -	- -	- -
Completed college/ Has degree		46 61%	63 62%	- -	- -	- -	- -	- -	- -
Some post graduate degree		6 8%	5 5%	- -	- -	- -	- -	- -	- -
Completed post graduate degree		7 9% B	1 1%	- -	- -	- -	- -	- -	- -
Not know/Refused		- -	- -	- -	- -	- -	- -	- -	- -
Sigma		76 100%	101 100%	- -	- -	- -	- -	- -	- -

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

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Q4035. At the present time, what is your occupation?

Base: All Philippines Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	76*	101	-**	-**	-**	-**	-**	-**
Professional, technical and kindred workers	35 46%	40 40%	- -	- -	- -	- -	- -	- -
Farmers and farm managers	- -	2 2%	- -	- -	- -	- -	- -	- -
Manager, officials and proprietors except farm	2 3%	3 3%	- -	- -	- -	- -	- -	- -
Clerical and kindred workers	11 14%	12 12%	- -	- -	- -	- -	- -	- -
Sales workers	2 3%	7 7%	- -	- -	- -	- -	- -	- -
Craftsmen, foremen and kindred workers	1 1%	2 2%	- -	- -	- -	- -	- -	- -
Service workers except private household workers	1 1%	- -	- -	- -	- -	- -	- -	- -
Private household workers	1 1%	1 1%	- -	- -	- -	- -	- -	- -
Laborers	1 1%	2 2%	- -	- -	- -	- -	- -	- -
Not gainfully employed	1 1%	5 5%	- -	- -	- -	- -	- -	- -
Housewife	6 8%	8 8%	- -	- -	- -	- -	- -	- -
Student	2 3%	7 7%	- -	- -	- -	- -	- -	- -
Pensioner	1 1%	- -	- -	- -	- -	- -	- -	- -
Others	8 11%	10 10%	- -	- -	- -	- -	- -	- -
Refused	4 5%	2 2%	- -	- -	- -	- -	- -	- -

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

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Q4035. At the present time, what is your occupation?

Base: All Philippines Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	76*	101	-**	-**	-**	-**	-**	-**
Sigma	76	101	-	-	-	-	-	-
	100%	100%	-	-	-	-	-	-

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

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Q4036. Please select the area in which you live?

Base: All Philippines Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	76*	101	-**	-**	-**	-**	-**	-**
National Capital Region	19 25%	41 41% A	- -	- -	- -	- -	- -	- -
Cordillera Administrative Region	1 1%	7 7%	- -	- -	- -	- -	- -	- -
Ilocos (Region I)	2 3%	1 1%	- -	- -	- -	- -	- -	- -
Cagayan Valley (Region II)	2 3%	3 3%	- -	- -	- -	- -	- -	- -
Central Luzon (Region III)	6 8%	7 7%	- -	- -	- -	- -	- -	- -
Southern Tagalog (Region IV)	22 29%	17 17%	- -	- -	- -	- -	- -	- -
Bicol (Region V)	6 8%	2 2%	- -	- -	- -	- -	- -	- -
Western Visayas (Region VI)	1 1%	4 4%	- -	- -	- -	- -	- -	- -
Central Visayas (Region VII)	10 13%	6 6%	- -	- -	- -	- -	- -	- -
Eastern Visayas (Region VIII)	1 1%	1 1%	- -	- -	- -	- -	- -	- -
Western Mindanao (Region IX)	- -	- -	- -	- -	- -	- -	- -	- -
Northern Mindanao (Region X)	4 5%	6 6%	- -	- -	- -	- -	- -	- -
Southern Mindanao (Region XI)	2 3%	4 4%	- -	- -	- -	- -	- -	- -
Central Mindanao (Region XII)	- -	2 2%	- -	- -	- -	- -	- -	- -
Autonomous Region in Muslim Mindanao	- -	- -	- -	- -	- -	- -	- -	- -

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

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Q4036. Please select the area in which you live?

Base: All Philippines Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	76*	101	-**	-**	-**	-**	-**	-**
Caraga	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Sigma	76	101	-	-	-	-	-	-
	100%	100%	-	-	-	-	-	-

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

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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?

			Country					
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	126	168	-**	-**	-**	-**	126	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 2%	3 2%	- -	- -	- -	- -	2 2%	3 2%
Fundamental completo	2 2%	5 3%	- -	- -	- -	- -	2 2%	5 3%
Ensino Medio	44 35%	52 31%	- -	- -	- -	- -	44 35%	52 31%
Superior	61 48%	81 48%	- -	- -	- -	- -	61 48%	81 48%
Pos-graduacao (Mestrado, Doutorado ou Pos-doutorado)	17 13%	24 14%	- -	- -	- -	- -	17 13%	24 14%
Sigma	126 100%	168 100%	- -	- -	- -	- -	126 100%	168 100%

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

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Base: All Brazil Respondents

QBRREG1. In which state do you currently reside?

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	186	-**	-**	-**	-**	-**	186
Distrito Federal	- -	3 2%	- -	- -	- -	- -	- -	3 2%
Goias	- -	2 1%	- -	- -	- -	- -	- -	2 1%
Mato Grosso	- -	3 2%	- -	- -	- -	- -	- -	3 2%
Mato Grosso do Sul	- -	2 1%	- -	- -	- -	- -	- -	2 1%
Acre	- -	- -	- -	- -	- -	- -	- -	- -
Amapa	- -	- -	- -	- -	- -	- -	- -	- -
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%
Ceara	- -	2 1%	- -	- -	- -	- -	- -	2 1%
Maranhao	- -	2 1%	- -	- -	- -	- -	- -	2 1%

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

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QBRREG1. In which state do you currently reside?

Base: All Brazil Respondents

			Country					
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	186	-**	-**	-**	-**	-**	186
Paraiba	- -	3 2%	- -	- -	- -	- -	- -	3 2%
Pernambuco	- -	8 4%	- -	- -	- -	- -	- -	8 4%
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/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - A/C/E/G - B/D/F/H
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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                                                                                                                                                      19 Aug 2016
                                                                   QBRREG2. REGION CLASSIFICATION   Table 420
Base: All Brazil Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
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/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - A/C/E/G - B/D/F/H
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Base: All Mexican Respondents And 21+ Years Of Age

Q1538. What is the highest level of education you have completed or the highest degree you have received?

			Country					
	2015 Total Registrants				South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	62*	95*	-**	-**	-**	-**	-**	-**
No he estudiado	- -	- -	- -	- -	- -	- -	- -	- -
Primaria incompleta	- -	- -	- -	- -	- -	- -	- -	- -
Primaria completa	- -	- -	- -	- -	- -	- -	- -	- -
Secundaria incompleta	- -	- -	- -	- -	- -	- -	- -	- -
Secundaria completa	2 3%	1 1%	- -	- -	- -	- -	- -	- -
Carrera comercial	- -	1 1%	- -	- -	- -	- -	- -	- -
Carrera tecnica	1 2%	3 3%	- -	- -	- -	- -	- -	- -
Preparatoria incompleta	1 2%	1 1%	- -	- -	- -	- -	- -	- -
Preparatoria completa	5 8%	3 3%	- -	- -	- -	- -	- -	- -
Licenciatura incompleta	10 16%	12 13%	- -	- -	- -	- -	- -	- -
Licenciatura completa	37 60%	63 66%	- -	- -	- -	- -	- -	- -
Diplomado/Maestria	6 10%	10 11%	- -	- -	- -	- -	- -	- -
Doctorado	- -	1 1%	- -	- -	- -	- -	- -	- -
Sigma	62 100%	95 100%	- -	- -	- -	- -	- -	- -

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

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Table 422

Base: All Mexican Respondents

QMXREG. In which state do you currently reside?

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	100	-**	-**	-**	-**	-**	-**
Aguascalientes	- -	2 2%	- -	- -	- -	- -	- -	- -
Baja California Norte	- -	3 3%	- -	- -	- -	- -	- -	- -
Baja California Sur	- -	- -	- -	- -	- -	- -	- -	- -
Campeche	- -	1 1%	- -	- -	- -	- -	- -	- -
Chiapas	- -	1 1%	- -	- -	- -	- -	- -	- -
Chihuahua	- -	2 2%	- -	- -	- -	- -	- -	- -
Coahuila	- -	1 1%	- -	- -	- -	- -	- -	- -
Colima	- -	1 1%	- -	- -	- -	- -	- -	- -
Distrito Federal	- -	18 18%	- -	- -	- -	- -	- -	- -
Durango	- -	- -	- -	- -	- -	- -	- -	- -
Guanajuato	- -	5 5%	- -	- -	- -	- -	- -	- -
Guerrero	- -	1 1%	- -	- -	- -	- -	- -	- -
Hidalgo	- -	- -	- -	- -	- -	- -	- -	- -
Jalisco	- -	5 5%	- -	- -	- -	- -	- -	- -
Mexico	- -	16 16%	- -	- -	- -	- -	- -	- -

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

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QMXREG. In which state do you currently reside?

Base: All Mexican Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	100	-**	-**	-**	-**	-**	-**
Michoacan	-	4	-	-	-	-	-	-
	-	4%	-	-	-	-	-	-
Morelos	-	2	-	-	-	-	-	-
	-	2%	-	-	-	-	-	-
Nayarit	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Nuevo Leon	-	6	-	-	-	-	-	-
	-	6%	-	-	-	-	-	-
Oaxaca	-	1	-	-	-	-	-	-
	-	1%	-	-	-	-	-	-
Puebla	-	5	-	-	-	-	-	-
	-	5%	-	-	-	-	-	-
Queretaro	-	2	-	-	-	-	-	-
	-	2%	-	-	-	-	-	-
Quintana Roo	-	2	-	-	-	-	-	-
	-	2%	-	-	-	-	-	-
San Luis Potosi	-	5	-	-	-	-	-	-
	-	5%	-	-	-	-	-	-
Sinaloa	-	1	-	-	-	-	-	-
	-	1%	-	-	-	-	-	-
Sonora	-	3	-	-	-	-	-	-
	-	3%	-	-	-	-	-	-
Tabasco	-	1	-	-	-	-	-	-
	-	1%	-	-	-	-	-	-
Tamaulipas	-	4	-	-	-	-	-	-
	-	4%	-	-	-	-	-	-
Tlaxcala	-	1	-	-	-	-	-	-
	-	1%	-	-	-	-	-	-
Veracruz	-	4	-	-	-	-	-	-
	-	4%	-	-	-	-	-	-

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

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QMXREG. In which state do you currently reside?

Base: All Mexican Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	100	-**	-**	-**	-**	-**	-**
Yucatan	-	3	-	-	-	-	-	-
	-	3%	-	-	-	-	-	-
Zacatecas	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Sigma	-	100	-	-	-	-	-	-
	-	100%	-	-	-	-	-	-

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

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Table 423

Q1574. What is the highest level of education you have completed or the highest degree you have received?

Base: All Chinese Respondents And 21+ Years Of Age

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	540	543	-**	-**	-**	-**	-**	-**
High school or less	10 2%	18 3%	- -	- -	- -	- -	- -	- -
College	99 18%	119 22%	- -	- -	- -	- -	- -	- -
Bachelor degree	379 70%	356 66%	- -	- -	- -	- -	- -	- -
Post graduate	52 10%	50 9%	- -	- -	- -	- -	- -	- -
Sigma	540 100%	543 100%	- -	- -	- -	- -	- -	- -

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

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

Base: All Turkey Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	45*	50*	-**	-**	-**	-**	-**	-**
Primary education	- -	- -	- -	- -	- -	- -	- -	- -
Middle school or junior high school	- -	1 2%	- -	- -	- -	- -	- -	- -
High school	10 22%	12 24%	- -	- -	- -	- -	- -	- -
University	29 64%	29 58%	- -	- -	- -	- -	- -	- -
Masters degree or doctorate	6 13%	8 16%	- -	- -	- -	- -	- -	- -
No schooling completed	- -	- -	- -	- -	- -	- -	- -	- -
Sigma	45 100%	50 100%	- -	- -	- -	- -	- -	- -

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

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QCOED. What was the last year of schooling that you completed?

Base: All Colombia Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	64*	125	64*	125	-**	-**	-**	-**
None	- -	- -	- -	- -	- -	- -	- -	- -
Pre-school	- -	- -	- -	- -	- -	- -	- -	- -
Primary	- -	1 1%	- -	1 1%	- -	- -	- -	- -
Secondary	5 8%	9 7%	5 8%	9 7%	- -	- -	- -	- -
Technical/Technology	22 34%	34 27%	22 34%	34 27%	- -	- -	- -	- -
University	27 42%	63 50%	27 42%	63 50%	- -	- -	- -	- -
Post Graduate	10 16%	17 14%	10 16%	17 14%	- -	- -	- -	- -
Other	- -	1 1%	- -	1 1%	- -	- -	- -	- -
Sigma	64 100%	125 100%	64 100%	125 100%	- -	- -	- -	- -

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

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

Base: All Indonesia Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	49*	100	-**	-**	-**	-**	-**	-**
No schooling	- -	- -	- -	- -	- -	- -	- -	- -
Some elementary school	- -	- -	- -	- -	- -	- -	- -	- -
Elementary school	- -	- -	- -	- -	- -	- -	- -	- -
Junior high school	1 2%	2 2%	- -	- -	- -	- -	- -	- -
High school or higher	48 98%	98 98%	- -	- -	- -	- -	- -	- -
Sigma	49 100%	100 100%	- -	- -	- -	- -	- -	- -

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

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

Base: All Japan Respondents

	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	176	176	-**	-**	-**	-**	-**	-**
Less than high school	4 2%	3 2%	- -	- -	- -	- -	- -	- -
High school degree	47 27%	43 24%	- -	- -	- -	- -	- -	- -
Junior College degree	17 10%	16 9%	- -	- -	- -	- -	- -	- -
BA or University degree	108 61%	114 65%	- -	- -	- -	- -	- -	- -
Sigma	176 100%	176 100%	- -	- -	- -	- -	- -	- -

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

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

Base: All Nigeria Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	200	-**	-**	-**	-**	-**	-**
No level completed	- -	1 1%	- -	- -	- -	- -	- -	- -
Completed FSLC (first school leaving certificate)	- -	3 2%	- -	- -	- -	- -	- -	- -
Completed MSLC (middle school leaving certificate)	- -	1 1%	- -	- -	- -	- -	- -	- -
Vocational/COMM	- -	1 1%	- -	- -	- -	- -	- -	- -
JSS/O'Level	- -	- -	- -	- -	- -	- -	- -	- -
Completed O'Level/SSS (senior secondary school)	- -	10 5%	- -	- -	- -	- -	- -	- -
Completed A'Level or higher	- -	111 56%	- -	- -	- -	- -	- -	- -
Other	- -	73 37%	- -	- -	- -	- -	- -	- -
Sigma	- -	200 100%	- -	- -	- -	- -	- -	- -

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

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

Base: All Poland Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	53*	53*	-**	-**	-**	-**	-**	-**
Incomplete primary or no school education	- -	- -	- -	- -	- -	- -	- -	- -
Primary	- -	- -	- -	- -	- -	- -	- -	- -
Basic vocational	- -	1 2%	- -	- -	- -	- -	- -	- -
Secondary	14 26%	16 30%	- -	- -	- -	- -	- -	- -
Post-secondary	7 13% B	1 2%	-	-	-	-	-	-
Tertiary	32 60%	35 66%	- -	- -	- -	- -	- -	- -
Sigma	53 100%	53 100%	- -	- -	- -	- -	- -	- -

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

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Table 430

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

Base: All Russia Respondents

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	73*	128	-**	-**	-**	-**	-**	-**
Incomplete secondary and lower	- -	- -	-	-	-	-	-	-
Secondary general	4 5%	7 5%	- -	-	-	-	-	-
Secondary special	12 16%	18 14%	- -	-	-	-	-	-
Incomplete higher	2 3%	8 6%	- -	-	-	-	-	-
Higher (including postgraduate)	55 75%	95 74%	- -	-	-	-	-	-
Sigma	73 100%	128 100%	- -	-	-	-	-	-

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

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Table 431

Base: All South Korea Respondents

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

	2015 Total Registrants		Country					
				South America				
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	69*	101	-**	-**	-**	-**	-**	-**
Less than high school	1 1%	1 1%	- -	- -	- -	- -	- -	- -
High school graduate	9 13%	18 18%	- -	- -	- -	- -	- -	- -
College/University graduate	53 77%	76 75%	- -	- -	- -	- -	- -	- -
Post graduate degree	6 9%	6 6%	- -	- -	- -	- -	- -	- -
Sigma	69 100%	101 100%	- -	- -	- -	- -	- -	- -

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

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Table 432

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

Base: All Chinese Respondents

	2015 Total Registrants		Country					
			South America					
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	548	551	-**	-**	-**	-**	-**	-**
Less than 1000 RMB	- -	1 *	- -	- -	- -	- -	- -	- -
1001-2000 RMB	3 1%	2 *	- -	- -	- -	- -	- -	- -
2001-3000 RMB	9 2%	9 2%	- -	- -	- -	- -	- -	- -
3001-4000 RMB	14 3%	9 2%	- -	- -	- -	- -	- -	- -
4001-6000 RMB	62 11% B	42 8%	- -	- -	- -	- -	- -	- -
6001-10,000 RMB	181 33%	163 30%	- -	- -	- -	- -	- -	- -
Over 10,000 RMB	265 48%	321 58% A	- -	- -	- -	- -	- -	- -
Decline to answer	14 3% B	4 1%	- -	- -	- -	- -	- -	- -
Sigma	548 100%	551 100%	- -	- -	- -	- -	- -	- -

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

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Table 433

QZAREG. In which region do you currently reside?

Base: All South Africa Respondents

	2015 Total Registrants Nielsen Sample Only	2016 Total Registrants	Country					
			South America					
			2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Base	-**	101	-**	-**	-**	-**	-**	-**
Free state	- -	2 2%	- -	- -	- -	- -	- -	- -
Gauteng	- -	38 38%	- -	- -	- -	- -	- -	- -
KwaZulu-Natal	- -	19 19%	- -	- -	- -	- -	- -	- -
Limpopo	- -	3 3%	- -	- -	- -	- -	- -	- -
Mpumalanga	- -	4 4%	- -	- -	- -	- -	- -	- -
Northern Cape	- -	- -	- -	- -	- -	- -	- -	- -
Northwest	- -	1 1%	- -	- -	- -	- -	- -	- -
Western Cape	- -	30 30%	- -	- -	- -	- -	- -	- -
Eastern Cape	- -	4 4%	- -	- -	- -	- -	- -	- -
Sigma	- -	101 100%	- -	- -	- -	- -	- -	- -

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

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	2015 Total Registrants		Country					
					South America			
	Nielsen Sample Only	2016 Total Registrants	2015 Colombia (w/o client sample)	2016 Colombia	2015 Argentina (w/o client sample)	2016 Argentina	2015 Brazil (w/o client sample)	2016 Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
2015 Total Registrants Nielsen Sample Only	2588	-	64	-	68	-	137	-
2016 Total Registrants	-	3349	-	125	-	104	-	186
Country South America 2015 Colombia (w/o client sample)	64	-	64	-	-	-	-	-
2016 Colombia	-	125	-	125	-	-	-	-
2015 Argentina (w/o client sample)	68	-	-	-	68	-	-	-
2016 Argentina	-	104	-	-	-	104	-	-
2015 Brazil (w/o client sample)	137	-	-	-	-	-	137	-
2016 Brazil	-	186	-	-	-	-	-	186

T Test Suppressed Because No Base Row